Design Revolution
100 Products That Empower People
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foreword by Allan Chochinov
Bangalore, India, produces 2,200 tons (1,600 T) of waste every day, but its central government’s composting plant can only accommodate 500 tons (454 T) daily. Seventy percent of the waste generated in the average urban Indian home is organic waste, and most of Bangalore’s houses have laagerdener areas as backyards. To address the waste issue and take advantage of the built-in space, designer Poornam Bir Kasturi created a one-stop shop for pots, tools, and services that deliver the benefits of permacomposting to homes throughout India. Daily Dump’s composting

service bundle that brings waste management to the home and empowers residents and new entrepreneurs alike. By both educating people about composting and providing the products for the system, the company enables customers to take ownership of their household’s waste management.

Users of the system purchase the earthenware pots from a wide selection: single or stacked, unpainted or painted, individual or family capacity, indoor or outdoor, and even compost and plant pots. Customers can buy any combination of the vessels, along with tools and instruction material, to personalize the composting system to accommodate their needs. To complement the product range, Daily Dump offers weekly, biweekly, monthly, and emergency in-home service plans in which trained staff attend to post maintenance, rotate waste, clean units, and more.

Daily Dump’s open-source business model and product line also allow the pots to be replicated within craft communities throughout India. Through this design-meets-enterprise strategy, the company supports local workers while providing a solution to an urban environmental problem. “Design is a powerful tool that allows you to imagine a system that can be organic and enabling,” asserts Kasturi.