

I Got Garbage

Summary:

I Got Garbage (IGG) is a cloud-based platform which provides a technology-based solution to bring dignity to a waste picker's livelihood and focuses on replacing the landfill model with an efficient waste economy (I Got Garbage, 2020). The application suite by I Got Garbage helps break the entire waste flow into micro-activities which are captured and tracked through lightweight mobile & tablet-based applications. These activities include payments and invoicing, waste collection, vehicle tracking (GPS), facility, workforce and issue management (I Got Garbage, 2020).

Objectives:

- To provide a cloud-based platform which provides a technology-based solution to bring dignity to a waste picker's livelihood.
- To bring together an eco-system of waste pickers, non-profits, ULBs and various traders in the plastics recycling value chain onto a single digital platform.
- To work with urban local bodies and social partners to create technology-enabled inclusive waste management models.
- To co-create technology enabled Extended Producer Responsibility (EPR) models for the organizations in solid waste management.

Key Stakeholders:

- Urban local bodies
- Informal waste-pickers and waste workers
- Traders in plastic recycling market
- Social partners and NGOs
- IT sector professionals
- City governments/Municipal Authorities
- Citizens

Implementation Strategy:

The various solutions offered by IGG cloud-based platform are as follows:

- **Zero Waste Cities:** I Got Garbage delivers value as an advisor and program partner to urban local bodies by streamlining governance and traceability in creating zero-waste cities through solutions like SWM master planning, program management, ULB capacity building, community engagement and replicable "Zero Waste Ward" model.
- **Recycling Marketplace:** The I Got Garbage platform tackles the challenges of plastic pollution through its plastics recycling marketplace which brings together an eco-system of waste pickers, non-profits, ULBs and various traders in the plastics recycling value chain onto a single digital platform to build traceability and accountability in the plastic waste recycling operations.
- **Empowering Waste pickers:** I Got Garbage works with urban local bodies and social partners to create technology-enabled inclusive waste management models with a focus on livelihood generation for waste pickers working in the informal sector. The project equips the workers with budget smartphones, so they can check the maps and find out where they need to make pickups, while households and offices can sign up on the website to get their garbage collected for free (Swamy, 2014).
- **Extended Producer Responsibility platform:** The I Got Garbage platform co-creates technology enabled EPR models for the organizations with a focus on building waste traceability and livelihoods (MOSPI, 2020).

Resource Utilization:

- Working hand in hand with waste-pickers and social partners, team IGG has developed several innovative solutions such as Donate Dry Waste, Home and Community Composting, Zero Waste Services, and Community and School Engagement Programs, besides a gamut of Consulting and Technology solutions for Government Agencies, Social Enterprises, and Corporate Institutions (I Got Garbage, 2020).

Impact/ Outcomes:

- Currently, IGG has a presence in 5 Indian cities, and through partner transactions on the digital platform, over 10 million Kgs of waste has been recycled and composted (MOSPI, 2020).
- IGG has been successful in developing innovative solutions such as zero waste services, and community and school engagement programs, besides a gamut of consulting and technology solutions for government agencies, social enterprises, and corporate Institutions (I Got Garbage, 2020).

Challenges/Lessons Learnt

- Technology can be used to promote better management of solid waste in the cities in route planning for waste processing and resource optimisation (Prabhakar & Mehrotra, 2015).
- Cloud-based IT platforms can act as the backbone for all the applications used by social enterprises and rag pickers to formally carry out their daily business transactions in solid waste. Thus, rag pickers can access a structured marketplace to manage their business operations like waste collection and presenting digital invoices for their services (Mehra P. , 2015).

Replicability & Sustainability:

- This platform is currently being used in 5 cities in India



Source: (Mehra P. , 2015)

Fact Sheet:

Thematic area	Use of IT in improving efficiency
First-year of the program	2014
Responsible institution	I Got Garbage
Target audience	Informal Waste workers and citizens
Coverage	Bengaluru, Mumbai, Pune, Hazaribagh, Bhubaneswar