OFFICE MEMORANDUM

Subject: Winners of Startup India Single-Use plastic International Grand Challenge conducted by DPIIT- regarding.

The undersigned is directed to inform that Startup India Single-Use Plastic International Grand Challenge was held under the ‘Swachhata Hi Sewa Campaign-2019’. A total 68 Startups participated in the grand challenge under the following three categories:

A. Measurement of consumption of Single Use Plastic: 6 participants
B. Reduction in use of Single Use Plastic: 30 participants
C. Production of Alternatives to Single Use Plastic: 32 participants

3. The entries to the competition have been evaluated and results of the International Grand Challenge have been declared as given below:

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Startup Name</th>
<th>Cash Prize Awarded (in Rs.)</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>A.</td>
<td>Measurement of consumption of Single Use Plastic</td>
<td></td>
<td></td>
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<tr>
<td>1.</td>
<td>Happy Trutle (OPC) Private Limited.</td>
<td>3.00 Lakh</td>
<td>Details enclosed</td>
</tr>
<tr>
<td>2.</td>
<td>Workmap systems</td>
<td>2.00 Lakh</td>
<td></td>
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<tr>
<td>B.</td>
<td>Reduction in use of Single Use Plastic</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>Polycycle Private Limited</td>
<td>3.00 Lakh</td>
<td>Details enclosed</td>
</tr>
<tr>
<td>2.</td>
<td>PadCare Labs</td>
<td>2.00 Lakh</td>
<td></td>
</tr>
<tr>
<td>C.</td>
<td>Production of Alternatives to Single Use Plastic</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>Siddaganga Bio Products</td>
<td>3.00 Lakhs</td>
<td>Details enclosed</td>
</tr>
<tr>
<td>2.</td>
<td>Bare Necessities</td>
<td>2.00 Lakhs</td>
<td></td>
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Encl. As above.

To,
The Secretary to the Government of India
Department of Drinking Water & Sanitation
Ministry of Jal Shakti, New Delhi.

Copt to: 1. PPS to SIIT
        2. PPS to JS(SS)
Winners of Startup India Single-Use Plastic International Grand Challenge

1. **Winners of Measurement of Consumption of Single Use Plastic:**
The problem statement assessed the development of a standardised plastic footprint measurement tool. The two winners- Happy Turtle (OPC) Private Limited and Workmap Systems

<table>
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<tr>
<th>HAPPY TURTLE: RICHA MALIK</th>
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**About the Startup**
- World’s First Plastic Footprint Calculator for Businesses
- Developed a Copyright tool which focuses completely on plastic (single use, reusable, hidden - all kinds), and provides Point-of-Consumption assessment for a business premises on their Annualised Plastic Consumption
- The output is a Plastic Footprint Certification for a business premises

**Other Support by Startup India**
- Displayed Product at Startup India Pavilion in India International Trade Fair

**Contact Details**
Richa Malik, Co-Founder
Location: Delhi
Email: richa@thehappyturtle.in

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WORKMAP SYSTEMS; KENNY THOMAS

About the Startup:

- Traceable and certification rewards service to govern the use of biodegradable one time use plastics and/or one time use biomaterial in the marketplace.
- Traceability program can help us understand which geographies have a high consumer awareness of such plastics and biomaterial packaging and the toxicity that non biodegradable materials cause in the environment.
- The track and trace program can immediately let government authorities asses any use of non-biodegradable plastics or non-biomaterials when apprehended.

Contact Details

Kenny Thomas, Co-Founder
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Phone Number: 9892218007
2. Winners of Production of Alternatives to Single Use Plastic

The problem statement assessed alternative materials that could be recycled or composted. The two winners were Siddaganga Bio Products and Bare Necessities.

**SIDDAGANNA BIO PRODUCTS; SANGEETA VIJAY HIREJAGNER**

**About the Startup**
- Creating and promoting Areca Leaf Products which are being Manufactured with Sustainable resources are made from fallen sheaths which are 100% Natural
- Leaf products are made through Eco Friendly process and have No Chemicals or Additives used.

**Contact Details**
Sangeeta Vijay Hirejagner, Co-Founder
Location: Karnataka
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Phone Number: 7045442541

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**BARE NECESSITIES; SAHAR MANSOOR**

**About the Startup**
- Designs and makes earth friendly products that are packed in recyclable, reusable or organic containers
- Educates people, from children to adults, about the waste crisis through talks and workshops
- Served over 12000 customers

**Other Support by Startup India**
- Delegate at Slush, 2019

**Contact Details**
Sahar Mansoor, Co-Founder
Location: Karnataka
Email: consulting@barenecessities.in
3. **Winners of Discard (Reduction in use) of Single Use Plastic**

The problem statement assessed startups which could reduce existing plastic materials and offer infrastructure for reverse logistics. The winning startups are Polycycl Private Limited and Pad Care Labs.

### PAD CARE LABS: SARIKA KULKARNI

**About the Startup**

- Developed a decentralized, portable, instant washroom fit able sanitary napkin disposal unit that gives 100% bacterial lock
- Using novel chemo-mechanical method and reverse osmosis for de-swelling of superabsorbent polymer that is assisted by efficient mechanical shredding.
- Waste generated is partially segregated by using material density difference using a method that can completely recycle the used treated sanitary waste.

**Contact Details**

Sarika Kulkarni, Co-Founder
Location: Maharashtra
Email: ajinkya.dharva@padcarelabs.com; Phone Number: 7678647899

### POLYCYCL PRIVATE LIMITED, AMIT TANDON

**About the Startup**

- Polycycl’s flagship technology is a patented 'fully continuous' process for converting waste plastics to high-value petrochemical feedstock and industrial petroleum fuels.
- Fuel generated from Polycycl’s process may be used as a petrochemical feedstock for manufacturing of monomers and virgin plastics (plastics-to-plastics loop) or as blendstock for use with industrial diesel.
- Polycycl has partnered with Ramky Environment – India’s largest waste management company to expand operations.

**Contact Details**

Amit Tandon, Co-Founder
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