

Mother Dairy to recycle 832 tonnes of plastic by March 2020

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PUNE: Mother Dairy has announced a pan-India plastic waste collection and recycling drive. The company aims to recycle additional 832 metric tonnes (MT) of plastic waste by March 2020 across 25 states. The company debuted its plastic waste collection and recycling initiative in Maharashtra in June 2018.

To tackle the menace of post-consumer plastic waste, Mother Dairy rolled out the Extended Producer Responsibility (EPR) programme last year. As per the company, under this initiative, Mother Dairy has collected and recycled 1,073 MT of

plastic waste till May 2019. This quantity includes around 183 MT of Multi-Layered Packaging (MLP) and 890 MT of Non-Multi-Layered Packaging.

In 2019-20, it will replicate the success of EPR by recycling plastic waste across 25 key states of its operations and is targeting to recycle 60 per cent of the total MLP used, i.e., 832 MT by March 2020. This has already been initiated in seven regions of Delhi, Haryana, Punjab, Rajasthan, Uttar Pradesh, Uttarakhand and Bihar.

Commenting on the initiative, Mother Dairy Fruit and Vegetable Pvt Ltd Managing Director Sangram Chaudhary said, "Some of the products from our company's portfolio

involve recyclable plastic packaging of both forms - MLP and Non-MLP, and Mother Dairy has acquired central registration for Brand Owner under Central Pollution Control Board, which is in line with the Plastic Waste Management (Amendment) Rules 2018. Our aim is of on-ground actions for collection, segregation and recycling of plastic waste."

He said, "Mother Dairy has entered into contractual engagement with leading Producer Responsibility Organisations (PROs) to network with waste picker communities, recyclers and also liaison with urban local bodies for collection and recycling post-consumer plastic waste."