



CASE STUDY

DAILY DUMP

(PBK Waste solutions Pvt Ltd)

Re-imagining urban India's relationship with organic waste



Daily Dump

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www.dailydump.org

Daily Dump was founded in 2006 with a vision to re-imagine human beings' relationship with the earth, with each other and with urban spaces. A design-led company that provides a simple, innovative and indigenous solution to address how we treat our organic waste by teaching individuals and communities to compost at home through the use of terracotta composting units - taking household organic waste and turning it to nutrient rich manure in about 45 days.



PROBLEM - SOLUTION

Big Indian cities produce tonnes of waste every day and most of this reaches dumps that are illegal and unscientific, adversely affecting communities and the biodiversity around them. 60 percent of that waste is organic material (kitchen and garden waste), which can easily be composted into nutrient-rich manure at home but ends up mixing with batteries, plastic, tube lights and medicine, polluting groundwater, soil and air. By managing

organic waste at source we could save taxpayers money currently spent on transport, fuel and labour, and utilise it better on schools, health and infrastructure. Recycling organic waste also helps to decrease a garden's need for water and fertiliser by returning the nutrients once in the living material into the soil to help new plants grow.

An Indian family



of four produces
an average of
1-1.5 kilograms 
of waste each
day¹.

BUSINESS MODEL

DailyDump reaches consumers through B2B and B2C channels. While the smaller home-based composting units are targeted to individual homes and constitute 30% of sales, their larger composting products are designed for communities, which are installed in different cities in apartments, institutions, schools and companies. This constitutes 65% of the company's revenue. Accessories for gardening and other sustainable products make up the remainder of the company's product portfolio.

¹ - Insights into the management of food waste in developing countries: with special reference to India

CIRCULAR ECONOMY IN ACTION

Daily Dump's product, which helps anyone convert kitchen waste into compost, which is then put back into the soil. The products are made of terracotta, which is biodegradable, and is sourced from village potters, thereby helping improve livelihoods for the potters. The designs are 'open source', so individuals in other locations can replicate, adapt, build on, sell and use – for wide and rapid propagation of the idea - some ways making this a circular concept even in a larger community sense.

WOMEN IN SUSTAINABILITY

As a woman-owned enterprise, Daily Dump acts as a role model for others looking to carve out a similar space for themselves. It has been well-documented that women have a leaning towards making more sustainable choices and community-driven solutions which makes them well-placed to create long-term fixes to some of our biggest problems today.



MEASURING IMPACT

The enterprise measures the amount of organic waste kept out of landfills daily by customers, as well as the amount of carbon saved through composting and from diversion from landfills, and the amount of carbon they are able to put back into soil. They also measure the number design replications they are able to propagate.

50,136 kilograms
of compost
added to soil

65,795 kilograms
organic waste
saved daily



GROWTH PLANS

Built on principles of indigenous design and community involvement, Daily Dump is a pioneer in homegrown solutions and has played a key role in changing the way urban Indians think about composting. The company's plans include scaling the brand wider and deeper to make it a household name and potentially an acquisition play in the near future.

AWARDS AND RECOGNITION

- Women Transforming India from Niti Ayog - 2019
- SEED Low Carbon Award 2018
- Lexus Design Award 2018
- Swacch Entrepreneurship Award 2018
- Schwab Social Entrepreneurship Award from World Economic Forum 2016

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WOMEN IN LEADERSHIP

Poonam Bir Kasturi, Founder and designer



The brains behind Daily Dump, Poonam graduated in Product Design in 1985 from the National Institute of Design. She worked in small scale manufacturing after college and then set up a craft-based design company called Industree with two other partners. After 5 years she set up Playnspeak, a proprietorship concern to make products for the home and meanwhile and also became the founding faculty of Srishti School of Art, Design and Technology in Bangalore.

“We wanted to grow a movement. Our design choices were very deliberate – we wanted to grow active citizen participation and build awareness around individual choices and their relationship to the health of the planet.”

When she started out, the overwhelming feedback Poonam heard was that the idea wouldn't work because no Indian would be willing to do compost because it was a 'dirty process'. So Poonam began with a product that looked clean, ordinary, and unthreatening, so that it would fly under the radar of the "grandmasters of waste" - the municipality, contractors, experts and naysayers. Poonam was willing to accept uncertainty, and ready to participate and learn from the first prototypes in the market with the hunch that the inherent beauty of a natural process and urgency of keeping 60% out of landfills will finally find some traction.

“If composting becomes a national habit, then the purpose of Daily Dump is well served.”

Poonam was clear from the start that her company alone could not build a movement, so she created a simple product and embedded replication in its DNA by making it uncomplicated. Daily Dump put up all its information material on the site and made it easy for others to own and use and spread the idea. Because of these kinds of decisions, Daily Dump products appear in all kinds of places, from the Municipal Commissioner of Indore's stall at a huge international event on waste hosted in Indore to a NGO in Delhi who has replicated these and are selling it as their design.

Today, composting has become a common sustainable living practice while Daily Dump products are ubiquitous in homes and well on the way to becoming a household name.



ABOUT CIRCULEAD

CircuLead is designed to empower women entrepreneurs building innovative solutions in the Resource Efficiency and Circular Economy. The programme aims to support women leaders to strengthen their business models, deepen their leadership skills and learn from peers through a hybrid, immersive learning experience. The EU-Resource Efficiency Initiative (EU-REI) is implementing this capacity building programme with support from [Nüshu Network](#), powered by [Unlock Impact](#).

ABOUT EU-RESOURCE EFFICIENCY INITIATIVE

European Union's Resource Efficiency Initiative (EU-REI) (2017-2023) for India and aims to support India in the implementation of the United Nations global Sustainable Consumption and Production (SCP) agenda by way of adapting international standards and best practices in business on resource efficiency and circular economy and fostering the efficient and sustainable use of natural resources. The EU-REI aims to facilitate partnerships between Indian and European businesses and stakeholders on Resource Efficiency (RE) and Circular Economy economy in sectors of interest.

EU-REI acts as an important vehicle for the India-EU Resource Efficiency and Circular Economy Partnership.

It is implemented on behalf of the European Union by a consortium led by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH with The Energy and Resources Institute (TERI), Confederation of the Indian Industry (CII) and adelphi.

ABOUT UNLOCK IMPACT AND NÜSHU NETWORK

[Unlock Impact](#) is a gender-smart women-led firm dedicated to help purpose-driven enterprises succeed across South and Southeast Asia. Powered by Unlock Impact, the [Nüshu Network](#) offers community, coaching and capital for women entrepreneurs in Asia who are looking to build and grow sustainable enterprises. Since its inception, the network has delivered 2000+ hours of learning, 1000+ hours of mentoring at 50+ community events to over 500+ women entrepreneurs.

ABOUT adelphi

[adelphi](#) is Europe's leading independent think-and-do tank for climate, environment and development. We are some 350 strategists, thought leaders and practitioners working at the local and global levels to find solutions to the most urgent political, economic and social challenges of our time. As a policy consultancy, we support a just transition towards carbon neutrality and sustainable, liveable societies. Our work is grounded in transdisciplinary research, evidence-based consulting and stakeholder dialogues. With these tools we shape policy agendas, facilitate political communication, inform policy processes and support decision-makers.

