

Case Study – me2green as Social Entrepreneur

CREATING PROSPERITY IN SOCIETY THROUGH PEOPLE AND PARTNERSHIPS

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By

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SOCIAL ENTREPRENEURSHIP

Social entrepreneurs are societal change agents who use innovation and creative problem-solving to generate new solutions to social challenges. By applying business principles to social, communal and environmental issues, they're able to implement sustainable, scalable and replicable Solutions. Social entrepreneurs change the way we live and think by challenging ideological constraints, forcing progress and igniting possibility!

Given below is the case study of me2green NGO, a social enterprise based in Mumbai, working in the area of Environment Conservation.

VISION

me2green's vision is to see an Environmentally-friendly world where individuals pro-actively behave in a responsible way to conserve Environment.

VALUE

me2green's efforts are towards promoting betterment of social, economic and environmental values in the society.

MISSION

Globally, economies face the challenge of limited resources and an increased demand on these resources. me2green's mission is to reduce excessive use of Environmental resources.

GOAL

In today's lifestyle, a lot of waste that we generate can be reused. me2green wants to prevent useful waste going towards landfills.

OBJECTIVE

me2green's objective is to encourage and facilitate recovery of useful waste and divert it to the people who can make use of it.

STRATEGY

me2green has done an in-depth study of Mumbai's Waste Sector –of prevailing waste disposal habits, waste management process, various market players and opportunities at business as well as social fronts. Based on the study, it has identified the gap where it can serve the best to meet its objective.

me2green's strategy is to act as a Facilitator to Government Agencies, Not-for-Profit Organizations, Recycling Agents, Colleges and Corporate Offices. For this, it has introduced projects at three levels:

- Awareness - Eco Events (e.g. Beach Clean-ups)
- Action - Venue Implementation (e.g. Segregation at Source practice setups at mall)
- Advocacy - Knowledge Management (e.g. Case studies by summer interns)

ME2GREEN –THE FACILITATOR FOR VARIOUS PLAYERS IN SOCIETY

Government Agencies

Government Agencies are the most important agencies since they hold the key to all the work being done in any sector or industry. Without their approval, no work can progress further as these agencies have the rights to give and withdraw permissions and licenses. Government Agencies benefit tremendously by partnering with ALMs, NGOs, Corporate, and Communities to create synergy and ignite progress.

Gap Identified

Having a facilitator who can act on Government's behalf and network with other players in the society can make Government's outreach to the society easier and faster.

me2green as a facilitator (for Advertising)

me2green as an NGO has been building network with various players in this industry to create knowledge sharing culture. It gathers knowledge from various players and helps BMC disseminate knowledge to the society via different mediums.

Not-for-Profit Organisations

There are many NGOs who have been working in this industry for years. Although their missions vary (e.g. upliftment rag pickers, promoting green lifestyle, composting wet waste, recovering dry recyclable waste), their actions result into reducing the waste going towards landfill.

Gap Identified

Not all NGOs have the required skills and resources to promote themselves. For example, an NGO's rag picker may not be allowed an entry into a hotel to recover recyclable from the hotel waste. He may not know whom to contact or how to make a PPT presentation to Corporate Management.

me2green as a facilitator (for Marketing)

me2green creates awareness about the services of these NGOs through its project activities. This gives potential clients more service options and NGOs more business.

Recycling Agents

Recycling Agents are the people who are responsible for directing recovered recyclables from waste to recycling factories. Although a part of informal sector, they are well-organized.

Gap Identified

Most of these agents are illiterate and some of them even work illegally. This limits their business opportunities

me2green as a facilitator (for Marketing)

me2green creates awareness about the services of these NGOs through its project activities. This gives potential clients more service options and Recycling Agents more business.

COMMERCIAL ESTABLISHMENTS

The commercial establishments are hotels, malls, corporate offices, colleges, etc. As a large number of people visit such venues, a huge amount of waste is generated on-site. A significant amount this waste is reusable or recyclable. However, very few venues have processes in place to reduce waste or divert useful waste away from landfill.

Gap Identified

Most of these venues do not segregate waste at source. They do not know how to go about processing wet waste at composting, vermiculture, bio-gas site. Also, they fail to realize that a significant amount of waste items -made of plastic, paper, glass, metal -are recyclables that need not be sent to landfill.

me2green as a facilitator (for Project Management)

me2green offers two core projects: “Venue Implementation” and “Eco Events” - to create awareness and to facilitate sustainable implementation of waste segregation at source practice at such venues.

STUDENTS

Students are the hands and feet of any organization as they have the mobility, enthusiasm, and fresh ideas. They are the future caretakers of the country. Their contribution in this industry can be extremely valuable.

Gap Identified

Students’ involvement in Environment related activities is usually limited to planting trees, demonstration against pollution, promoting cloth bags and so on. Students have not been given opportunities worth their potential.

me2green as a facilitator (for Human Resource Development)

me2green believes that students make powerful change makers. It gives them platform to get involved with more serious activities. Students work with me2green as volunteers, interns or paid staff. me2green involves them in projects that give students opportunities to experience real world at grass root level. They get to interact with various walks of life, be it the bottom of the pyramid like rag pickers or higher echelons of the society like the corporate heads. me2green values students’ perspective and hence encourages them to document their experiences, opinions in the form of case studies.

CONCLUSION

me2green acts as a hub to create prosperity in the society through people and partnerships.

To bring out an analogy of how this whole thing works, let’s say all the players in this industry are various parts of a cycle and me2green is the cycle chain. It brings everything together, binds them all and moves the cycle forward.

What is in it for me2green? By applying the Business principles such as Strategy, Marketing, Advertising, Project Management, Human Resource Development in its innovative approach to create betterment in society- me2green is able to take a step forward towards its objective, goal, mission, value and vision.