

**Guest Session**  
**Entrepreneurship Opportunities in Waste Management Sector in India**

- **Introduction**

The guest session on the topic “**Entrepreneurship Opportunities in Waste Management Sector in India**” was conducted on the 3<sup>rd</sup> September 2020, Thursday from 3:30-4:30. The session was conducted through Microsoft Teams for the students of batches MBA 16 and BBA 01. The speaker for the session was **Mr. Manik Thapar, Founder- Ecowise Waste Management**, who is one of the pioneers of waste management industry in India. His work has been published extensively in the media in India and abroad and is known for his unique business model in the field of waste management. Currently, EcoWise is collecting, segregating, aggregating, treating and disposing around 120 tons of waste on a daily basis through composting and recycling methods. Prof. Rahul Verma, extended a warm welcome on behalf of the institute to the speaker.

- **Introduction to the topic**

The Indian garbage can offer a business opportunity of USD 14 billion by 2025. It is set to unlock new business avenues in the waste treatment industry. More than 50% of the total solid waste generated remains untreated and is dumped on the landfills due to the lack of efficient waste management system in India. As municipal solid waste (MSW) holds close to 75% of the total waste generated in India, there lies an investment opportunity for the private players to convert a pile of garbage into the income streams. The session was thus conducted with an aim to get an insight into the waste management industry and understand how the existing gap can be leveraged into a business model.

- **Key deliberations**

- ✓ **Glorifications of entrepreneurial journeys:** The speaker highlighted the fact that failure is inevitable and has to be encountered in the journey of setting up one’s business.
- ✓ **Building a personal brand:** With the rise of social media, it is imperative that every individual builds a personal brand of themselves through their social media.
- ✓ **Opportunities in waste management:** There is a room for lot of improvements in the waste management sector. Big names are today willing to fund ideas that are focusing on processing and recycling waste. Also, about 95% of the collection agencies belong to the unorganized sector offering a gap that can be filled.
- ✓ **Profitability over revenue:** Ventures need to look at generating long term profitability instead of thinking of making quick money to be able to survive in the market.

- **Questions and answers**

- ✓ The plastic waste has increased with masks, gloves and PPE kits being used extensively. How can the situation be handled? Is there an answer to it?
- ✓ How can waste be managed at home?
- ✓ What are the problems the company faced while dealing with regulatory bodies?
- ✓ How different is working in Canada different from India?
- ✓ What avenues do students have in waste management?

- **Feedback of students**

The students learnt a lot from the self made journey of the speaker from the age of 14 till date. His entrepreneurial ventures instilled in the students a sense of confidence that even they can pursue their ideas. The session also enlightened the students about electronic, construction hazardous waste and its treatment.

- **Conclusion**

With DREAM BIG, START SMALL echoing throughout the session, the speaker reiterated the fact that one has to put in “sweat equity” in order to be successful in their entrepreneurial journey. The talk also made the students aware about Waste Management and the sector that works for it. It also pointed to the fact that the sector offers huge opportunities and has a large scope for innovation. The session ended with the vote of thanks by the Registrar while the audience was left with imprints of the enlightening talk.



