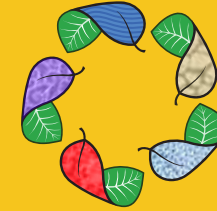




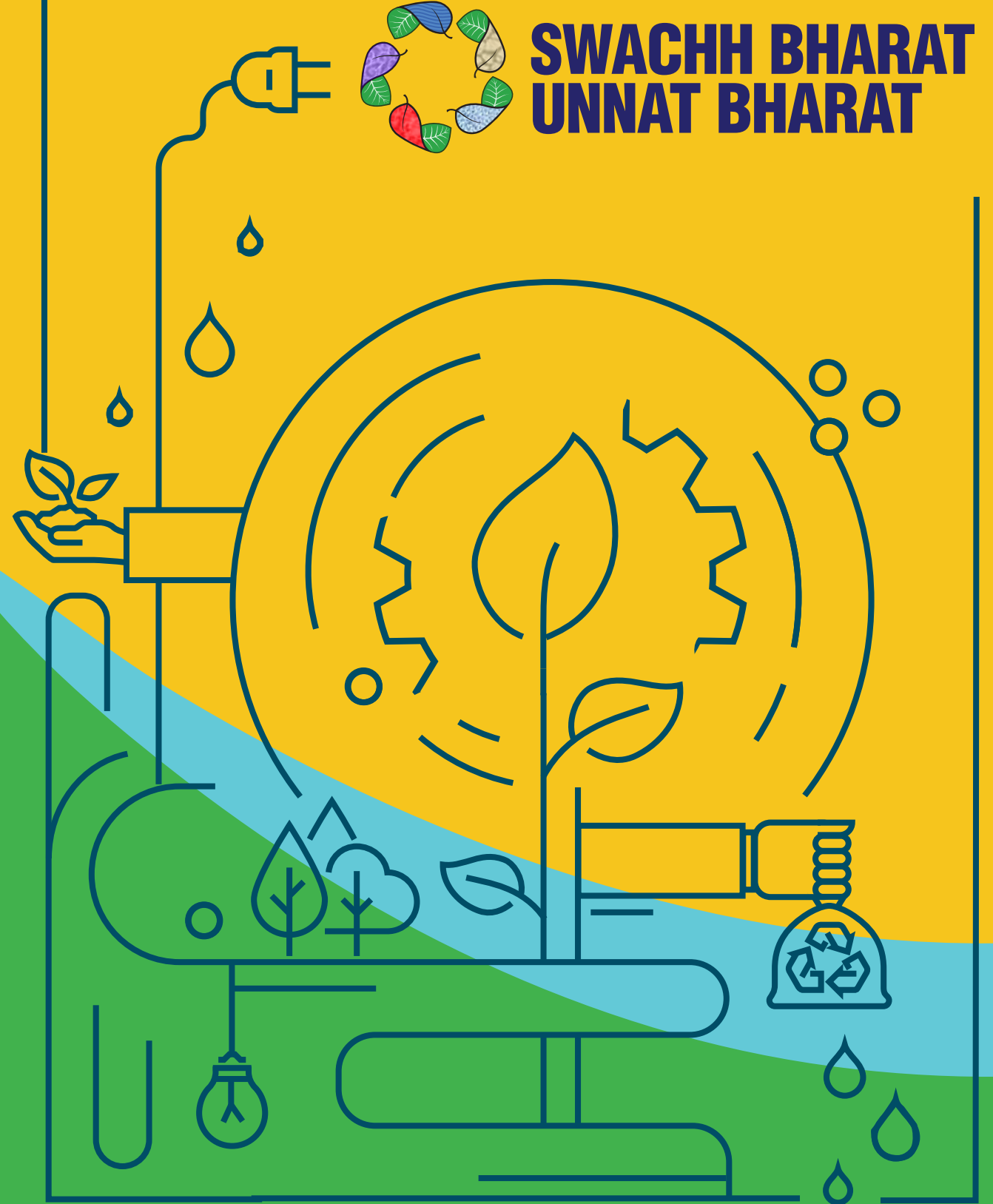
Office of the Principal Scientific Adviser  
to the Government of India



**INVEST INDIA**  
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# SWACHH BHARAT UNNAT BHARAT



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The mantra of 3R - Reduce, Reuse and Recycle- is at the heart of any vision towards the sustainable development of mankind. All stakeholders - producers, consumers and the State alike - must adhere to this golden principle which can contribute significantly in solving the twin challenges of waste management as well as sustainable development

**Shri Narendra Modi**  
Honorable Prime Minister



## Introduction

As the Swachh Bharat movement swept the nation, India uncovered its path to a cleaner, more sustainable future.

Swachh Bharat, Unnat Bharat setup under the Prime Minister's Science, Technology & Innovation Advisory Council, is an initiative by the Office of the Principal Scientific Advisor that will leverage global technological capabilities to create socio-economic benefits for more than a billion Indians by addressing the issues of waste disposal, deteriorating air quality and increasing river pollution.

## Why?

The Waste to Wealth mission aligns with the following SDGs:

- SDG 1 - No poverty
- SDG 3 - Good Health and Well Being
- SDG 6 - Clean Water and Sanitation
- SDG 7 - Affordable & Clean energy
- SDG 8 - Decent Work & Economic Growth
- SDG 9 - Industry, Innovation and Infrastructure
- SDG 10 - Reduced Inequalities
- SDG 11- Sustainable cities and communities
- SDG 12 - Sustainable Consumption & Production
- SDG 13- Climate Action
- SDG 14 - Life below water
- SDG 15 - Life on Land



## India situation

India is projected to surpass China as the world's most populous country by 2027 and by 2050, India's urban population will nearly double to reach 814 Mn.

India currently generates 62 Mn tons of waste (both recyclable and non-recyclable) every year, with an average annual growth rate of 4%. Solid, Plastic and E-waste are the principal waste materials and water and air pollution pose critical environmental risks.

## India Opportunity

- India is expected to generate approximately 90 Mn Tonnes/Year of waste by 2030-2032
- Industries in India that are taking the electric route have the potential to reduce air pollution by 11%
- The Waste market in India to offer a business opportunity of USD 14 Bn by 2025
- India has the potential to generate approximately 3 GW of electricity from waste by 2050
- Municipal solid waste management sector in India is projected to be around USD 65 Bn by 2030
- Waste Water Treatment and Management Market is expected to reach USD 1.96 Bn by 2021

## How?

To help achieve India's sustainable development goals, the office of the PSA has established a Project Management Unit (PMU) in partnership with Invest India, The National Investment Promotion and Facilitation Agency.

The Office of the PSA, through the Project Management Unit set up at Invest India, will identify at least 14 Sentinel Sites across the country with support from the state Governments, local municipal bodies, industries, R & D institutions, civil society and field test a diverse set of global waste management technologies.

The pilot projects supported by the Office of the Principal Scientific Adviser will serve as ready reckoners and path finders for evidence based, effective, scalable waste to wealth projects across India.

## Sentinel site

(Only indicative)

