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Tetra Pak increases recycling of used beverage carton packs in Bhopal

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By **Manbeena Chawla** | June 29, 2021



tetra-pak-increases-recycling-of-used-beverage-carton-packs-in-bhopal

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Tetra Pak and The Kabadiwala set up a unique partnership

Citizens in Bhopal can now help recycle their used juice, milk and other beverage cartons from the comfort of their homes, thanks to a collaborative initiative between Tetra Pak and The Kabadiwala.

Tetra Pak has tied up with The Kabadiwala, a well-known local waste management venture to increase collection of used beverage cartons in Bhopal.

Consumers who wish to sell their used cartons can do so by booking a pick-up through The Kabadiwala app and be paid for their waste in return. The team will also set up 70 deposit points at public places across the city where consumers can simply drop-off their used cartons for recycling.

In addition, The Kabadiwala will work closely with the Municipal Corporation of Bhopal to recover used packs of juice/ milk etc from the corporation's sorting centres as well. All collected cartons will then be sent to the nearest recycler, Khatema Fibres, in Uttarakhand for recycling.

With this new partnership, Madhya Pradesh has become the 23rd State / Union Territory covered by Tetra Pak's extensive collection network. This network covers 39 cities and 14 Indian Army contingents, supported by over 27 collection & awareness partners, across 23 states and Union Territories.

Jaideep Gokhale, Sustainability Director, Tetra Pak South Asia said, "This partnership is an important milestone in our journey of 17 years over which we have established a collection ecosystem across the country. Madhya Pradesh is a very progressive state when it comes to waste management and we had been looking for a strong partner to help us recover used carton packs efficiently for recycling. The Kabadiwala team is just the right partner for us with their extensive network, and unique model that makes it convenient for consumers to actively participate in recycling, while also working closely with waste-workers to recover cartons from other sources."

Read online: https://nuffoodsspectrum.in/news/12/17652/tetra-pak-increases-recycling-of-used-beverage-carton-packs-in-bhopal.html

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