

# Integrated Waste Management through Corporate Social Responsibility

**Schedule:** 2<sup>nd</sup> October 2020 @ 3:00 PM

## Coverage of Webinar:

- Best Practices for Integrated Waste Management from Collection to Recycling
- Mobilizing CSR funds to fill the known gaps in city-level waste management processes including sensitization & recycling
- Creating Social & Environmental impact stories under CSR projects and reporting on SDGs
- Promoting local & innovative solutions while driving AatmaNirbhar Bharat
- Increasing the share of environment & waste management in CSR investments. Recent YoY trends

## Speaker Profile:



Ashish Sachdev is the Founder President of Green Dream Foundation, a new-age NGO based in New Delhi, India. Before committing himself completely to the service of the planet and people, he also worked in senior leadership positions across different multi-national corporations for over a decade.

His mission has been to create an educational and socially responsible advocacy platform for people to empower and engage their peers in environmental activities to ensure a healthier, cleaner and more sustainable planet for businesses, customers, employees, homeowners and families. As a young person, he realized that “not-knowing-how-to-get-things-done” was restricting young people from ‘taking the plunge’ and standing up for issues they felt

deeply about. He felt a strong urge to develop a platform for young people across the world to synchronize their approach towards addressing these issues. His will to fight for the odds against the environment sowed the seeds of the Foundation.

Under Ashish’s leadership, the organization has launched various unique awareness campaigns that drive action at the ground level. Plasticophilic, Paint My City, Man Sagar Cleanup & COVID SOS are the most recent ongoing initiatives.

Read more here:

- <https://yourstory.com/2019/04/plastic-reduce-recycle-ashish-sachdeva>
- <https://www.amarujala.com/uttar-pradesh/saharanpur/the-message-of-cleanliness-and-greenery-through-wall-paintings-saharanpur-news-mrt449986923>
- <https://timesofindia.indiatimes.com/city/jaipur/clean-lake-drive-yields-1-5-tonne-trash/articleshow/70322082.cms>

Ashish has delivered thought-provoking talks at global leadership forums around environment, CSR and sustainability. Global CSR Summit, Aligarh Muslim University, Smart Cities India expo, TEDx and Indian Institute of Technology are the recent ones.