

Scenario Today

This resulted in India's 2016 Plastic Waste Management Rules that mandates Extended Producer Responsibility.

The complex and informal nature of household and commercial waste generation cause Brands to struggle to fulfill their EPR.

Brands still struggle today to comply with EPR effectively by not having the right networks on the ground to complete EPR.

There is an opportunity to enable this shift to increased recycling by supporting EPR efforts from Brands. This is the opportunity CleanTrack looks to enable.



Plastic waste impact has forced Brands to be responsible and address plastic waste by government policy and public outcry.

Expectation of EPR is to offset plastic waste pollution and bring it into productive streams through recycling.

Still confusion exists over proper EPR schemes and compliance is not defined. Some Brands have been charged with non-compliance for ineffective EPR due to inaction.

There is no standardised mechanism to track the volume of waste recycled on behalf of a Brand's EPR.