

Research Article

A Study on Clean India Ventures' Approaches to Social Innovation and Waste Management

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A B S T R A C T

New social practices that strive to address social demands in a better manner than the current answers are examples of social innovation. These new practices may be found in areas such as working conditions, education, community development and health. Disposal of waste is one of the most major challenges facing humanity problem. Waste is produced by a wide variety of sources, including households, factories, farms, places of worship and other establishments. The waste of unused flowers is one of the major concerns. The accumulation of waste from floral arrangements in places of worship, such as temples, mosques, gurudwaras, crematoriums, community centers and private homes, is a major cause for worry. The purpose of this research paper is to study a company known as Clean India Ventures (CIV), which developed a social innovation for the purpose of managing waste that is produced by religious places. In addition to this, it compiles a literature assessment on the topic of social innovation in relation to waste management. Primary research is the approach that is used and a single company known as Clean India Ventures is analyzed for its contribution to the area of social innovation for the management of waste managing from religious places.

Keywords: Social Innovation, Waste Management, Temple Waste

Introduction

The term "social innovation" refers to the development of novel concepts that are effective in accomplishing social objectives. Through the use of a social innovation approach, the ability to capitalize on innovation is placed at the center of public service. The study of social innovation is still in its early stages; therefore most of the focus is on practice rather than theory. It is more appropriate to view of it as a movement than a specific approach, in the same way that "design thinking" may be understood. In point of fact, one of the characteristics of social innovation is the fact that it brings together a variety of fields of study, kinds of players and industry sectors. The term "social innovation" refers to more than simply creation; it also represents a process that extends from the original impetus to changes at scale

and in existing systems. There are three essential aspects of social innovation that are relevant to the role of the public manager. To begin, social innovation introduces a more experimental approach to the realm of public service. An evidence-based approach, an acknowledgment of the limitations of present knowledge, many tiny wagers on what could work and an awareness that some efforts will fail but generate learning that builds towards future success are all required components of the experimentation process. Second, in order to foster social innovation, it is necessary to have distributed systems, in which innovation and initiative are scattered to the periphery and linked via networks. People that originate and lead social innovation efforts may be found anywhere inside the system, but they tend to be semi-outsiders and boundary spanners.

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Public managers are required to assist and cooperate with social innovators. Third, residents and people who utilize public services may provide insights and assets that can assist public managers in accomplishing their policy goals. Instead of being provided 'to' and 'for' consumers, social innovations are generated 'with' and 'by' those using the innovations. Co-designing projects and collaborating on their creation are two fundamental components of social innovation. As a consequence of this, social innovation has the potential to increase the capacity of the community in addition to providing the direct consequences of the initiative. (United Nations Development Program Global Centre for Public Service) Clean India Ventures (often abbreviated as CIV) is a business that started operations in the year 2015. They used a cutting-edge technology in order to convert the waste that they collected into items that could be utilized.

The most important factor in deciding to implement this social innovation was the desire to establish a decentralized waste management system that is not only beneficial to the natural world but also enhances the surrounding environment. The following is a list of the Product Models offered by Clean India Ventures: Horticultural waste may be turned into compost or fuel sticks, food waste and organic waste can be turned into compost and flower waste can be turned into havan samagri. The specifications provided by the customer are used throughout production of these equipment.

Literature Review

Throughout some time periods in recent history, the majority of the drive for social innovation came from inside civil society. The great wave of industrialization and urbanization that occurred in the nineteenth century was accompanied by an extraordinary surge in the number of social enterprises and innovations. Some examples of these include "mutual self-help, microcredit, building societies, cooperatives, trade unions, reading clubs and philanthropic business leaders creating model towns and model schools". In Britain throughout the nineteenth and early twentieth century's, the civil society was the driving force behind the creation of some of the most significant new models for child care, housing, community development and social care. At other times, governments have been the ones to spearhead social innovation. This was the case, for instance, in the decades following World War II, when democratic governments constructed welfare states, schooling systems and institutions by employing strategies such as credit banks for farmers and networks of adult education colleges. There is every reason to expect that the rate of social innovation will, if anything, quicken in the future century and this belief is supported by a number of different lines of evidence. (Mulgan, 2006).

There have been thousands of recent instances of effective social inventions that have made their way from the fringes into the mainstream. They consist of community wind farms, zero-carbon housing complexes, restorative justice and community courts, online self-help health groups and neighborhood wardens and nurseries. Other examples include Wikipedia and the Open University. In spite of these developments, the process of social innovation is still not well researched. While the processes of commercial innovation have been the topic of a significant amount of academic study, the related area of social innovation has gotten very little attention and seldom goes beyond anecdotes and generalizations of a more general nature. This neglect is reflected in the fact that social innovation is not given sufficient attention in a practical sense. (Richkards, 1985).

Disposal of waste is one of the most major challenges facing humanity problem. Waste is produced by a wide variety of sources, including households, factories, farms, houses of worship and other establishments. The waste of unused flowers is one of the major concerns. The accumulation of waste from floral arrangements in places of worship, such as temples, mosques, gurudwaras, crematoriums, community centers and private homes, is a major cause for worry.

The responsible disposal of waste from flower arrangements is a major challenge. People who have religious beliefs will refrain from throwing away waste flower arrangements in the trash. Instead, it is disposed of by throwing it away into bodies of water, which makes the problem much worse. The disposal of flowers, most often in water bodies such as rivers, seas and other bodies of water, contributes to contamination of the water and has an adverse effect on the living species that are present in the water. Standard methods of waste disposal and treatment include burying waste in landfills and practicing incineration, which refers to the controlled burning of waste material into a residue that cannot be burned again, also known as ash and exhaust gases. (Waghmode et. al. 2016).

It is anticipated that around 800 million tones of flowers, such as roses and marigolds in yellow, are presented as offerings to the many houses of worship located across the nation. In addition to flowers, customers may also purchase vermilion packets, plastic incense packets and bangles made of synthetic material. However, when these kind donations end up as enormous waste, it results in a complicated problem that is bad for the environment. Waste from flowers and plants are responsible for 16% of the overall pollution in rivers.

Research Methodology

Primary research is the approach that was used in this

study. The owner of the company was questioned in order to get information about the company and the characteristics it has and the questions were tailored to elicit such information. After then, the questions were analyzed to see what information could be meaningfully gleaned from them and after that, the case study was prepared. In addition to this, a secondary research project was carried out to study the literature review that was relevant to social innovation and waste management.

About Clean India Ventures

A paradigm change toward the treatment of our surroundings and waste is the goal of Clean India Ventures Private Limited (CIVL), which is an initiative to bring about this transformation. By maximizing recycling efforts and cutting down on organic waste to the greatest extent possible, the organization strives to create people's tomorrows brighter. Approximately 62 million metric tons of wastes are produced every year in India. Some of the categories include hazardous waste, electronic waste and general household waste.

It took some time for them to develop the product further and establish a brand name, just as it does for any new company or cutting-edge technology. They established the brand Green Waste Reprocessor (GWR), which is now being rebranded as GoClean Composter machines. This was done in a methodical and steady manner. The provision of effective and efficient decentralized waste management, which was to be beneficial for the natural world and also complement the natural environment, was the major impetus for the development of CIV. At CIV, it was discovered that our Holy Rivers are filthy and that people used to toss their garbage directly into the rivers using plastic bags, which caused the rivers to become polluted. This was the cause of the problem. As a result, the idea of developing a cutting-edge technology that could turn spent flower petals into Havan Samgri was conceived. 2015 was the year that saw the introduction of this product. Mr. Abhishek Gupta, the company's creator, was the one who came up with this idea for a social innovation. The company operated under four distinct models, each catering to a distinct market segment. Their product models consisted of the following: flower waste turned into havan samgri, food waste turned into compost and organic waste turned into compost and horticulture waste turned into fuel sticks. They built these machines in accordance with the specifications provided by the customer. Green Waste Reprocess, often known as GWR, is the brand name that was first used for the product until it was renamed as GoClean Composter machines. At the point of production, GWR is an innovative technology that converts any and all types of organic waste into compost. Because there is no one in India who manufactures by product according

to the waste it receives, this is a rather innovative piece of technology. This machine may be deployed in any kind of location where there is a significant amount of waste being produced. For example, Hotels, Residential Societies, Temples, Municipal Corporations etc. During the process of putting this innovative concept and product into action, they were forced to contend with a number of cultural obstacles as well.

A common misconception is that composting is an organic process that cannot be replicated using any kind of technology. On the other hand, a demonstration project was set up and the compost that was produced by the machine was given to all of the higher-ranking authorities and concerned businesses in order to educate them about the product.

Innovation in Floral Waste Management

They also had an innovative product that included collecting waste floral material from a variety of holy institutions, including crematoriums and then transforming that waste into havan samagri. During the course of the study, it was discovered that a GWR machine had been set up at the Nigam bodh Ghat in New Delhi.

Flowers are placed as an offering on the corpses of Hindus who have passed on and are now in the abode of the gods, in accordance with Hindu custom. The Nigambodh Ghat crematorium in Delhi is a major contributor to the pollution of the Yamuna River since it creates a large amount of floral waste that is subsequently dumped into the river. Therefore, CIV presented their Flower Waste Model to the individual who is in charge of the Nigambodh Ghat and after receiving the necessary permissions, a machine was put into operation at the product.

Post Effects of Installing GWR

Havan Samgri is a product of GWR that is being utilized by the Nigambodh Ghat Committee and distributed to the individuals who are attending the cremation rituals. The non-governmental organization that manages these premises has installed a GWR machine from Clean India Ventures in order to convert the flower waste into organic compost. Their overarching goal is to reduce the amount of pollution that is being produced and to maintain the cleanliness of the Nigambodh Ghat.

The finances from Dr. Harshvardhan's MPLAD, the Union Minister, the Department of Science and Technology and the North Delhi Municipal Corporation have all contributed to the purchase of this machine. "The GWR has been of immediate assistance to the Yamuna River, as has our custom of throwing flowers into the Yamuna. We are throwing the flower waste into organic manure so that it won't go to waste by being thrown into the river. This machine is functioning quite effectively at this location.

Conclusion

The process of social innovation remains an understudied issue. There is a fundamental lack of practical attention dedicated to social innovation. There is a significant innovation shortage in numerous domains including climate change, growing prevalence of chronic illnesses and many such more. Clean India Ventures is a company which takes a stride towards waste management. Till date it has permitted the treatment of around 62 million tons of organic waste every year converting it into rich compost.

A deeper study into the challenges of waste management and social innovation has to be performed as future implications of the present study.

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