

Case Study – Market Research

WARDS TO BE TARGETED IN MUMBAI FOR AWARENESS AND BUSINESS

as a part of– **Summer Internship 2012 with me2green NGO, Mumbai**

By

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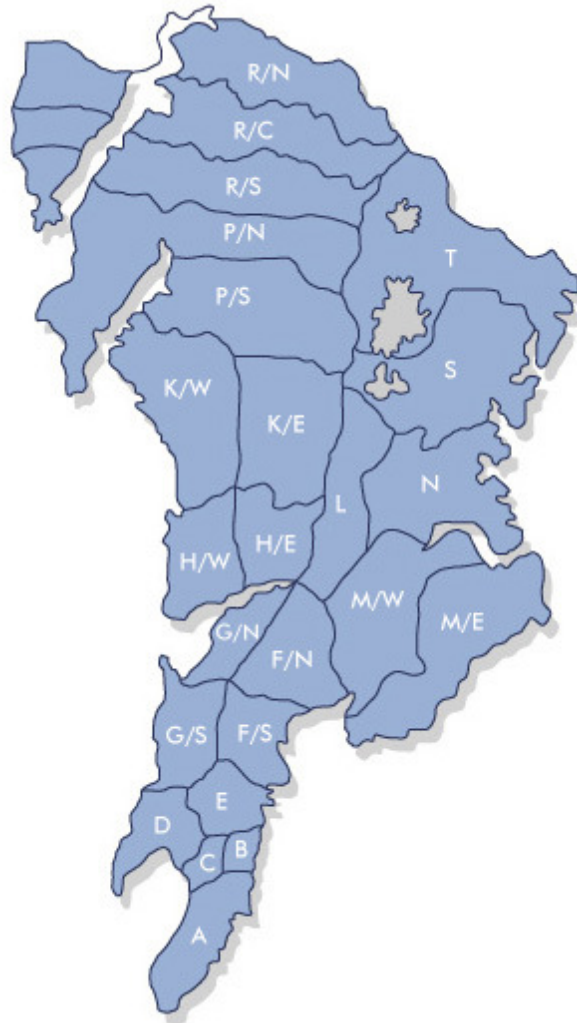
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BACKGROUND

Mumbai generates 8,000MT of waste daily. There are 24 wards in Mumbai city.



WARD MAPPING

1. Ward A
Fort, parts of Dock Area, Ballard Estate, Shahid Bhagat Singh Road, D'Mello Road, Netaji Subhash Marg (Marine Drive Sea), AP Marg, Lokmanya Tilak Marg and Colaba.
2. Ward B
parts of D'Mello road, IR Road, Abdul Rehman Street, RB Marg, MA Road, JMR Marg and Lokmanya Tilak Marg.
3. Ward C
Chandanwadi, parts of IR Road, Abdul Rehman Street, Netaji Subhash Road, Maulana Shaukatali Road, Trimbak Parshuram St., Ardeshir Dady Jaykar St, Vitthalbhai Patel Road, Babasaheb J. Marg, Lokmanya Tilak Marg, Vasudeo Balvant Phadke Chowk, Anandilal Poddar Marg & Marine Drive.

4. Ward D
Grant Road, V. P. Road, Ardeshir Dadi Street, Trimbak Parshuram Street, Sukhiaji Street, Netaji Subhash Road, D. N. Purandare Marg, Band Stand, Walkeshwar Road, B. Indrajit Road, Bhulabhai Desai Road up to Haji Ali, Boman Behram Marg, Aurthur Road, Tardeo Road, Cumballa and Malabar Hills, Keshavrao Khade Marg, B. Jaikar Marg up to Bhuleshwar Naka, Crossing M. K. Road up to Seashore.
5. Ward E
Byculla, parts of Reay Road, West Sane Guruji Marg, Jahangir Boman Behram Marg, Sukhalaji Street, Dattaram Lad Marg, South Ramchandra Bhatt Marg, Wadi Bunder and Maulana Shaukataii Road.
6. Ward F North
Matunga, parts of Thane Creek and Mankikar Marg.
7. Ward F South
Parel
8. Ward G North
Dadar
9. Ward G South
N. M. Joshi Marg
10. Ward H East
Santacruz, parts of CST Road, Vile Parle, Mahim and Dharavi.
11. Ward H West
Bandra, parts of Khar and Santacruz.
12. Ward K East
Andheri (East)
13. Ward K West
Andheri (West) and Oshiwara.
14. Ward P North
Malad
15. Ward P South
Goregaon, parts of Malad and Oshiwara.
16. Ward R Central
17. Ward R North
Dahisar
18. Ward R South
19. Ward L
Kurla, area between Ghatkopar and Vikhroli and parts of Powai.
20. Ward M East
Chembur
21. Ward M West
22. Ward N
Ghatkopar
23. Ward S
Bhandup
24. Ward T
Mulund

OBJECTIVE

There are various organizations / agencies / groups associated with Mumbai's Solid Waste Management:

1. BMC for collection and disposal of waste
2. ALMs for assisting BMC for SWM at locality level
3. NGOs for creating awareness among citizens
4. Corporate for recovering specific recyclable items from waste
5. Wet waste Business organizations for processing wet waste at composting / vermiculture / biogas site
6. Rag pickers' associations, Recycling Business vendors / agents / factories for recovery of recyclables from waste

All the wards have colleges, malls, hotels and grounds. Waste generated at such large commercial venues is significantly high due to large number of people visiting these sites daily.

All the above players can benefit from the information about which wards to target for

1. doing business
2. creating awareness
3. piloting a new initiative

DATA COLLECTION METHOD

1. Establishment data based on number of prominent colleges, malls, hotels (4 & 5 Star) and grounds from across 24 wards of Mumbai*
 - a. Colleges included in study for awareness activity (due to large number of students)
 - b. Malls, hotels (4 & 5 Star) and grounds included in study for business activity (due to huge amount of on-site waste)
 - c. Universities, Colleges with campus facilities have been excluded from study
2. Waste quantity data based on dry waste generated on-site
3. Average figures of the amount of dry waste generated at the various establishments is taken as (kg/day)*:

a. College	-	5
b. Mall	-	200
c. Hotels(4 & 5 Star)-		300
d. Grounds	-	500
4. The East, West, North & South sections of wards as well as in some cases neighbouring wards have been combined to narrow down divisions from 24 wards to 10 sections

** based on pilots and surveys conducted by me2green NGO*

DATA ANALYSIS METHOD

1. Awareness quotient based on number of Colleges
2. Business quotient based on amount of Waste generated at Malls, hotels (3 & 4 Star) and grounds
3. Two parameters used to measure quotient: High & Low
 - a. For awareness quotient, number of colleges more than 5 is "High"
 - b. For business quotient, amount of waste more than 2000kg or more is "High"

DATA & ANALYSIS**A & B Ward**

Type of Establishments	No. of Establishments	Waste Collected/ day / Establishments (in Kg)	Total Waste Collected/day (in Kg)
Colleges	14		
Malls	1	200	1*200= 200
Hotels	7	300	7*300= 2100
Grounds	2	500	2*500= 1000
Total	24		3300

Awareness Quotient: High**Business Quotient: High****C, D & E Ward**

Type of Establishments	No. of Establishments	Waste Collected/ day / Establishments (in Kg)	Total Waste Collected/day (in Kg)
Colleges	2		
Malls	1	200	1*200= 200
Hotels	-	300	-
Grounds	-	500	-
Total	3		200

Awareness Quotient: Low**Business Quotient: Low**

F & G Ward

Type of Establishments	No. of Establishments	Waste Collected/ day / Establishments (in Kg)	Total Waste Collected/day (in Kg)
Colleges	13		
Malls	2	200	2*200= 400
Hotels	-	300	-
Grounds	1	500	1*500
Total	16		900

Awareness Quotient: High**Business Quotient: Low****H Ward**

Type of Establishments	No. of Establishments	Waste Collected/ day / Establishments (in Kg)	Total Waste Collected/day (in Kg)
Colleges	9		
Malls	1	200	1*200= 200
Hotels	6	300	6*300= 1800
Grounds	2	500	2*500= 1000
Total	18		3000

Awareness Quotient: Low**Business Quotient: High**

K Ward

Type of Establishments	No. of Establishments	Waste Collected/ day / Establishments (in Kg)	Total Waste Collected/day (in Kg)
Colleges	10		
Malls	5	200	5*200= 1000
Hotels	9	300	9*300= 2700
Grounds	1	500	1*500= 500
Total	25		4200

Awareness Quotient: High**Business Quotient: High****L Ward**

Type of Establishments	No. of Establishments	Waste Collected/ day / Establishments (in Kg)	Total Waste Collected/day (in Kg)
Colleges	-		-
Malls	-	200	-
Hotels	1	300	1*300= 300
Grounds	1	500	1*500= 500
Total	2		800

Awareness Quotient: Low**Business Quotient: Low**

M &N Ward

Type of Establishments	No. of Establishments	Waste Collected/ day / Establishments (in Kg)	Total Waste Collected/day (in Kg)
Colleges	2		
Malls	4	200	4*200= 800
Hotels	-	300	-
Grounds	2	500	2*500= 1000
Total	8		1800

Awareness Quotient: Low**Business Quotient: Low****P Ward**

Type of Establishments	No. of Establishments	Waste Collected/ day / Establishments (in Kg)	Total Waste Collected/day (in Kg)
Colleges	-		
Malls	3	200	3*200= 600
Hotels	2	300	2*300= 600
Grounds	1	500	1*500= 500
Total	6		1700

Awareness Quotient: Low**Business Quotient: Low**

R Ward

Type of Establishments	No. of Establishments	Waste Collected/ day / Establishments (in Kg)	Total Waste Collected/day (in Kg)
Colleges	-		
Malls	-	200	-
Hotels	-	300	-
Grounds	1	500	1*500= 500
Total	1		500

Awareness Quotient: Low**Business Quotient: Low****S & T Ward**

Type of Establishments	No. of Establishments	Waste Collected/ day / Establishments (in Kg)	Total Waste Collected/day (in Kg)
Colleges	-		
Malls	6	200	6*200= 1200
Hotels	2	300	2*300= 600
Grounds	-	500	-
Total	8		1800

Awareness Quotient: Low**Business Quotient: Low**

CONCLUSION

Wards to be targeted for High Awareness: A & B, F & G, H, K

Wards to be targeted for High Business: A & B, H, K

RECOMMENDATIONS

⇒ For NGOs involved in social business:

The wards which generate the maximum amount of waste are A & B, H and K wards. These wards also have a high presence of colleges. Hence, here the NGOs in social business can concentrate its work to gain maximum outreach in terms of social and business activities

⇒ For Piloting business activity:

The K ward generates maximum amount of waste. It can be a good ward to try out new business activity

⇒ For Piloting awareness activity:

The ward A & B and F & G have many colleges. By spreading awareness in the colleges of these wards, more students will come to know of various initiatives. This would be useful as the students in turn can play a huge role in spreading the awareness

⇒ For optimizing awareness activities:

The malls, grounds, hotels in the wards where there are few or no colleges, should be targeted for creating awareness. Such large venues also have a large number of daily visitors so they can contribute in creating awareness in the area.