



## SN ties up with WWF India, TERI and ICC to launch Green Literature Festival

**S**ustainabilityNext is excited to announce the launch of India's first **Green Literature Festival (GLF)** to be held later this year. GLF will curate honour lists of 'green' literature for adults, children and sustainable business in addition to hosting conversations, dialogues, documentaries, films to accelerate the green movement in India through the year.

GLF aspires to build an enabling ecosystem for amplifying green literature, for authors, readers, poets, teachers, artists, publishers, NGOs, business bodies, public policy forums, education institutions, among others. It aims to become a robust platform to amplify the role of green literature in shaping dialogues, debates, environmental consciousness, education, and call-to-action from political, business and civil society leaders.

While festivals and longlists are meant for celebrating extraordinary and creative work, GLF will aspire to make literature accessible, meaningful, and even fun to a wider audience.

Continued on next page

### FEATURES 1 - 5

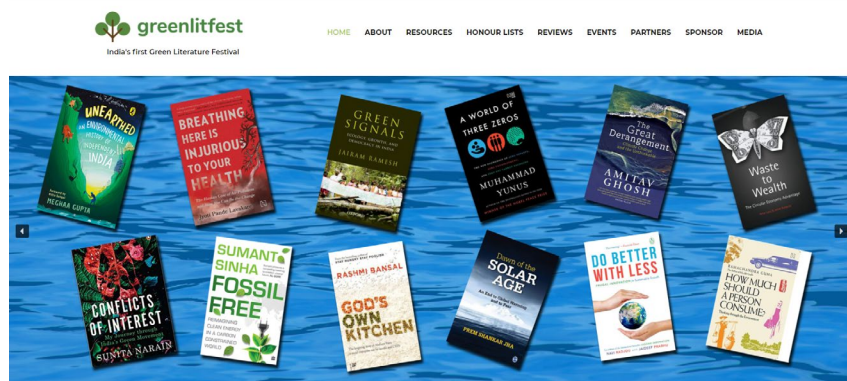


**Ramky's Formula to Rid Indian Cities of Construction Waste**

### NEWS 6 - 14

- Centre for Policy Research Suggests New Commission for Climate Governance
- TERI Launches Coalition to Decarbonise Urban Freight
- Mondelez Funds Hasiru Dala for Recycling Multi-layered Plastics
- Enrich Launches Natural Beauty Care Product
- Why We Need to Popularize Green Careers in India?
- Can We Train the Brain to Conserve Water?
- HUL Launches in-store Smartfill to Reduce Plastic Waste

Initiatives such as GLF can make a larger impact only with active collaborations and partnerships. GLF and WWF-India are announcing their partnership at **WWF-India's 'Big Book launch' event on 3rd July 2021**. With its strong network of offices across the country, WWF India has been at the forefront of nature conservation and environmental education for more than five decades.



Six children's books from the leading publishing houses: Penguin Random House, Karadi Tales and The Write Place – Crossword Bookstore Ltd, will be launched at a virtual event. **Watch**

GLF is also happy to announce that one of India's premier institutions **The Energy & Resources Institute (TERI)** has come on board as our knowledge partner. TERI has been offering best-in-class capabilities in research, policy and consultancy in energy, environment, climate change and sustainability over the last four decades.

ICC is **India Climate Collaborative**. It aims to inspire, connect, and empower institutions, individuals, and communities to rise to India's climate challenge.

An influential panel of advisors is a prerequisite if an initiative is to realize its potential. GLF's panel of advisors include **Jairam Ramesh**, prolific author and Member of Parliament. He is the Chairman of the Parliamentary Standing Committee on Science & Technology, Environment, Forests & Climate Change. Among his many books, two are about nature and environment – 'Indira Gandhi – A Life in Nature' and 'Green Signals: Ecology, Growth, and Democracy in India.'

**Prof. Harini Nagendra** is an ecologist and the award-winning author of 'Cities and Canopies: Trees in Indian Cities' and 'Nature in the City: Bengaluru in the Past, Present, and Future.' She teaches Sustainability at Azim Premji University in Bengaluru.

**Zai Whitaker** has written more than 20 books on nature. She is a Naturalist, Educator, and the Managing Trustee of the Madras Crocodile Bank.

**Radhika Suri** is an educationist. She heads Environment Education at WWF-India.

**Santosh Jayaram** is a Partner and Head – Climate Change, Sustainability and CSR Advisory at KPMG.

GLF is an initiative of India's most widely read magazine on the business of sustainability, **SustainabilityNext**. It was founded by **Benedict Paramanand** in 2013 with funding from Infosys co-founders Kris Gopalakrishnan and S D Shibulal. The festival will be managed by a team of writers.

The team includes **Meghaa Gupta**, author of 'A Home of Our Own' and 'Unearthed: An Environmental History of Independent India.' She is a passionate advocate of children's literature; **Pooja Bhula**, independent journalist, green evangelist and author of 'Intelligent Fanatics of India' and **Debarati Ghosh**, business researcher and strategist at former TCS chairman, S Ramadorai's office. To know more visit **Green Literature Festival**.



# Ramky's Formula to Rid Indian Cities of Construction Waste



Indian cities and towns are littered with debris from building construction sector raising air pollution to dangerous levels. Lakes in Indian cities are choking from construction debris. The solution to this mammoth problem, is not as difficult as it looks if a few measures are taken swiftly.

In a chat with **Benedict Paramanand**, Editor of SustainabilityNext, **Masood Mallick**, joint MD of **Ramky Enviro** (REEL), is bullish about gigantic possibilities C & D (construction and demolition) sector offers to the economy, employment and the environment. India is currently recycling only one percent of 300 odd million tonnes of waste from the building constructing sector.

Here are Mr. Mallick's formula to unlock massive value:

- Extend incentives given to renewable energy sector to C & D. Make it mandatory for government projects to use at least 25% of its needs from recycled high quality products
- Introduce quality code for products produced from construction waste. This will ensure greater offtake by infrastructure and building construction companies and also retail home sector
- GST break for recycled waste products
- Enforce existing laws strictly especially on sand mining of river beds and incentivize use of M sand (sand from construction waste)

## Incentivize mobile recycling

The 25-year old REEL employs 20,000 people and notched up Rs. 3,000 crore of revenue in the last financial year. "We are a 25-year old start-up," Mr. Mallick said excitedly. He is leading the company's transition from a waste management company to offering a full suite of sustainability services. The company is already present in a few countries but wants to be a serious player in the emerging markets.

The C & D sector has only three serious players in India and has room for many more. But since this is a highly capital intensive sector that works at scale with low margins, it needs better governance and attractive government incentives if it is to tap the huge potential. "It's getting better these days, but a lot still needs to be done," he added.

REEL inaugurated its second C & D recycling plant in Hyderabad recently. It has plans to increase this number from 5 currently to 27 in the next few months. KKR picking up 60% stake in REEL two years ago ensures easier and cheaper access to capital. To Mr. Mallick, "The fact that when somebody



like KKR, which is a mainstream hardcore investor, is with you, it is a huge vote of confidence for the whole sector. It's been a two and a half year journey now, of this investment and we have been returning very strong financial returns with very strong financial growth. It gives them the confidence to invest more. Our results are showing the market that there is something in it. It's not just an environmental play, it's also an economic play."

The role of cement companies is critical to the future of C & D recycling. Currently only three large cement companies use recycled material to add to their products. Since Indian waste has its own unique characteristics it needs indigenous technologies as well as imported technologies.

## Innovations

REEL has been working on a few innovations to mainstream C & D sector in India. Its first successful innovation was introducing a toll-free number in Noida. "It was highly successful," Mr. Mallick said. He believes people inherently don't pollute if there are easier ways for them to dispose waste.

Interestingly, mobile recycling as an idea is beginning to be promising. REEL has a pilot in mobile recycling facility in Tirupati. Mobile units are viable for large projects. REEL is exploring similar possibilities with large e-commerce companies.



To Mr. Mallick, the clincher for the positive future of the C&D sector is the fact that the quality of recycled products is beginning to exceed that of virgin material. But for customers to choose them, the sector leaders have to invest in education and awareness campaign. They also need to work on making high quality recycled products much cheaper than it is today. Current pricing difference is only about 10%. Perhaps the tipping point for this sector is at 20% cheaper than conventional products.

The 'polluter pays' principle, popular in the FMCG sector, needs to be introduced in C & D as well especially for medium and large projects. This policy could make recycled products even more attractive.

The good news is that C & D recycled products are now ready for use for non-structural purposes such as footpaths, walls and sub-base of roads. The potential is immense as India starts to build its smart cities and highways. If India starts using a mix of plastic and recycled construction waste for roads in a big way, most of Indian cities and towns could become cleaner without much effort.

To Mr. Mallick, progress in nano-technology is key to the C&D waste sector's future. He said this is its holy grail. This technology will improve the quality of recycled waste products significantly giving a run for the virgin material business.

REEL expects to be more than a Rs. 10,000 crore company in five years. Its buoyant because 'circular economy' principle is beginning to be embedded in business strategies of organizations. India's commitment at the 2015 Paris Agreement will need massive investment in clean and green infrastructure.

## Waste to Wealth

While the whole world is excited with the 'waste to wealth' paradigm, Mr. Mallick has an interesting view. To him 'waste to wealth' signifies a mining mindset. Waste as a business opportunity should be approached with humility.

He said, "Somewhere 'waste-to-wealth' idea has a very exploitative nuance to it. You don't go into it with a mindset to exploit, rather, we want to deal with it with folded hands. One has to look at it as a service. We have to approach recycling, resource recovery or any environmental service with folded hands, with our heads down, to say there's a lot to learn, there's a lot to do, and we are far away from where we need to be."

## Centre for Policy Research Suggests New Commission for Climate Governance

The New Delhi-based **Centre for Policy Research** has urged the Government of India to go beyond energy and emissions policies to also look at deeper economic structures such as patterns of urbanization, industrialization, and job creation to improve climate governance. To achieve this it has proposed setting up of a new, independent, non-executive, multi-stakeholder Low-Carbon Development Commission backed by law, to bring both analytical credibility and mechanisms to ensure policy relevance.

In its June 2021 report titled 'Building a Climate-Ready Indian State: Institutions and Governance for Transformative Low-Carbon Development' by **NAVROZ K DUBASH**, **PARTH BHATIA**, and **ADITYA VALIATHAN PILLAI** (from left to right) the centre has laid out a new approach to Indian climate governance. The authors suggest India's institutional structure should be aimed at generating and adopting low-carbon development pathways.



The authors further propose that the new Commission interface with an enhanced set of bodies within the executive branch, interacting through a set of annual reporting requirements and incentives for climate action. "By laying out a set of principles, institutions, and mechanisms for interaction, we suggest a path to analytical credible and policy relevant Indian climate governance."

<https://cprindia.org/research/reports/building-climate-ready-indian-state-institutions-and-governance-transformative-low>



# TERI Launches Coalition to Decarbonise Urban Freight



**T**he Energy and Resources Institute (TERI) recently launched the **Sustainable Urban Freight Coalition** (SUFC), a consortium of public and private stakeholders of urban freight in India to bring together industry, academia, and civil society for Sustainable Urban Freight (SUF) practices.

The coalition was launched at a virtual event by **Pawan K Agarwal**, Special Secretary, Logistic Division, Ministry of Commerce and Industry (MoCI). “The journey of facilitating sustainable urban freight in cities shall be largely driven by local actions and urban local bodies. The coordination and partnerships with different stakeholders – city and state government agencies, private freight operators, OEMs, will play a better role in facilitating solutions.”

The event also included the launch of the SUFC charter which laid out the aims, ambitions, and activities of the coalition.

There is huge potential in the urban freight sector to achieve the vision of decarbonising transport by 2030. According to TERI’s **‘Roadmap for Electrification of Urban Freight in India’**, a 14% reduction in CO<sub>2</sub> emissions is attainable in the small commercial vehicle segment in India’s urban freight, with higher penetration of electric vehicles (EV).

**So far, the SUFC has partners such as Directorate of Urban Land Transport, Government of Karnataka, and the Surat Municipal Corporation. Partners from the private sectors include the Society of Indian Automobile Manufacturers (SIAM), TATA, Mahindra Rise, among others.**

The SUFC has already engaged with urban local bodies (ULBs) in Surat and Bengaluru for SUF solutions. The Surat Municipal Corporation (SMC) aims to switch all of its 908 vehicles engaged in solid waste management (SWM) to EVs. The city’s textile sector, which accounts for 44% of its urban freight, has also shown interest in EV adoption.

SUFC is an initiative by TERI and Environment Defense Fund (EDF). Hisham Mundol, Chief Advisor, EDF India emphasised the importance of freight in the overall economy and livelihoods and said that the focus of the Indian pathway to sustainable urban freight also incorporates better health and livelihoods of citizens.

**“The focus should not be just making urban freight cheaper and greener. It should focus on how greening can make it cheaper and this will accelerate the process,” he added.** Talking about the initiative, Sanjay Seth, Senior Director, Sustainable Habitat, TERI said that ‘what gets measured gets managed’ and TERI has taken an important step bringing all the stakeholders on one platform to study the problems and experiment the low-carbon solutions.





# Mondelez Funds Hasiru Dala for Recycling Multi-layered Plastics

**M**ondelez India announced a grant to Hasiru Dala, a Bangalore-based NGO for recycling Multi-Layered Plastic (MLP) waste to create sustainable furniture boards for creating tables, benches and for other uses. The pilot project will use the technology purchased from start-up TrashCon, to convert ~600 tonnes of MLP waste per annum into 'WoW Boards'. The project was facilitated by Ubuntu, a global environment solutions company.

WoW Boards are known to be highly durable and a sustainable plywood alternative for building, construction, furniture, and other end uses. **Deepak Iyer, President, India,** Mondelez International said, "The success of this project and its learnings will create a model for companies in India to replicate for MLP recycling at scale. We are very excited to pilot this initiative."

**Venkatesh Kini, Co- Founder of Ubuntu** noted, "Ubuntu works with thousands of innovators and entrepreneurs around the world to address some of the planet's biggest environmental challenges. This pilot project is especially exciting because it has global potential to help solve not just plastic waste, but also reduce the huge environmental footprint of the building and construction industry.",

As part of this initiative, MLP waste will be collected by Hasiru Dala's wide network of waste collection units and then processed and converted at a special unit set up in Bangalore into recycled 'WoW Boards', which is a highly durable and efficient alternative to plywood. The technology solution, provided by TrashCon, a start-up waste recycling equipment manufacturer, will create highly durable WoW Boards that can be used for a variety of purposes – both industrial and consumer. The initiative through funding by Mondelez India and in partnership with its impact investing arm, Sustainable Futures, is expected to begin commercial production in July 2021.

"Hasiru Dala has been working with local government in Bengaluru to manage inorganic waste for several years by creating entrepreneurs out of waste pickers. We have always been looking for solutions to multi-layered and low value plastic. A study in 2018 has shown more than 80 percent of plastic waste collected is low value but bring almost nothing in terms of income to the centres. They typically end up at landfills or in co-processing in cement kilns. The WoW boards will help bring income to the waste pickers and will have applications particularly in replacing wood-based



Continued on next page



sheets in construction and furnishings.”, said **Nalini Shekar, Co-founder, Hasiru Dala**.

“At TrashCon, we have invented patented technology to convert MLP coming from houses, streets and even landfills into an alternative to plywood thus solving not only the plastic issue but also preventing incessant cutting of trees. We’re really pleased that Mondelez India is supporting Hasiru Dala in adopting TrashCon’s technology.”, said **Nivedha RM, Founder, TrashCon**.

Mondelez International, Inc. (Nasdaq: MDLZ) is based in over 150 countries around the world. With 2020 net revenues of approximately \$27 billion, MDLZ is leading the future of snacking with iconic global and local brands such as OREO, belVita and LU biscuits; Cadbury Dairy Milk, Milk and Toblerone chocolate; Sour Patch Kids candy and Trident gum.

Mondelez International is a member of the Standard and Poor’s 500, Nasdaq 100 and Dow Jones Sustainability Index. Mondelez India Foods Private Limited (formerly Cadbury India Ltd.) has been present in India for over 70 years.

## Enrich Launches Natural Beauty Care Product

**Enrich**, that claims to be India’s largest home-grown beauty services has launched **Born Ethical** – a sustainable, professional care, premium beauty brand made from pure near natural ingredients. It offers a range of locally-produced, vegan, natural and cruelty-free offerings packaged in recyclable, eco-friendly material.

A company release notes how Born Ethical pioneers gender neutral skincare for all skin types comprising. They are available on [enrichsalon.com](https://enrichsalon.com), Enrich app and Enrich outlets for purchase.



Enrich has also launched the “Greenrich Rewards” campaign to inspire customers to take small steps towards a sustainable lifestyle and reward them for it. With the aim to reduce, reuse and recycle, the multi-faceted program provided customers a chance to participate through different programs.

*Enrich is a 24-year old beauty brand and has a chain of company-owned and company-operated hair & beauty salons in India. From a single salon in 1997, Enrich has evolved into a leading unisex salon chain across Mumbai, Pune, Bangalore, Ahmedabad, Surat, Baroda.*





# Why We Need to Popularize Green Careers in India?

By Meghaa Gupta

**T**o a lot of us, the environment is a 'cause'. It matters because it's absolutely essential to preserve, for the future of our planet and the human race. We celebrate environment days with much fanfare. EVS has been made part of our school curriculum by government mandates on education. The media covers environmental issues regularly, and many celebrities champion its cause vociferously.

However, a lot of us draw a blank when it comes to pursuing environmental careers. Some of us are not aware of them. Others, who are, realize that the environmental cause often makes for a difficult career, with an apparent dearth of well-known, well-paying jobs. Many students who opt for environmental qualifications in higher education end up leaving the field or struggle for good jobs.

Unless environmental careers are popularised, the field will continue to have a dearth of qualified and committed professionals devoted to it. One doesn't need to have any specialized knowledge to subscribe to a cause. In fact, many complain that the environmental field is populated by people with a superficial knowledge of the facts. Most of us know the issues around pollution

and conservation of the natural environment. We may even be passionate environmentalists involved in planting trees, organizing clean-up drives, sloganeering – the works.

However, preserving the environment needs a lot more. Dedicated scientists, engineers and researchers who can get to the root of problems and devise actionable solutions; Policy makers who understand the underlying issues and devise meaningful strategies keeping these in mind; Lawyers willing to fight environmental cases in court and conduct comprehensive and unbiased due-diligence and compliance for environmental projects; Committed and experienced academicians teaching environmental subjects at schools and colleges; Well-informed journalists who bring environmental matters to the public eye and often put themselves on the line to uncover scams... there are many employment avenues in environment. The problem is that many of these don't pay too well, are not as widely known or easily accessible.

**Despite the problems with environmental careers, in the course of my writing, I have interacted with numerous people who have made a career out of the environmental cause, in small and big ways. Many of them have founded NGOs and social enterprises working towards various environmental ends. They agree that money is not always easy, but it is there, provided one perseveres through the challenges. It's not a career for those wanting regular employment in air-conditioned offices.**



A lot of these people are in their late thirties, forties and even fifties. Many of them made mid-career switches to work full-time for environmental causes. They all claim a need for more 'young blood' to meet the increasingly dire environmental situation in the country today. Many youngsters are also inspired by the call to take up careers that give them the opportunity to 'make a difference'. Social enterprise and start-ups led by astonishingly young people are leaving their mark on the country.

The time is ripe to popularize environmental careers as part of the awareness drives around the country. We need to create new environmental role models children can look up to. Perhaps even begin a well-publicized fellowship in this field. Considering the amount of time, money and exposure being given to Swachh Bharat, renewable energy and India's green promises as part of the Paris agreement, I don't see why we can't.

Most Indian families have people in finance, law, medicine, IT... very few of them have career-environmentalists, who can inspire and guide the children. Who can nurture a mindset that pushes interested children into joining the field. In the absence of this, educational institutions and existing environmental bodies need to create the opportunity. So, I hope someone with the necessary resources takes a publicised step in this direction and the message reaches the right ears. I'm waiting, and I would like to think, so is a green-minded student who is in need of some inspiration.



Meghaa Gupta, Author of the award-winning books, *A Home of Our Own* and *Unearthed: An Environmental History of Independent India*, advocate of children's literature





## Can We Train the Brain to Conserve Water?

IIMB researchers explored the human aspect in water conservation in a field study conducted in an affluent residential community in Bengaluru, published recently in the journal

**Water management policies thus far have been about augmenting the supply of water rather than to lower demand. The resource is scarce and now we need to go beyond technological solutions.**

**I**n late 2017, the spectre of “day zero” loomed over Cape Town, South Africa — the day when, for the first time ever, in any big city in the world, all water taps would go dry. Thankfully, the day never arrived, but it served as yet another reminder that water supply is under tremendous stress in most cities around the world.

According to the United Nations (UN), 3 billion people currently lack basic hand-washing facilities at home — incidentally one of the most effective methods for Covid-19 prevention. The world is projected to face a freshwater deficit of 40 percent by 2030. The challenges of water scarcity are

Continued on next page



particularly pronounced in developing countries such as India, where per-capita water availability has declined rapidly over the last seven decades as the population has grown, especially in the cities. The main thrust of water management policy thus far has been to augment the supply of water rather than to lower demand. But this option fails when the resource itself is scarce. Technological solutions like efficient washbasin taps and toilet flush-tanks, low-flow showers, and smart meters, are useful, but not widely accessible or in use. Besides, wasteful human behaviour often compensates for the efficiency gains from these technologies.

What about charging for the use of water or restricting supply? Aside from the political and social hurdles to implement this, it would be largely ineffective, especially in high usage affluent urban families who would rather pay up an extra five hundred than curtail their shower time.

Keeping these hurdles in mind, we explored the human aspect in water conservation in a field study conducted in an affluent residential community in Bengaluru, published recently in the journal, *Proceedings of the National Academy of Sciences of the United States of America*. More specifically, can the brain be trained to use less water? Can the consumer be made conscious of their water usage, and then can they be made to change **consumption habits**?

We can only be motivated to change a behaviour, once we are aware that it needs changing in the first place. For example, if you do not know that you spend too much on your monthly groceries, then why would you even feel the need to save?

Humans are creatures of habit. When people act in a particular way repeatedly, such as taking a daily shower, they do it in an automatic mode without much conscious thought. That is why attempts to persuade people to conserve water by appealing to their better senses have had limited success. People may get influenced by these messages temporarily, but the force of habit eventually takes over and behaviour change is short-lived.

## Intervention design

The study consisted of weekly messages designed to evoke conscious thought and attenuate automatic habitual responses related to water usage. The apartments were divided into four groups randomly – the control group received no message; test group 1 received a weekly message informing them of their water usage; test group 2 received the weekly usage information plus a suggested water usage goal (as recommended by WHO), along with feedback as to how well they were doing (or not); and test group 3, in addition to the above, received easy water conservation tips in pictorial form, like how to take a navy shower or wash veggies in a bowl.

The weekly usage information drew peoples' attention to how much water they were using daily, something they are usually unaware of in their daily routines. The water use goal put things in context by making the extent of wastage salient. Finally, the water-saving tips gave people the ways and means to reduce consumption. "The progressive information content of the intervention design allowed us to measure the effects of incremental information on conservation activity," says Deepak Malghan, Associate Professor of Public Policy at IIMB and co-author of the study.

Continued on next page

The intervention continued for five weeks. The daily water usage was measured for all the apartments over the three chronological stages of the experiment – before the intervention, during the intervention, and the long post-intervention period.

## Large and persistent effects are possible

The results were significant. Test group 3, which received all three messages, reduced usage by a large 16 percent in the short 5-week intervention stage compared to controls. But what is even more interesting is that the effect was an even larger 23 percent in the year-long long cooling-off stage, long after the interventions had ceased. Once the new habit is formed, it stays.

Achieving persistence in conservation behaviour has been a central but elusive goal in behavioural research. This study shows that it is possible to achieve large and persistent water conservation effects through behavioural interventions. Automatic, unconscious behaviour, like taking a shower or brushing your teeth while the tap is on was disrupted by repeated activation of deliberate thought. This, coupled with water-saving tips, helped consumers cut back on the wastage of a crucial resource.

The results are undoubtedly promising for demand management using behaviour change techniques. Such interventions can be powerful tools to mitigate the growing risk of day zero by encouraging water conservation. These findings also expand the scope of behavioural interventions to numerous other settings, such as in the larger environment and resource sectors, without the political and social difficulties associated with price-based policies.



**Kanchan Mukherjee** is a Professor of Organizational Behavior at IIMB and has a PhD in Decision Sciences from INSEAD.

**Vivek** has a PhD in Public Policy from IIMB.

[This article has been published in Forbes India with permission from IIM Bangalore. [www.iimb.ac.in](http://www.iimb.ac.in) Views expressed are personal.]

Editor & Publisher

**Benedict Paramanand**

CEO - [bangalorebizlitfest.com](http://bangalorebizlitfest.com)

Please share your article ideas, views, thoughts and feedback to

[benedict@managementnext.com](mailto:benedict@managementnext.com)

91-80-41126557

<https://sustainabilitynext/>

Design

**H.S. Ganesh Keerthi**

<https://ganeshkeerthi.com/>

© Rishabh Media Network

Information in this publication is drawn from a variety of sources, including published reports, interviews with practicing managers, academia and consultants. While doing so utmost importance is given to authenticity.

Subscribe to



<https://www.magzter.com/IN/ManagementNext-Media-/Sustainability-Next/Business/>

# HUL Launches in-store Smartfill to Reduce Plastic Waste



HUL's Smartfill, the company says has received "overwhelming response." This is a first of its kind in India to reduce plastic waste.

The machine allows consumers to refill in store liquid products from Surf, Vim & Comfort.

To access products from the Smart Fill machine, consumers can either use their old empty bottles or purchase a Smart Fill bottle from the store at a nominal price. As an incentive, consumers are being offered Rs 30 off on the MRP or effective price at the store if they get their own bottle and Rs 15 off to those who purchase the Smart Fill bottle.

HUL's three-pronged consumer-centric approach of 'Reuse, Refill and Reward' is to build mass public awareness that changes the way plastic is viewed, used and managed. The company aims to use learnings from this pilot project to create a scalable refill business model in partnership with prominent retailers and trade outlets.

## Watch video

