

Municipal Waste Management comes under the spotlight at the Bengaluru preview of IFAT India 2022

- Thought leaders from the government, private sector, and international agencies deliberated on the theme of 'Sustainable Solutions for Urban Development' with special emphasis on 'Municipal Waste Management – Challenges and Opportunities' at the IFAT India 2022 show preview in Bengaluru.
- IFAT India 2022 will be held at the Bombay Exhibition Centre, Mumbai, on 28-30 September 2022.
- This trade fair will bring together 10,000+ visitors from across the globe and more than 250 exhibitors from 22 countries, along with pavilions from Austria, Germany, Norway, Poland, and Switzerland.

Bengaluru, 19 August 2022: After the successful show preview in Delhi, the second preview for IFAT India 2022 was held at Sheraton Grand at Brigade Gateway, Bengaluru on 19th August 2022. IFAT India 2022 will be held at the Bombay Exhibition Centre, Mumbai, on 28-30 September 2022. IFAT India is one of India's leading trade fairs for water, sewage, solid waste, and recycling which provides an opportunity for industry experts, policymakers, and business leaders to discuss regional strategies on numerous environmental challenges and seek solutions through formal interactions.

Solid waste management is a serious challenge for urban India. Rising population, industrialization, and economic development have all contributed to an alarming increase in the amount of municipal waste generated per person. Today, most residual garbage from cities is dumped at landfills instead of being properly managed, indicating the pressing need for robust waste management solutions in India. The theme of today's show preview in Bengaluru was '**Sustainable Solutions for Urban Development**' with special emphasis on '**Municipal Waste Management – Challenges and Opportunities**'. During the preview program, many high-profile speakers emphasized strategic partnerships as well as tools and technologies needed to combat the rising volumes of municipal solid waste (MSW) in Indian cities.

The high-powered panel at this show preview featured **Syed Khaja**, Senior Environment Officer, Karnataka State Pollution Control Board; **Mohit Kumar**, Project Manager, Terex India Pvt Ltd; **Wilma Rodrigues**, Founder & CEO, Saahas Zero Waste; and **Anjali Ravi Kumar**, Chief Sustainability Officer, Zomato Ltd. The vibrant panel discussion was moderated by **Aditi Ramola**, **Technical Director, International Solid Waste Association (ISWA)**.

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About the efforts of municipal authorities, **Syed Khaja** said, *“Bengaluru generates about 6000 tonnes of waste everyday and this will keep growing. We must have a long-term view towards waste management. Apart from managing current and legacy waste, we need to look at net zero waste by 2050. This can be achieved through public-private partnerships where private companies can come up with effective methods to manage waste with the help of government agencies. I have visited IFAT twice in Munich and I believe that IFAT India will bring innovative and economical ways to handle waste using advanced technology.”*

Highlighting the role of technology in waste management, **Mohit Kumar** said, *“In India, we generate about 62 million tonnes of waste every year, but only 20% of it gets processed and the rest is dumped at landfills or get littered around the city. Waste is not a problem, but failing to recycle it is the real challenge that stems from the fact that our waste is not well segregated. Terex offers mobile waste segregation technology which will ease the process of waste management. IFAT 2022 is the perfect platform for us to create awareness amongst the stakeholder community about our waste segregation technology which can be deployed quickly at waste dumps and can be easily relocated to any new site.”*

Emphasizing the need for innovation, **Aditi Ramola** said, *“As our population grows so does our waste generation and the management of MSW continues to be a challenge across the country. Despite this, there are tremendous opportunities for growth and learning in the sector. IFAT fairs are great for meeting experts and technology providers, and to find innovative and cutting-edge solutions in water, sewage, waste, and resource management under one roof.”*

Elaborating on the efforts of private companies in this regard, **Anjali Ravi Kumar** said, *“Zomato believes in a waste-free world and is the first online ordering and food delivery platform in India to commit to 100% plastic neutral deliveries. Through this initiative, we will voluntarily recycle more than 100% of all plastic that is used for orders by our value chain partners. We are also looking into innovative ways to help reduce and repurpose food waste. Advanced solid waste segregation and recycling technologies, as showcased by participants at IFAT India 2022, will empower waste management agencies and aid corporates like us who seek to have a positive impact on the planet and society.”*

On the importance of IFAT India 2022 for the waste management sector, **Bhupinder Singh, CEO, Messe Muenchen India**, said, *“Solid waste management is one of the massive development challenges in India currently, and the problem is more acute in urban areas. To ensure appropriate*

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management of waste, awareness, technical knowledge, adequate funding, and effective implementation of laws and policies are required. IFAT 2022 provides the right platform for all stakeholders to exchange perspectives, explore the latest global technology solutions, and forge partnerships to manage MSW as it is one of the most pressing challenges for our country today.”

IFAT India 2022 will be held on 28-30 September 2022 at the Bombay Exhibition Centre, Mumbai. For further press inquiries, contact Bhola Mandal at bhola.mandal@mm-india.in (9930700292).

More information on IFAT India 2022 is available at www.ifat-india.com.

About Messe Muenchen India:

Founded in 2007 as a wholly owned subsidiary of Messe München, Messe Muenchen India Pvt. Ltd. is one of the leading organizers of trade fairs in India with an extensive portfolio of B2B trade fairs covering various sectors: air cargo India, analytica Anacon India/India Lab Expo, bauma CONEXPO India, drink technology India, electronica India, IFAT India, Indian Ceramics Asia, Intersolar India/The smarter E India, LASER World of PHOTONICS INDIA, MatDispens, Pack Mach Asia Expo, Pharma Pro Pack, productronica India, Smart Card Expo, VRTECH India, World Tea & Coffee Expo. Messe Muenchen India works closely with industry stakeholders to develop well-researched trade fairs encapsulating the latest trends and innovations dominating the industry. Headquartered in Mumbai with offices in New Delhi, Bengaluru, Hyderabad and Ahmedabad, Messe Muenchen India connects global competence by bringing professionals together for business, learning and networking.

About Messe München:

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, about 50,000 exhibitors and around 3 million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München, the Conference Center Nord and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade fairs in China, India, Brazil, Africa, Turkey, and Vietnam. With a network of associated companies in Europe, Asia and South America, and with around 70 representatives abroad for more than 100 countries, Messe München has a truly global presence.

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