Solid Waste: a Problem or an Opportunity? A case study of Pastiwala.com

Dr. Sandipkumar G. Prajapati
Assistant Professor,
Department of Commerce and Business Management,
The M. S. University of Baroda, Vadodara

Abstract:

Conversion of problem in to opportunity is the key to success. At Vadodara more than750.00 M.T./Per Day Municipality Solid Waste generated. MSW contains recyclables paper, plastic, glass, metals, etc., people see this waste generation as problem but a true entrepreneur always try to see opportunity in a problem which he and his company face, marketer need to identify the latent want which is existed and not fulfilled by any product. If he successes in convincing the customers about the product and its use and its important he is the king. In India we have habit of reading news papers every day in the early morning. It is like a Indians custom to take Tea while reading a news paper in early morning. We called the old news papers as pasti in India. And it has no use after one day life. Here pastiwala.com provides the solution to each household to clear the pasti as per their convenience. Secondary data were used to understand the success story of pastiwala.com. So real marketer converts problem in to the opportunities to get the success in the competitive market

Keywords: Solid waste Management, Marketing Tactics, STP Plan, Pastiwala.com

INTRODUCTION:

Solid wastes are any discarded or abandoned materials. Solid wastes can be solid, liquid, semi-solid or containerized gaseous material. Solid waste management (SWM) is one of the major environmental problems of Indian cities. Improper management of municipal solid waste (MSW) causes hazards to the citizens.

There are many categories of MSW such as food waste, rubbish, commercial waste, institutional waste, street sweeping waste, industrial waste, construction and demolition waste, and sanitation waste. MSW contains recyclables (paper, plastic, glass, metals, etc.), toxic substances (paints, pesticides, used batteries, medicines), compostable organic matter (fruit and vegetable peels, food waste) and soiled waste (blood stained cotton, sanitary napkins, disposable syringes) (Jha et al., 2003; Reddy and Galab, 1998; Khan, 1994). The quantity of MSW generated depends on a number of factors such as food habits, standard of living, degree of commercial activities and seasons.

Solid waste management at Vadodara[1]

The usual approach to the carry out Solid Waste Management in the Vadodara City is as below:

Integration of SWM with other activities viz. - sewerage, water supply, health care, engineering departments etc. Emphasis was laid on Complaint redressal system, Grievance redressal system, Litter prevention system, Slum Up gradation & Rehabilitation, Field work, Daily meeting in this regard, etc. Financial commitment: Equipment, Vehicles, communication. Involving citizens: Positive involvement, penalizing truant, creating public awareness.

Present Status is - Quantity of M.S.W. generation: 750.00 M.T. Per Day. Collection and transportation: 730.00 M.T. per day (Yearly average)

 System of collection and transportation:

a) Primary collection & its transportation:-

---

[1] Retrieved from https://vmc.gov.in/Department_SWM_Approach.aspx on 05/03/2018

Sweeping during day and night time, Container lifting, Door to Door Garbage collection vehicles with GPS System and Night scraping & brushing activity etc.

b) Secondary transportation:-

Waste transportation is being carried out with the help of dumper trucks, container lifting vehicles, refuse compactors and transportation vehicles. The collected waste is transported from the storage receptacles to the landfill site in dumper placer and closed dumper trucks. A dumper truck is fully covered with plastic/tarpaulin sheets during transportation. In view of the present city population and area, the total number of containers required for collecting city waste should be around 650. Since VMC has commenced door-to-door waste collection, the collected waste is being transported directly to the compost plant/disposal site. The existing 261 containers are/would be sufficient for city waste storage.

c) Disposal of M.S.W.:-

Vadodara Municipal Corporation has also developed its second processing plant adjoining to the landfill cell phase I site of 300 MT/day (expandable up to 700 TPD) capacity based on Integrated Processing Technology with the intention to minimize waste load on the landfill site and to increase the life span of the landfill site thereby. The work is allotted to M/s. Hanjer Biotech Energies Pvt. Ltd. on PPP basis. The Integrated Processing facility is consisting of composting of biodegradable matter, pelletization, and recovery of recyclables such as metals, rubber, plastics etc, RDF and manufacturing of sand and eco bricks. Only 20% of the total incoming waste is going for the landfilling by this technology. The processing plant is operationalized from February-2010. The tenure of the agreement is of 10 years which will expire in 2018. The capacity of plant is now expanded to 500 TPD

About Pastiwala.com[2]

Waste paper collections from our households become hi-tech, with the launch of India's first-of-its-kind Web site www.pastiwala.com, by technology mughal Sam Pitroda in Vadodara.

A local company of Vadodara, Gujarat, namely Sort India Enviro-Solutions Ltd, is launching the Web portal, which will also be its brand. Even the company's official ring tone on phones will be "pastiwala." It is the first-ever organised waste paper collector in India, said its promoter whose company collects waste paper from both industries and households.

A brainchild of entrepreneur Paresh Parekh, the waste paper collection and recycling company will use 25 three-wheelers, 10 four-wheelers, 20 big trucks and other means to collect waste paper. "Ours is perhaps India's only company that uses high technology for the benefit of the bottom-of-the-pyramid in the society: the waste paper collectors," he told *Business Line*.

Parekh, who launched this initiative in 2013 on an experimental basis, said he is now enrolling thousands of students, common citizens and unskilled workers to contribute to the unique initiative and help make environment eco-friendly. The company, which has tied up with recycled paper makers, will act as a supply chain creator for them. "India is currently importing huge quantities of waste paper for recycling as our waste paper collection process is not integrated."

The initiative will use electronic weighing scales to integrate technology with restoration of environment. One could call the company to book an appointment to get the waste paper picked up and track the truck's movement. The company will pay Rs 13/kg at present rates for the waste paper collected.

Pitroda, being invited by the Vadodara Innovative Council, will also launch the 'Vadodara as an innovative city' programme to inculcate awareness about environment. For every 20,000 tonnes of waste paper recycled, 3.40 lakh trees are saved. Since 2010, Parekh's initiative has saved over a million trees in Vadodara alone as he prepares to expand his initiative across India.

[3]Pastiwala.com believes on Think, Believe and Act.

Think - Pastiwala is a call-out used for waste paper collectors in Gujarat, India.

In a sector that is traditionally dominated by waste paper collectors located at nook and corners, Pastiwala lets you breathe in the fresh air. And yes, quite literally so! Pastiwala is the first ever organized waste paper collector in India. A CRISIL recognized and rated organization, it is located in the city of Vadodara in Gujarat. It is under the thought provoking leadership of Mr. Paresh Parekh that this inspiring project took off in the year 2010. Over the past 3 years

---

[2] "**Waste paper collection biz to go hi-tech**" article published on 13th June, 2013 in The Hindu Business Line
[3] Retrieved from http://www.pastiwala.com/index.html on 01/03/2018

many people have opted for the Pastiwala way of waste paper disposal. Slowly directing the waste paper generated in the country towards the recycle process. In this way, contributing to handover a sustainable earth to the future generations.

Believe - To see things change around you, your belief in change is just the starting point. If you have given the deteriorating pattern of earth-life a thought, you might be interested in improving it too, aren't you?

Paper - Trees - Ecological balance. That is the route we've taken. They take doable steps, by collecting paper from both industries and households, recycling it and bringing it back into use. Instead of cutting more trees for paper, why not help conserve the greens? They believe, together we can reconstruct our earth. The first step in asserting this belief is by contributing waste paper for recycle. You can participate and contribute with just a phone call, message or email! Waste paper at work or home, we're a stone's throw away!

Act - Act to Recreate

Now, spend less time thinking and more time on acting how to restore our earth. Let the thoughts you have, be a part of reality.

Here is the chance. Collect and recycle waste paper to save cutting down of trees. We're on this for over three years now. And in this span, look what has grown - For every 20,000 metric tonnes, 3,40,000 trees are saved. In the last 3 years, 10,20,000 trees were saved under this initiative.

Pastiwala has helped save 3,40,000 trees per year, which makes it 10,20,000 trees saved in the last three years. And while doing this, he has made an impact not only on the environment, but also on the social and economic system.

Restoring the Environment: Pastiwala has been vigilant of the environment impact over the course of collecting and recycling waste paper. This mainly includes

- Saving carbon emission
- Efficient transport of waste
- Collection & recycle of 20,000 metric tonnes of paper and cardboard per year
- 70% less energy consumption in recycling paper vis-a-vis making it from raw materials

Encouraging the social system: There have been many individuals who have contributed to the organised waste paper collection method. Owing to the organised ways, waste paper collectors have experienced a social and economic improvement.

- An addition of approximately 500 unskilled workers in the social & economic system
- Payment of salary through bank accounts
- Improved wages, worker welfare & insurance
- Generating credibility through ID proof for the team

Integrating technology: Pastiwala utilises technology in the form of electronic weighing scale, GPS and Driver Tracking Devices, Customer Relationship Management (CRM) Systems, Google Maps - Earth and other hand held devices for waste paper collection. The integration of technology in collecting waste paper has helped tremendously in streamlining this process. Also, first time steps like making calls for paper collection, collating user data, information on location of Pastiwala tempo add immense value to this organized collection system

Research Methodology:

Primary objective behind this paper is to understand the solid waste management, how it happens at Vadodara city. Pastiwala.com is one of the leading innovative companies who are in the business of Pasti collection. Who provide the door to door service at Vadodara and other cities of Gujarat. One of the objectives is to study this company from marketing point of view and try to identify the reasons behind the success. Exploratory research design was used to prepare this paper. Only secondary data were used to prepare this paper. Secondary data are collected from newspapers, magazines, online journals, online articles, books etc. limitation of this paper is no primary data were collected and this paper is totally base on published secondary data which might be not correct 100%.

ANALYSIS & DISCUSSION:

First of all we can analyze pastiwala.com in terms of 7Ps as shown in the Figure 1.1 (Source: google Images).

- Product: pativala.com is the service providing company where they do waste paper collection in different cities of Gujarat. Company collects waste paper from both industries and households as well.

- Price: here price refers the amount of transaction. Price of the waste paper is measured in terms of per kilogram. Approximate rate at present is Rs. 13/Per Kilogram.

-Place: pastiwala.com provides door to door service to their customers. Customers need to make phone call, message or mail. Company has 25 three-wheelers, 10 four-wheelers, 20 big trucks and other means to collect waste papers at vadodara.

- Promotion: pastiwala.com is highly base on modern tool of marketing. Like Word of mouth, web base marketing, marketing on social sites, local radio ad etc.

- Physical Evidence: we can able to see the unique dress code of the employees of pastiwala.com, employees have their id also. Company tempo and other vehicles also have special colour and symbols for separate identity. Each vehicle have GPS location tracker which will help the customers to find the nearest vehicles. They come up with latest weight machines etc. can be physically observed.

- People: Pastiwala.com has approximate more than 500 unskilled employees in different cities of Gujarat. Company gives them good amount of salary and other incentives. Salary is directly deposited in the bank accounts. They have their ID profs also.

- Process: for taking the service of Pastiwala.com customer need to make phone call, massage or mail. Company will send the nearest vehicles to that customer. Each vehicle has GPS and Driver Tracking Devices, Customer Relationship Management (CRM) Systems also focused by collecting user data, information and location etc. The integration of technology in collecting waste paper has helped tremendously in streamlining this process. Also, first time steps like making calls for paper collection, collating user data, information on location of Pastiwala tempo add immense value to this organized collection system

Let's see the STP Plan of pativala.com

STP refers segmentation, Targeting and Positioning**.** Successes of any product highly depend on STP plan of the company.

-Segment your market: organization, product or brand can't be all things to all people. This is why company need to use market segmentation to divide its customers into different groups of people with common characteristics and common needs. This allows company to tailor its approach to meet each different group's needs in cost-effectively, and this gives company a huge advantage over competitors who use a "one size fits all" approach. There are many different ways to segment your target markets. For example, you can use the following approaches:

- **Demographic** – By personal attributes such as age, marital status, gender, ethnicity, sexuality, education, or occupation.
- **Geographic** – By country, region, state, city, or neighborhood.
- **Psychographic** – By personality, risk aversion, values, or lifestyle.
- **Behavioral** – By how people use the product, how loyal they are, or the benefits that they are looking for.

In our case pastiwala.com use the more than one bases for the segmenting the market, company working on geographic and demographic bases.

-Target your best customer: after finding most attractive segment there are some other factors need to consider for targeting best customers. Like profitability of each segment, size of the segment and potential growth opportunity etc. pastival.com presently targets customers at Vadodara, Ahmedabad, Surat, Mehsana, Rajkot, Anand and Nadiad. Company plan to expand in different cities of Gujarat.

-Position your offerings: here company need to identify how they position their product in the minds of most valuable customers segments. Base on this company selects its Marketing Mix. Here company need to decide why customers choose them instead of others. What are the unique selling proposition companies have which competitors don't. here pastiwala.com have USP is technology usage. Utilizes technology in the form of electronic weighing scale, GPS and Driver Tracking Devices, Customer Relationship Management (CRM) Systems, Google Maps - Earth and other hand held devices for waste paper collection. The integration of technology in collecting waste paper has helped tremendously in streamlining this process. Also, first time steps like making calls for paper collection, collating user data, information on location of Pastiwala tempo add immense value to this organized collection system

Conversion of problem in to opportunity – a true entrepreneur always try to see opportunity in a problem which he and his company face, marketer need to identify the latent want which is existed and not fulfilled by and product. If he successes in convincing the customers about the product and its use and important he is the king. In India we have habit of reading news papers every day in the early morning. It is like a Indians custom to take Tea while reading a news paper in early morning. We called the old news papers as pasti in India. And it has no use after one day life. Here pastiwala.com provides the solution to each household to clear the pasti as per their convenience. So real marketer converts problem in to the opportunities to get the success in the competitive market

Conclusion:

In the conclusion researcher would like to note down some of the other reasons behind the success of pastival.com other than its marketing tactics. They are 1. An Innovative Business Idea - If you want to survive in this competitive world, companies need to determine what sets them apart from the other available options. Patival.com identifies the latent demand and tries to fulfill in the best possible manner. 2. Right talents – long term success of any organization is requires assemble the right talented people to build the brand or company. For success entire team is needed to willing to push hard to accomplish organizations goals and missions together. Pastiwala.com has such team which will lead to the company to the new heights. 3. Your Network – growth of the network will have huge help to the organizations. As pastival.com companies' network grows it expands with profit. 4. Hard work – one of the reasons behind the success of any entrepreneur is hard work which he and his team put for the attainment of the companies goal. Here is also same case we found Mr. Paresh Parekh puts lots of efforts for the development of the pativala.com business in different cities of Gujarat. 5. Sales - There is one thing that will quickly prove the viability of your product or service -- sales. Not only do sales prove you have something viable, but it also injects revenue into your business, allowing you to grow and avoid. Day by day pastiwala.com is becoming one of the best solution for the clearance of waste from the households of Gujarat.

Bibliography:

[1]Akolkar, A.B. (2005). Status of Solid Waste Management in India, Implementation Status of Municipal Solid Wastes, Management and Handling Rules 2000, Central Pollution Control Board,New Delhi.

[2]GOI (2003). Report of the Technology Advisory Group on Solid Waste Management, Government of India Publications,

[3]*http://www.pastiwala.com/*. (n.d.). Retrieved March 05, 2018, from http://www.pastiwala.com/: http://www.pastiwala.com/

[4]MOUD Report (2005). Management of Solid Waste in Indian Cities,Ministry of Urban Development, Government of India, NewDelhi.

[5]Wang, L. (2014). Sustainable Bioenergy Production. New York: CRC Press.

[6] Waste paper collection biz to go hi-tech . (2013, June 13). *The Hindu Business Line* .

[7] *VMC - Solid Waste Management*. (n.d.). Retrieved March 01, 2018, from https://vmc.gov.in: https://vmc.gov.in/Department_Health_Solidwaste.aspx