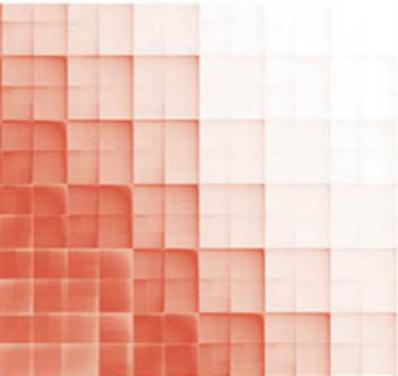


Waste to Wealth—A Distant Dream?: Challenges in the Waste Disposal Supply Chain in Bangalore, India

**M. Ramasubramaniam, Loyola Institute for Business Administration;
P. Chandiran, Loyola Institute for Business Administration**

PEARSON CASES IN SUPPLY CHAIN MANAGEMENT AND ANALYTICS



The case is reprinted from *The Supply Chain Management Casebook* by Chuck Munson

Waste to Wealth— A Distant Dream?

Challenges in the Waste Disposal Supply
Chain in Bangalore, India

Chuck Munson
with M. Ramasubramaniam and P. Chandiran

Vice President, Publisher: Tim Moore
Associate Publisher and Director of Marketing: Amy Neidlinger
Executive Editor: Jeanne Glasser Levine
Operations Specialist: Jodi Kemper
Managing Editor: Kristy Hart
Senior Project Editor: Betsy Gratner
Compositor: Nonie Ratcliff
Manufacturing Buyer: Dan Uhrig

© 2014 by Chuck Munson
Published by Pearson Education, Inc.
Publishing as FT Press
Upper Saddle River, New Jersey 07458

FT Press offers excellent discounts on this book when ordered in quantity for bulk purchases or special sales. For more information, please contact U.S. Corporate and Government Sales, 1-800-382-3419, corpsales@pearsontechgroup.com. For sales outside the U.S., please contact International Sales at international@pearsoned.com.

Company and product names mentioned herein are the trademarks or registered trademarks of their respective owners.

All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.

ISBN-10: 0-13-358551-4
ISBN-13: 978-0-13-358551-3

Pearson Education LTD.
Pearson Education Australia PTY, Limited.
Pearson Education Singapore, Pte. Ltd.
Pearson Education Asia, Ltd.
Pearson Education Canada, Ltd.
Pearson Educación de México, S.A. de C.V.
Pearson Education—Japan
Pearson Education Malaysia, Pte. Ltd.

Reprinted from *The Supply Chain Management Casebook* (ISBN: 9780133367232) by Chuck Munson.

Waste to Wealth—A Distant Dream?: Challenges in the Waste Disposal Supply Chain in Bangalore, India

M. Ramasubramaniam[†] and P. Chandiran[‡]

Introduction

Bruhat Bangalore MahanagaraPalike (BBMP), a Karnataka state government authority, had recently set an ultimatum that waste segregation at the source will be compulsory for all Bangalore citizens beginning October 1, 2012. But the mandate received a very poor response. According to BBMP data, 3,281 tons of total waste was generated that day, out of which the segregated garbage accounted for 515 tons. The response was particularly poor in southern zones.

Palike publicized in different areas of Bangalore to meet the October 1, 2012 deadline. However, the efforts did not yield the desired result because Palike failed to provide enough awareness to citizens regarding the necessity of segregation of waste at the source. There were neither door-to-door campaigns to educate the masses nor any meetings with local residents' welfare associations or voluntary organizations to create the necessary awareness. Monisha Ghoshbag, a Bangalore resident, noted:

[†] Loyola Institute for Business Administration, Chennai, India; rams@liba.edu

[‡] Loyola Institute for Business Administration, Chennai, India; chandiran@liba.edu

But the pourakarmika who comes to my street does not understand the concept of segregated waste. I have started giving her only wet waste daily. Once the dry waste accumulates I give it separately. On days when I give her both, she does not understand and ends up mixing them in her “dabba” (box). My week’s efforts are wasted with her one minute’s act of waste mixing. She says no one instructs her like I do in that area and yet at the end of it all, she ignores what I say.

If a tepid response to the BBMP’s call is a concern on one hand, the failure of the existing landfill model is another. Even while the BBMP started experimenting with the new system, residents in villages on the city’s periphery were angry because they bore the brunt of tons of unprocessed waste being piled up in the nearby landfills for years.

During the month of August, the Karnataka State Pollution Control Board (KSPCB) caved in to years of protests by residents of Mavallipura, where the city’s largest landfill is located, and was forced to shut down the solid waste management site.

If the reports from KSPCB are to be believed, instead of processing the waste, the site had simply been piling on mountains of garbage without processing. This action by KSPCB also meant that the loads that were sent to other landfills that were already running well over capacity doubled and tripled overnight. These issues are only indicative of a bigger problem the city is confronting.

Bangalore: City Statistics¹

Bangalore is spread over an area of 800 sq. km. As of 2008, the population of Bangalore was 78 lakhs (7.8 million). There are 2.5 million houses and 350,000 commercial properties in the city. According to BBMP administrative classification, Bangalore has been divided into 8 zones and further into 198 wards. The estimated municipal solid waste generation during 2009 from all sources was 3000 tons/day.

¹ <http://218.248.45.169/download/health/swm.pdf>