

CASE STUDY: BEACH CLEANUP DRIVE, MARICO LIMITED & SHAKTI PLASTIC

CAMPAIGN:

In a wake of rising plastic waste problem Marico Limited with The Shakti Plastic Industries had enabled waste collection drive at beach with the objective of bringing awareness in people about ill effects of littering and encourage best waste management practices.

Impact

1230 kg of waste collected

Recycled into

18+ Benches
45+ Dustbins
200+ Flower Pots

Installed back into societies,
gardens

- » **3.5 Tons of CO2 Saved**
- » 100+ Workers Engaged
- » Products from waste reintroduced in loop under **Circular Economy**
- » Outreach in million through multiple channels
- » And more ...

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Made out of recycled Post Consumer Plastic Waste

