

Webinar Title: Minimizing Waste and Maximizing Profit

Registration Fee (including GST): Rs 299/- (Rupees Two Hundred Ninety Nine Only) per participant inclusive of GST

Expert Speaker (Name/ Designation) –Capt. Manju Minhas, Founder and director,
Sifar Zaya Environmental Sustainability Trust

Webinar Date: 18.10.2020 **Duration:** 11.00 am to 12.00 hours(One hour)

About Webinar (Brief One para): -

The world generates 2.01 billion tonnes of municipal solid waste annually, with at least 40-50 percent of that not being managed in an environmentally safe manner. Looking forward, global waste is expected to grow to 3.40 billion tonnes by 2050 with rising population, urbanization and consumerism. It is becoming evident now that the problem is two pronged, on one side world is drowning in its own waste and on the other side depletion of natural resources is happening at a fast rate. It is time to rethink and redesign our systems and policies to close the loops of material flow and embrace circular economy. Waste is essentially a secondary resource merely at a wrong place. These challenges can be converted into opportunity by shifting our practices from linear to circular economy based models with inculcating life cycle assessment and 3R principle approach in our production and operations. Moreover it is becoming obvious that reduction of waste generation is going to play the key role as part of the solution. This webinar is aimed to share the deep insights on the challenges in the present systems of operation, production and consumption as well as concepts and case studies on how to minimize waste and maximize profit.

Webinar Coverage:-The overview of content is as under:

1. Challenges due to our current unsustainable production and consumption practices
2. Understanding scope for waste minimization in depth
3. Ways to embrace 3R principle and circular economy
4. Case studies of existing profitable ventures based on cash from trash models

Speaker Profile (Brief One Para & Photograph):-

Capt Manju Minhas is director and founder of a social venture, Sifar Zaya Environmental Sustainability Trust. An ex- Army officer and a seasoned environmentalist with more than 15 yrs of experience, having worked at various positions including faculty in engineering colleges, heading operations and implementation of waste management projects and

conducting trainings for multiple stakeholders in India and abroad. At national level, she is contributing as member of committee for Solid Waste Management at Bureau of Indian standards (BIS).

Register to learn (Key Learning's' in bullet points):

- 1.Challenges due to our current unsustainable practices
- 2.Waste minimization- paradigm shift to cradle to cradle viewpoint
- 3.Case studies of existing profitable ventures based on waste reduction and recovery models

Date: 18.10.2020

Time Slot: 11.00 am to 12.00 hours (Forenoon)

With kind regards

S.P.Singh
Regional Director
National Productivity Council, Chandigarh
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