

3 R's For A Better Tomorrow

Dr. Sulaxmi Toshniwal
Asst. Prof. : Business Management
S.D.Govt. College, Beawar, Rajasthan



Fostering economic growth and development while ensuring that natural assets continue to provide the resources and environmental services on which our well – being relies. The most effective way to save the environment is reduce waste and also reuse if it is possible. Making a new product requires a lot of materials and energy – raw materials must be extracted from the earth, and product must be produced and finished product is to be sold in market. In marketing activity there are many functions are performed – like packing transportation, advertisement etc. in all marketing process many type of natural resources are used. If we do the reduction in packaging, consuming or in transportation can save some natural resources, protect environment and also save money.

Recycle is a powerful tool for prevent the landfill of waste. Used items which are not in condition to reuse, don't throw in dustbin and deliver to those person, institutions which are collect these items and recycle. By this way do minimization of waste material and save the earth from becoming heap of garbage. And able to make earth green by our efforts reduce, reuse and recycle.

The greed and need of man is liable for pollution. Some forest are cutting down, rivers are diverted, wild animals are harmed or displaced, mountains are destroyed by digging, in search of cheap timber the forest areas are used result – forest communities are displaced rivers are polluted by industrial waste. These all activities are harmful for the ecosystem. So now the time to adopt recycle, reduce and reuse of waste items.

If the plastic and other harmful waste is not recycled, it is to be thrown away into rivers, and seas which is blown away hundreds or thousands miles away and polluted the coastline and water ways which becoming a problem for everyone live hood of earth. Just like – Holy River Ganga is polluted by industrial and religions waste – so we save the environment with our smart efforts.

RESEARCH METHODOLOGY:

This paper is based on historical, descriptive and analytical method. For this researcher has used secondary sources like books, journals, articles, e- resources, news paper articles and reports of several international organisations.

Object of this study –

The economic growth is environmental friendly, sustainable for long period and responsible towards society. The human activities are become much selfish, they do not care about the environment so the society suffered with negative impact of human activities like – heap of waste material (mechanical, chemical and many other type of waste) and all type of pollution.

The main key objectives of the paper are:

- Economic and social security by 3 R's
- Environmental security – low carbon green growth and environmental protection with industrialization
- Physical and personal security – protection of individuals, institutions, nation and advancement of peace

Reduce Reuse Recycle are the ways consumers can minimize the volume of waste they generate. We incorporate these principles in daily life. It is not complicated all 3 R's together create a system that can shrink household's and industrial carbon footprints.

Reduce – it is the 1 place to avoid creating waste in the first place. The consumer behaviour is also trending in wrong way (direction). Some companies may make effort to save the resources in their products packaging – plastic two – litre soft drink bottles are example. They also reduces the weight of plastic bottles. It is most significant that save the fresh material from becoming waste.

Some consumer can also reduce waste by making small changes. Like – they save water and energy which they use at home. Charity begins at Home. If persons save water with rational use and also consume energy as much as necessary. When they making a purchasing look for durable products that will remain last long time, rather than that products might need to be replaced frequently.

Producers must take initiative to reduce raw material in production, save water, energy, fuel and do the minimum packaging item thus the reduce the cost save raw material and also save the earth.

Reuse – it mean that purchasing products that can reused. Reused referred several things like – items that are not recycled and will end up sitting in a landfill for centuries. It means looking for repurpose of discarded items. Must be repairing those items instead of throwing it out. If an electronic item changes with new gadget than see for old item to donate any needy person, don't make it garbage. If a product has served its purpose than look for its alternative uses, uses clothes bag when do purchasing instead of asking for plastic bags or buy reusable food containers, such as reusable water bottle. Old and torn fabrics are also used for packing or making cloth bags for storing items and in purchasing rather than plastic bags.

Recycle –

Recycle also keeps usable waste material out of the landfill. In this process waste material are turn back in to raw material for new recycle items. Recycling process has three basic steps –

1 Collection of raw material, community are handle this very powerful way. Some companies provide a drop off box for collecting waste of their product. Organisations offer some attractive prize winning policy than consumers motivated to collect their specific waste and deposit those items to organization.

2 Then processing is started. In this step recyclable waste material are sorted and cleaned it and turn it in raw material for manufacturing of recycled items.

3 Processed recycled raw material is used for production of new material. Then new recycled item is furnished in market for selling purpose. Consumer become aware and purchase recycled item as much as possible, so that recycled industries is developed.

Example –

1 Waste paper is turned in pulp and use for manufacturing in new paper.

2 Plastic are melted and then able to give any shape according to consumers demand.

Ideas – How to reduce & reuse

- Producers make their packing with less packaging raw material. So that manufacturers reduces the cost and waste. This extra saving is beneficiary for both consumer and producer.
- Consumers look for products that use less packaging. Buying in bulk so that can reduce packing material and also save money.
- Buy recyclable items rather than disposable items. Like – use clay or glass/ metal utensils if possible rather than disposable items.
- Maintain and repair products. Not thrown out. Like – clothes and electronic items are repaired not to thrown that, replace it frequently.
- Items which are use infrequently borrow, rent or share those items. Like – party decoration items, tools, furniture's etc.
- Everything like – clothes to building material are provides at specialized reuse centres. Often used items are less expensive and many of items as good as new. So buy used items.
- Don't destroy or landfill the waste materials. Sale that items. In this way environment is not polluted and also earn some money from waste.
- Incineration of industrial, agricultural and other waste with energy recovery process.
- Motivate production of recycled material and which recycled plastic is very low category that uses in road construction.

Benefits –

Recycling paper and wood saves trees and forests. Although we can plant new trees but not replaces it to the ancient valuable forest and wild – life and ecosystem.

- Cutting green house gas emissions
- Conserving energy and resources and reducing the need for landfills and incineration.
- Provide jobs.
- Prevent pollutions caused by reducing the need to harvest new raw materials.
- Saves energy.
- Reduce greenhouse gas emission that contributes to global climate change.
- Saves money.
- Helps to sustain the environment for future generations.
- Reduces the amount of waste.
- Waste material will be used for recycled items.
- Motivate consumers to be use products in their fullest extent (potential).
- Recycling plastic means less new plastic production which is good sign for environment.
- Recycling metal means less need of expensive, risky and damaging mining and extraction of new metal ores.
- Recycling glass which reduces the need to use new raw materials. Like – specific kind of sand which is starting to get and around the world.
- Recycling save energy. It requires less energy up to 90 % than making them from new raw materials.
- Recycling reduces the landfill wastage.
- Recycling reducing incineration of plastic and other waste but it recycled the industrial household, agriculture waste with incineration with energy recovery.
- By the burning of all type of waste generate carbon emission, which becoming cause of climate change and air pollution problem. Like – air pollution by burning of 'PARALI' in Punjab, Haryana, Delhi.

Donation

Donation is a powerful tool in applying the reduce and reuse concept. “One person's trash is another person's treasure.” Books, old clothes, tools, utensils, furniture's, electronic items which are unwanted, try to selling or donating them instead of discarding. By this step the waste not only reduces but other persons need is satisfied. There are many places like community centers, temples, orphan houses; nonprofit organizations may accept a variety of donated items.

Benefits of donation –

- Helps community or persons those are needed.
- Prevents usable goods from going into landfills.
- Feel mental satisfaction by helping others.

The 3R's is essential for the future of our planet Earth. World's natural resources are not infinite and some are in very short supply. So 3R's reduces the need to grow, harvest or extract new raw materials from the earth. If we want to see the EARTH “GREEN” than we change our habits and also do efforts to educate and motivate to others for saving the green, prosperous, pleasant EARTH.

Example –

- Maruti Suzuki – Toyoto joint venture to recycle cars

Maruti Suzuki and Toyoto Tsusho group announced on November 2019 an equal joint venture – Maruti Suzuki Toyotsu India (MSTI) for vehicle dismantling and recycling. The venture will set up its vehicle dismantling and unit in Noida in 2020 – 2021 and will add more units msti will procure and dismantle end – of – life vehicles (ELVs) the process will include complete solid and liquid wasted management as per Indian laws and globally approved quality and environmental standards.

- Daisy is Apple's new iPhone – recycling robot.
Ahead of earth day Apple has a debuted a new robot named “Daisy” that can take a part iPhones in order to recover valuable materials inside. It is capable of taking apart 9 different versions of the iPhone and it can disassembles parts and removes certain components. Along with Daisy Apple has also announced a temporary programmed called “Give Back”. Where costumers can turn devices in store or through Apple.com to be recycle.
- Sweden opens world's first recycling mall for repaired and recycled goods named “ReTunal”. It's door open for people on 28th august 2015. This recycling mall, revolutionizing shopping in a climate – smart way. Old items are given new life through repair and up cycling. Everything sold is recycled or reused or has been organically or sustainably produced. It is easy for visitors to sort materials they are discarding in to the containers and then drop off reusable toys, furniture, clothes, decorative items and electronic devices in the mall's depot. The items are distributed to the recycling shops in the mall. The shop staff then perform a second culling, where they choose what they want to repair, fix up, convert, refine and ultimately sell. In this way the materials are new life.

And the business concept is working : in 2017, ReTuna Aterbruksgalleria had SEK 10.2 million in sells for recycled products.

But ReTuna is more than just a market place. It also aims to be a public educator. ReTuna organizes events, workshops, lecturer, theme days, and more – all with a focus on sustainability. Education programme “recycled design – Aterbruk “ in the premises. There are also conference rooms, where guests can hold climate smart meetings. Organic lunch and baked treats are on offer at café Returama.

Keywords – Recycle, Reuse and Reduce, industrialization, containers, manufacturers.

References –

- Kotler, Philip, marketing management, The Millennium edition, prentice hall of India Pvt. Ltd. New Delhi
- Sustainable Green Marketing The new Imperative, Dutta, B(2009 January marketing mastermind) Hyderabad ICFA Uni. Press
- Ottman Jacquelyn, 1993, green marketing challenges and opportunities for the new marketing age/ Lincolnwood Illinois: NTC Business books
- Journals, Newspapers, Magazines and Google search also.

GO GREEN AND STOP PLASTIC POLLUTION

