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## *Mscrapper Waste Management Pvt. Ltd.*

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(Company under startup India Programme)



ZERO WASTE  
ZERO LANDFILL



IN ASSOCIATION WITH

**#startupindia**

# We are producing gigantic amounts of...Waste.

Total waste in the world is enormous. Some of it is recycled but a lot is simply dumped, causing problems for people and the environment. See below and find more amazing world waste facts at our waste page.

The Global  
Environmental  
Waste Picture  
on Waste

We use 5  
trillion  
plastic  
bags...

This year 5 trillion plastic bags will be consumed. That's 160,000 a second! Put one after another they would go around the world 7 times every hour and cover an area twice the size of France.

2.2 Billion  
Tons of Waste  
Generate  
Globally Each  
Year

We throw  
out over  
50 tons...

Every 2 hours we throw out enough stuff to fill the world's largest container ship with trash. That's 12 container ships every single day and 4380 container ships in one year.

15, 25, 782,900

Tons waste  
dumped in the  
Ocean globally  
every year...

We emit a LOT of CO2

In one year the world emits 33 billion tons of CO2. That many tons could form a giant "CO2 cube" measuring over 28 km on each side. By 2030, our emissions of CO2 could rise to 40 billion tons.





**INDIA  
Environmental  
Picture on  
Waste**

**Waste Management Market in India 2014 - 2025** report launched by NOVONOUS finds that waste management market is expected to be worth **US\$ 13.62 billion by 2025**.

Indian **municipal solid waste (MSW)** management market is expected to grow at a **CAGR of 7.14% by 2025**

While **e-waste management market** is expected to grow at a **CAGR of 10.03%** during the same period.

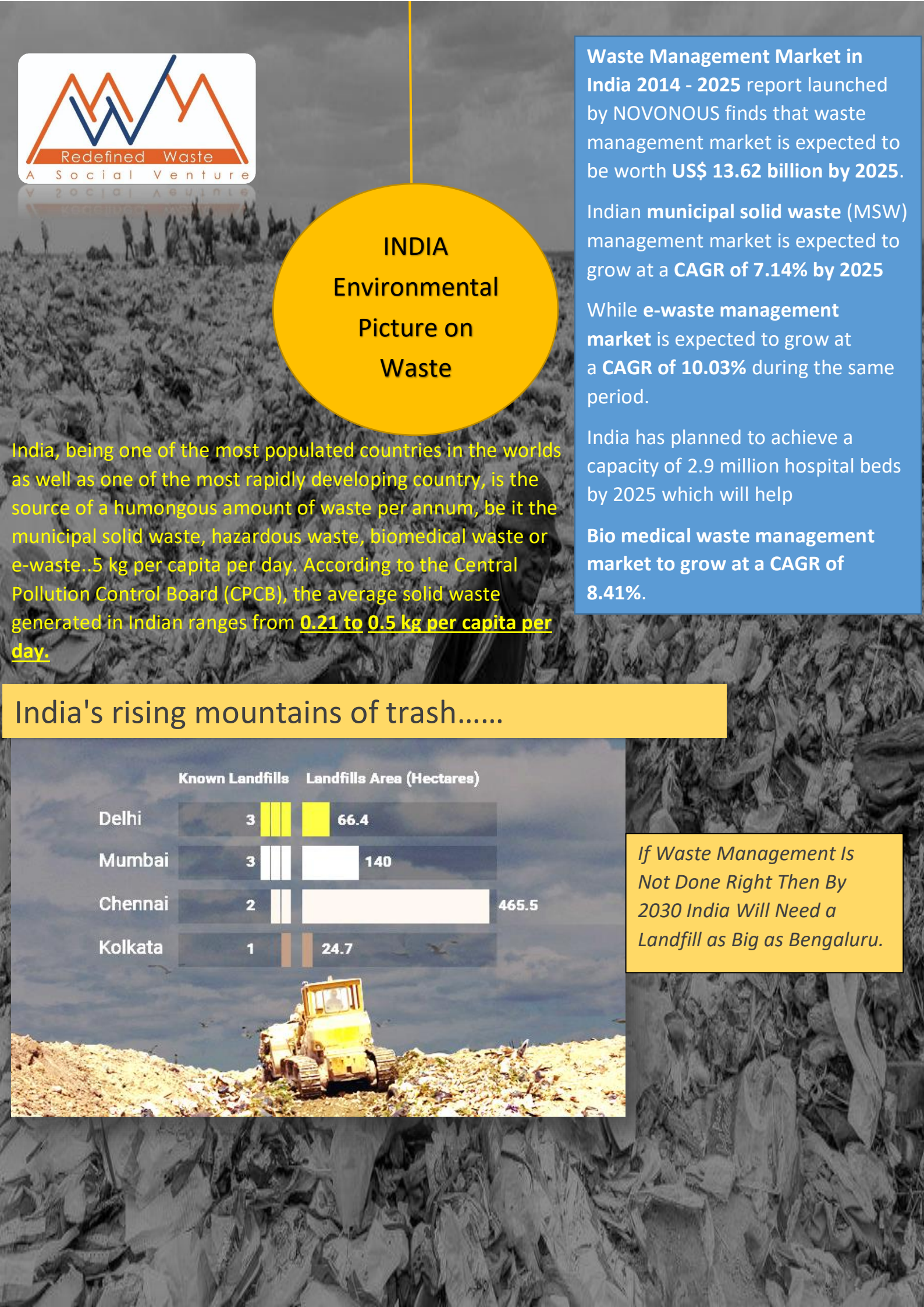
India has planned to achieve a capacity of 2.9 million hospital beds by 2025 which will help **Bio medical waste management market** to grow at a **CAGR of 8.41%**.

India, being one of the most populated countries in the world as well as one of the most rapidly developing country, is the source of a humongous amount of waste per annum, be it the municipal solid waste, hazardous waste, biomedical waste or e-waste..5 kg per capita per day. According to the Central Pollution Control Board (CPCB), the average solid waste generated in Indian ranges from **0.21 to 0.5 kg per capita per day**.

**India's rising mountains of trash.....**



*If Waste Management Is Not Done Right Then By 2030 India Will Need a Landfill as Big as Bengaluru.*





**:: IT'S TIME TO REDEFINE THE WASTE ::**

**We have found**

**Some Innovation Inclusive Solutions**

**THAT CAN IMPACT CHANGE**



**TOWARDS ZERO WASTE NATION**

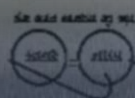
**ZERO WASTE, ZERO LANDFILL**

**Waste  
is changing.**

In association with



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MWM (MSCRAPPER WASTE MANAGEMENT) is a company that brings fresh ideas and solutions to the business of a clean environment. It is our people who make the difference and leave the world a cleaner, more beautiful place. We are proud to provide cost-effective and environmentally sound solutions for waste and recycling collection, transportation, processing and disposal. But, we do much more than merely collecting garbage. We truly aspire to become environmental services company.

## Our Program::

- ❖ Sustainable Solid and Liquid Waste Management programme.
- ❖ Waste Segregation at source and Treatment Programme.
- ❖ Know Your Waste Awareness campaign.
- ❖ Zero Waste, Zero Pollution Programme.
- ❖ Zero Landfill Programme.
- ❖ Individual Waste Management Programme.
- ❖ Community Waste Management Programme.
- ❖ Menstrual Waste Management Programme.

Our Journey Started on 1 August 2016 with the team of 4 energetic likeminded people, on the concept of Waste Management. Our team is the blend of Engineers, Software, Management guys.

On the first day of market we received collection request from 3 customers and collected scrap of Rs.77/- only but journey continues.

After first quarter closing business came to approx. Rs 10,000 to 12,000 of daily scrap and waste collection.

**Think Green — Reliable, professional waste and recycling pickup services that protect the environment.**





**Garbage doesn't have to be a dirty thing.**

JOURNEY START HERE

Humans create waste and most of us consider garbage to be a problem. In our current convenient and capitalistic society, each individual creates an average of 11 Tons of waste over an average lifespan. 90% of the waste that we create can be transformed into resources, but we need reliable, simple and eco-friendly systems to do so.

ZERO  
WASTE  
ZERO  
LANDFILL

We operate on decentralizing, onsite, end-to-end model waste management awareness program. Converting wet waste to compost or biogas, and dry waste is recycled right on your campus. All in control, with a system that is sustainable and easy to manage.

- ❖ Features of our Smart waste program
- ❖ Introduction of waste segregation
- ❖ Communication, awareness and training
- ❖ Collection and processing of waste
- ❖ Retrieval of every penny/worth out of discarded material.

Zero Waste to landfill

Become an

**ENVIRONMENTAL  
INNOVATOR**

**ZERO  
waste  
to landfill**

**TOWARDS POLLUTION  
FREE NATION**

**ZERO WASTE • ZERO POLLUTION**

# Waste is changing.

In association with



#startupindia

**Free pick-up Door to Door Service.**



[www.msrapper.com](http://www.msrapper.com)

**Call On**

**9235-398-009**

**7703000747, 7703000724**



**MSCRAPPER Waste Management Pvt. Ltd.**  
(A Company Under Startup India Programme)

# Garbage Is Not a Dirty Thing?

Don't Throw Us



Earn Cash from your trash

Welcome to Online MScrapper...!

Free pick up Door step Service  
we are creating a

**GO GREEN environment**

Recycle. Reuse. Reduce.

Download App



9235- 398- 009

**THINK GREEN -- GO GREEN**

Free pick-up Door to Door Service.



[www.mscrapper.com](http://www.mscrapper.com)

## Call On

**9235-398-009**

**7703000747, 7703000724**



MSCRAPPER Waste Management Pvt. Ltd.

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Our services are unique as it's a blend of technology & process. This makes the model both commercially and socially viable. On the first hand it motivates the customer to sell their waste and earn money at the same time helps segregating the waste, that would fix the Dumping Ground issues and ultimately lead to better processing of waste and recycling of recyclable stuff.

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### MARKET POTENTIAL & SCALABILITY

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Our market is every single citizen living on this planet, but our prime target is families, we propose to educate first, create awareness, and make this waste management a profitable venture for the one generating this waste. We believe in the philosophy of "Give a man a **fish** and you feed him for a day. **Teach** a man to **fish** and you feed him for a lifetime. .

LUCKNOW Population: 40 Lacks

LUCKNOW demographic zone: 8

LUCKNOW wards distribution: 110

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### Customer Ease:

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We are doing best for our customers.

- 1: People can choose their own flexible time and date.
- 2: They can check Rate card for the best rate.
- 3: Our Team helps them to segregate their junk items.
- 4: We also give them extra awards to promote the idea.

We find a pen point on disposal of waste and residential scrap. We developed an android application for this i.e. Mscrapper (Mobile Recycling App). People can download app from google play store and schedule a request for collection of their waste and scrap. Our team confirms the schedule and pick the waste/scrap from door step. We will reach out to our Customers-Marketing channel via

1. Our android application. (Mobile Recycling App)
2. Advertisement via flyers
3. Awareness campaign in school, college, public places.
4. Door to Door know your waste programme.
5. Social media, like facebook, WhatsApp, LinkedIn. Etc.
6. Refer and Earn schemes.



# TOGETHER

## Transforming Recycling For Good

### Business Plan for Next Years

**W**ith the intervention of technology and awareness program we are conducting on routine basis, we expect to grow exponentially, roughly we have grown (customer base) on an average pace of 300% on monthly basis.

Our model is very simple and with help of technology and social platforms, we have the potential to occupy space in every smart phone, to reserve space is easy, but to cater to the services associated, we need strong ground force and logistical base. With the inflow of funds we can take this to new heights, even we are open to create our business associates in other cities/states/countries, so as to have global approach.

#### Existing Support

Collecting recyclable trash or waste from households and further, segregating and recycling it to generate revenue.





A simpler  
way to  
recycle  
more.

## OUR IMPACT

REACHED  
2,00,000  
PEOPLES

DIVERTED  
5,000 TONS OF  
WASTE FROM  
LANDFILL

CREATED  
200 GREEN  
JOBS

AVOIDED  
8k MT  
CARBON  
EMISSION

# Our Process:

We provide the doorstep free services to collect your residential and commercial waste/junk. We make it easy to keep your home environment clean and efficient, while protecting the environment at large. At MWM, we value exceptional service, providing a wide range of services and products - and you.

We offer you peace of mind. We make it easier to sell waste/scrap through convenient online tools, Order services, find request locations or simply connect with us through your online devices.

Our dedicated team work on your request and deliver you the best service and solution for your request as well as to clean your house, your apartment, your city and our environment.

Reaches up to 35,000 Household Families.

5000 MT waste Diverted from Landfill

Mscrapper offers peace of mind.



Book at your ease



Confirm the schedule



Get Paid Upfront



A simple Mobile Recycle Application



Waste that is not source-separated is often considered contaminated and not suitable for recycling. So our prime focus remains on segregation at source, thus making other recycling process at ease.

## Sustainability

Sustainability is just not about the environment. It is also about ensuring a community's long-term economic and social future.

### The Environment

We create waste to wealth and Waste to Energy Bridge the gap between reusing, recycling and landfilling of waste. Some Waste Simply cannot be reused and recycled. These are the waste stream that we will target.

### The community and Employees

MWM will work with communities ensuring they are familiar with technology and it's long term benefits.

### The Economy

MWM is supported by an experienced team who will deliver commercially sustainable solutions for waste management and the production of waste to wealth and energy programs.



Innovative waste to wealth and energy solution, international experience and global partnering approach.

# MEET THE TEAM

MWM's Board of Directors and Executive Management team bring significant experience and understanding to the commercialization of waste to wealth and energy technology.

**Mr. DEEPENDRA TRIPATHI**, an IT engineer, with around 10 Years of experience in the field of technology and management. He is the founder & director of Mscraper (MWM).

**Mr. ASHISH MISHRA**, MBA (MM), Director BD, holding 9 Years of Defense logistics and around 8 years in corporate sector, in the stream of Supply chain and logistics management.



## SAMAY 2017 “YOUNG ENTERPRENURE” AWARDS:



## PRESS AND MAGZINE COVERED BY GREH SHOBHA

कामकाजी महिलाएं भी बैलेंटाइन डे को अपने दोस्तों के साथ पूरे उत्साह से मनाती हैं. लखनऊ के होटल लिबाना के ईओएस डिस्क में 'बैलेंटाइन वारश' का आयोजन किया गया. इस में हिस्सा लेने वाली स्टेडीज ब्लैक और ब्लू ड्रेस में तैयार हो कर आई थीं. ज्यादातर वेस्टर्न ड्रेसिंग में थीं. 'बैलेंटाइन वारश' की आयोजक सलोनी केसरवानी ने कहा, "बैलेंटाइन वारश में अलगअलग प्रोप्स लगाए गए थे. इस के पास आ कर ही लोगों को गाने और डांस को दिखाना था. यहां सभी ने कपल में बेस्ट रेपवाक, ब्यूटी ब्रेन और सुपर डांस किया."



मिस यूथी 2016 टैलेंट प्रतियोगिता युवावृत्त विभाग और आयुषी संस्कार रही. आयोजक वार्षिक खाने के फिल्म और मीडिया का अखबार में प्रदेश सरकार का बहुत बड़ा

पितापुत्री के सहज ही परिवार में पिता की भूमिका पु लगी है. पिता अब पुरानी दक पुत्री को आगे बढ़ाने के लिए लगे हैं. यही वजह है कि आम बनाने के लिए पहले से अधिक यही नहीं कल तक सामबहु दिखाने वाले टीवी सीरियल कर पितापुत्री के सहज होते शो दिखाने लगे हैं. स्टार प्ल के लीड आर्टिस्ट विका अह सोच बदल रही है. यह बात व्यापक स्तर पर बदलना वा यह है कि आम परिवारों में बदल रही है. खेतों में काम वाले तक अपनी बेटों को प लिए स्कूल भेज रहे हैं."



**उत्कृष्ट सेवा के लिए संजोगिता महाजन अवार्ड**

संजोगिता महाजन अवार्ड के लिए 33 लोगों को चुना गया. इन्होंने समाज के अलगअलग क्षेत्रों में उत्कृष्ट काम किया था. इन में फोक, बौलीवुड सींग, सोलो डांस, समाजसेवा जैसे कई क्षेत्र शामिल थे. वरिष्ठ साहित्यकार और हिंदी संस्थान के पूर्व अध्यक्ष, सुभाकर अदीब ने सभी को पुरस्कार दिए. कार्यक्रम का संचालन शिवा पांडेय ने किया.

134 **गृहशोभा** मार्च (प्रथम), 2017



## COVERED BY AMAR UJALA

लखन एकता हालात लापता उसका ने मंगर पुलि निवास करते। छात्र सोमव रहे की पर अ दरवाजे ने मोह तलाश चला। सुबह पुलिस छात्र

### प्रतिभावान युवा व बाल कलाकारों का सम्मान



### अब 3 बलरामपुर लॉय

लखनऊ (ब्यूरो)। पावर विंग्स फाउंडेशन व संजोगिता महाजन मेमोरियल अवाइर्स की ओर से मंगलवार को समय-2017 कार्यक्रम के तहत युवा व बाल कलाकारों का सम्मान किया गया। राय उमानाथ बलि प्रेक्षागृह में आयोजित समारोह में उत्तर प्रदेश, उत्तराखंड, राजस्थान, मध्य प्रदेश व दिल्ली के युवाओं को सम्मानित किया गया। मुख्य अतिथि वरिष्ठ साहित्यकार सुभाकर अदीब, विशाहरख खान, कथक गुरु अश्व कुमार, साहबुद्दीन समीर, गौरव सिंह, सुमन रावत, अनुराग महाजन ने कलाकारों को सम्मानित किया। सम्मानित होने वाले कलाकारों में शिवानी सुदर्शन, संजोली श्रीवास्तव, प्राची सिंह, स्वैथंक गुप्ता, समीर श्रीवास्तव, प्रियंशा गुप्ता, सिस्टर निस्तुला, फराज अहमद खान, अश्वनी राजौरिया, तुलिका बनर्जी, मेहरीन जाफरी, विजित राजवर्धन, रोहित वर्मा, आशीष कुमार, विवेक कुमार, राज स्मृति, रिकी धनजा, ओमदीप मोतियानी, अभिषेक चौहान, अंकित मौर्य, निखिल दवे, राखी जैसवाल, निकुंज, नलिनी छाबड़ा, क्षमा त्रिपाठी, आशीष मौर्य, इब्राल त्रेन, अदिति जैसवाल, गिन्नी सहगल, दीपक सिंह, हर्ष, नितेशा तिवारी, दीक्षा अग्रवाल शामिल थे।

लखनऊ (ब्यूरो)। नव अली शाह प्राणि उद्यान में बब्वर शेर दर्शकों के जाएंगे। इतने करीब कि उ में आंखें डालकर दीदार व प्रशासन बलरामपुर लॉय टीक सामने डवलप हो र शेर बाड़े को ऐसा लुक दे दर्शक आई लेवल पर उनको देख सके। नए बा फ्लोर बनाया जा रहा आराम फरमाते हैं। इस शेरों को देखने के लिए नही पड़ेगा। दर्शकों के उ उनका दीदार हो जाए को मानें तो यह फर बनकर तैयार हो जाएगा



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Partners

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**Collaborate:** in our efforts

**Co-Create:** end to end solutions

**Co-invest:** in waste management



**MSCRAPPER WASTE MANAGEMENT P. LTD.**

Company under Startup INDIA Program

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