We all want a **Swachh Bharat**, but what makes India dirty?
India is dirty because we throw all waste in one bag!

Although our immediate surroundings look clean, is this really contributing to a clean environment, city and country?
So what else can we do?
We can throw differently & keep each category separate.

Keep it separate, keep it valuable!
This is how *we* citizens can spend 2 hours a week / 8 hours a month

Only brooming & dumping is not enough!

<table>
<thead>
<tr>
<th>Daily</th>
<th>Time</th>
<th>Weekly Total</th>
<th>Monthly Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Segregate waste</td>
<td>3 mins</td>
<td>~ 10 minutes a day</td>
<td>~ 0.5 hours a month</td>
</tr>
<tr>
<td>Compost organic waste locally</td>
<td>5 mins</td>
<td>~ 1 hour a week</td>
<td>~ 2 hours a month</td>
</tr>
<tr>
<td>Dispose sanitary waste safely (Where does this go, Modi Sir?)</td>
<td>2 mins</td>
<td>~ 4.5 hours a month</td>
<td>~ 1 hour a month</td>
</tr>
<tr>
<td>Give dry waste to recycler</td>
<td>15 mins</td>
<td>~ 1/2 hour a week</td>
<td>~ 3 hours a month</td>
</tr>
<tr>
<td>Infect 5 other people with swachh!</td>
<td>20 mins</td>
<td>~ 2 hours a month</td>
<td>~ 6 hours a month</td>
</tr>
<tr>
<td>Dispose e-waste safely</td>
<td>15 mins</td>
<td>~ 15 mins a month</td>
<td>~ 1 hour a month</td>
</tr>
</tbody>
</table>

TOTAL: ~ 1.5 hours a week ~ 6.5 hours a month
This is how you can help us Modi Ji - make these 7 points a national mandate

1. MANDATORY SEGREGATION
   Why are we still throwing out mixed waste?!? Segregation at source is the only way.

2. DECENTRALIZED COMPOSTING
   At the home / community / ward level. No organic waste to reach a landfill.

3. WASTE IN URBAN PLANNING
   Alloting space for waste transfer points, informal recycling, sanitary waste incineration, mercury bulb recycling & putting in facilities for workers in this sector.

4. SCHOOL GARDENS
   Composting and vegetable gardens (in addition to toilets) in all government schools.

5. DEBRIS RECYCLING
   Space to be allocated

6. INCENTIVIZE RESOURCE RECOVERY INDUSTRY
   Piggerys, biogas, recycling, composting, re-mediation & EPR.

7. SCIENTIFIC LANDFILLS
   For reject waste

EPR = External Producer Responsibility
Daily Dump - cleaning up India since 2006

14,272 KGS kept out of India’s landfills EVERYDAY by our customers.

OVER 25,000 Indians compost at home and reduce the burden on the public waste collection system.

DESIGN & innovation in India for 8 years. We proudly make in India, for India.

17 CITIES have citizens who compost at home, thanks to inspiring champions and partners.

3 CRAFT COLLECTIVES produce our products, earning livelihoods and turning over 20 lakh per year.

All this at no cost to government, only benefits!
Design and innovation
Made in India, for India

Our products help responsible citizens reduce the burden on the public system by turning 60% of household waste into organic manure, at home.

For home composting
- Kambha
- Leave it pot
- Prithvi Kambha

For community composting
- Leaf composter
- Lotus Manthan 300
- Aaga 550
Daily Dump is a brand of PBK Waste Solutions Pvt Ltd.

www.dailydump.org

Winner of the Namma Bengaluru Award for Social Entrepreneurship (2014)