

# Exnora Green Pammal

## Organization Profile



Launched in 1994 as a neighborhood association to improve solid waste management for 260 households in Pammal, a Chennai suburb, Exnora Green Pammal (EGP) is a registered non-governmental organization with 400 employees, serving over half a million residents in five localities in four states. Leading the way to a cleaner future, EGP demonstrates and advocates the minimization of waste, teaches the public how to prevent waste, and promotes the use of waste as raw material to generate renewable energy, employment, income and soil-enriching compost. Our award-winning solutions for waste management have been documented and promoted by Unicef, endorsed by UNDP, sponsored by PepsiCo, commended by the media and replicated in over a dozen localities.

Exnora Green Pammal mobilizes and coordinates collaboration between local residents, authorities, schools and businesses to bring waste management into compliance with the government's Municipal Solid Wastes (Management and Handling) Rules (MSW Rules), which mandate daily, house-to-house collection of segregated waste, recycling and composting in order to minimize disposal in landfills. By catalyzing partnerships that promote proactive waste prevention,

EGP demonstrates the methods and benefits of waste minimization, and the potential of using waste for practical, commercially-viable purposes such as decentralized renewable energy generation, charcoal briquette and incense manufacture, and vermicompost production. Through 17 years of experience, EGP has gained expertise in:

- ✦ waste collection and handling
- ✦ recycling waste into biogas, vermicompost and charcoal briquettes
- ✦ capacity building in waste management and enterprise development
- ✦ raising public awareness
- ✦ educating students

Exnora Green Pammal's model of waste management earned EGP certification as a AAA-rated Green Business for preventing the emission of 5,062 tons of carbon dioxide from waste in 2009. Through strategic partnerships with [Engineers Without Borders Australia](#), [Shri AMM Murugappa Chettiar Research Centre](#) and [Biotech-India](#), EGP serves as an operational hub for applied research on applications of waste-to-energy that improve life for poor people.



Charcoal briquettes made from waste biomass

*The future is in our hands*

**Exnora Green Pammal performs and supervises solid waste management for over half a million people.**



**Goal**

Our goal is for India's children to experience the pride and joy of growing up in a nation that ranks among the world's cleanest.

**Vision**

India's municipal solid waste minimized by citizens preventing and segregating waste, and by exemplary decentralized recycling and composting services.

**Mission**

To minimize municipal solid waste by advocating and demonstrating the 3Rs: Reduction, Reuse and Recycling, and bringing waste management services into compliance with the Government of India's Municipal Solid Wastes (Management and Handling) Rules, 2000.



**AAA-rated  
Green Business  
Certification**

**Exnora Green Pammal**

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