

Daily Dump

Compost at Home

Lead Organisation: PBK Waste Solutions Pvt.Ltd.
(www.dailydump.org)

Geographic Spread: Bangalore
Products are sold in 7 other cities of India



Key Message:

- It is very important to know your waste, because mixed waste is poison. Segregating household waste is not a complex task.
- Composters reduce the waste thrown by 60%, decreasing the total amount going to landfills.

Need

Indian cities today generate 120,000 tonnes of waste a day and over 50 percent of it is wet/organic waste. Municipalities face an enormous challenge of transporting and handling this waste and in most cases the system is over stretched.

Response

Daily Dump, started in 2006 with a core team of 3 members, 2 support members and potters, while making prototypes. They began with a basic motto of contributing towards the environment. They have designed and developed a range of composting solutions, which can be implemented conveniently and hygienically.

Drivers of the Initiative

It is the creation of value for customers by training households, individuals and the community to convert their organic waste into high quality compost. Daily Dump empowers them to re-use their waste and convert it into compost, which can be sold further.

Objectives

Daily Dump believes that waste is a resource. Its objective is to help citizens manage their kitchen waste and turn it into useful, high-quality compost. They believe that by segregating at source, Indian households can do their part to keep materials out of landfill and clean up their cities.

Stakeholders Involved

Waste producers: They should take responsibility in ensuring that their waste is disposed appropriately or adequately utilised.

Government: It should create awareness regarding the importance of composting, so as to reduce waste disposal and encourage greener practices among people.

Innovative Features

Daily Dump is dedicated to empowering households, individuals and urban communities across India to convert their organic waste into high quality compost. It supports communities with its resources and products to become green citizens and change local consciousness about waste and the environment in cities. Their at-home composters allow the entire household to engage in maintaining a sustainable community. They also provide service plans that enable the creation of 'green jobs'. Their training of staff within communities to manage large composting installations ensures that they green their communities through their work.

The Process

Cities and its people need simple, effective and decentralised ways to manage waste at source. Daily Dump converted this need into a viable business by offering products, services and know-how. Managing waste at source meant that individual homes started composting. So, they created products for the urban Indian home that suited their budget, space and time constraints and 'taught' them how to get it right. Daily Dump's products were the 'first of its kind' in India. They have, thus, monetised a market that did not exist previously. Up till now, households have been the primary users of Daily Dump composters. Recently, offices have also evinced interest, partly to meet Corporate Social Responsibility requirements and partly to save costs of haulage and landscape manure by composting onsite.

Overcoming Barriers

It faced the challenge of:

- Convincing people to adopt the practice of composting
- Handling the composting processes like fighting maggots, odor, rats, and moisture etc.

It addressed these challenges by:

- Reaching out to people through workshops, events and various other innovative tools, like school textbooks
- Technical intervention to handle the problem of composting process

Environmental Benefits

- Reduces green house gases. It helped customers keep at least 4400 kg of waste from reaching land dumps in India.
- Once the number of homes generating compost reaches a sizeable quantum, cities can hope to return the compost to villages and replenish the soil that produces our food.



Social Benefits

- Better-informed citizenry ensuring utilisation of state machinery and resources for effective waste management.

Economic Benefits

- The project helps sustain 40 traditional potters and their families in Palamner (outskirts of Bangalore)
- Clones run viable businesses in their cities with Daily Dump designs and participate in the evolution of solutions to issues of waste, livelihoods and sustainability
- Service support system for maintaining the composters offers opportunities to local communities, NGOs, micro-entrepreneurs to generate meaningful livelihoods

Governance Related Benefits

- If cities manage 60% of their waste at source, then the tax-payers money could be spent on more urgent projects like school, health and infrastructure.

