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Mumbai, Nov 22 (KNN) MVIRDC World Trade Center Mumbai in alliance with Bengaluru-based International Institute of Waste Management will conduct trade events and education programs on emerging business opportunities for MSMEs, startups and women entrepreneurs in waste management and circular economy.



The two organizations signed a MoU that will facilitate exchange of business proposals in the areas of waste management and circular economy concepts, said a

press release.

Jointly they will promote sustainability concepts in bilateral trade, investments, technology transfers, joint ventures and other forms of business collaborations.

Commenting on the partnership, Rupa Naik, Executive Director, MVIRDC WTC Mumbai said, "We have signed this MoU with a vision to conduct trade events and education programs on emerging business opportunities for MSMEs, startups and women entrepreneurs in waste management and circular economy."

Naik said that India has an immense opportunity to be a leading player in production and export of eco-friendly goods made from recycled or reused materials.

Stating that sustainability and waste management are no longer local, but global in nature, P. Bineesha, Executive Director, International Institute of Waste Management, said, "We have realized that sustainability and waste management are no longer local, but global in nature. In this era of climate change and global alliances such as the Conference of Parties (COP), our battle to protect the environment cannot be complete without involving trade and industry across borders."

There is a compelling need to promote transfer of technologies that are environment-friendly among different nations, Bineesha said.

According to a report by India's think-tank NITI Aayog in 2021, India generates 55 million tons of municipal solid waste (MSW) annually, and this is expected to grow more than three-fold to 165 million ton by 2030.

The report points out that 50% of the MSW is biodegradable wet waste, 35% of it is non-biodegradable dry waste, while the remaining waste falls under other categories, which calls for promoting business opportunities in this segment. **(KNN Bureau)**