

WASTE NO WASTE

INORA'S COMPOST BUYBACK PROGRAMME

The Toilet Board Coalition runs the world's leading Accelerator Programme for Sanitation Economy businesses that offer a diverse range of products and services throughout the entire sanitation value chain. Among the participants in the 2023 Cohort is the Institute of Natural Organic Agriculture (INORA), a leading biotech company in India that is committed to promoting sustainable practices in waste management and agriculture.

INORA's Composting Journey

Founded in 1992 as a division of the Know How Foundation, INORA has evolved into a dynamic biotech company with a diverse portfolio of products and services. From capacity building programmes to developing compost technologies and producing compost products, INORA has made significant strides in waste management and agriculture.

INORA's Impact

**275**

Tons of organic compost sold annually*

**52+**

Clients across India

**150**

Tons of organic waste treated

**20,000**

Farmers supported and trained on organic farming and composting

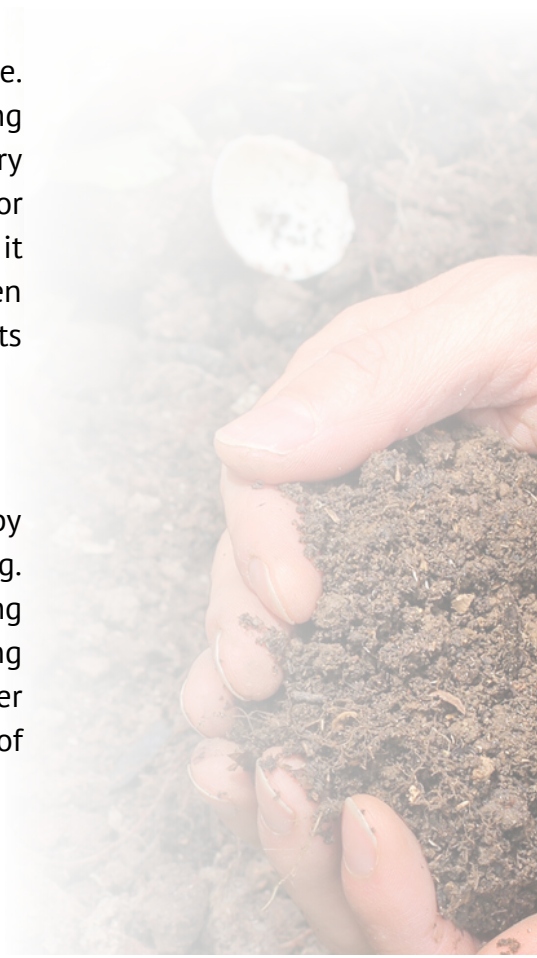
**Figure does not include faecal waste derived compost*

Financially Sustainable Model

INORA's compost business accounts for 17% of its total revenue. Its initial engagement and source of revenue is its composting products and services providing its partners with the necessary tools and resources (e.g. composting units and training) for composting. The partners will then produce compost and utilize it for their own gardens or farms. Any excess compost is then purchased by INORA, treated, enriched, and then sold to its clients and partners, creating an additional revenue stream for INORA.

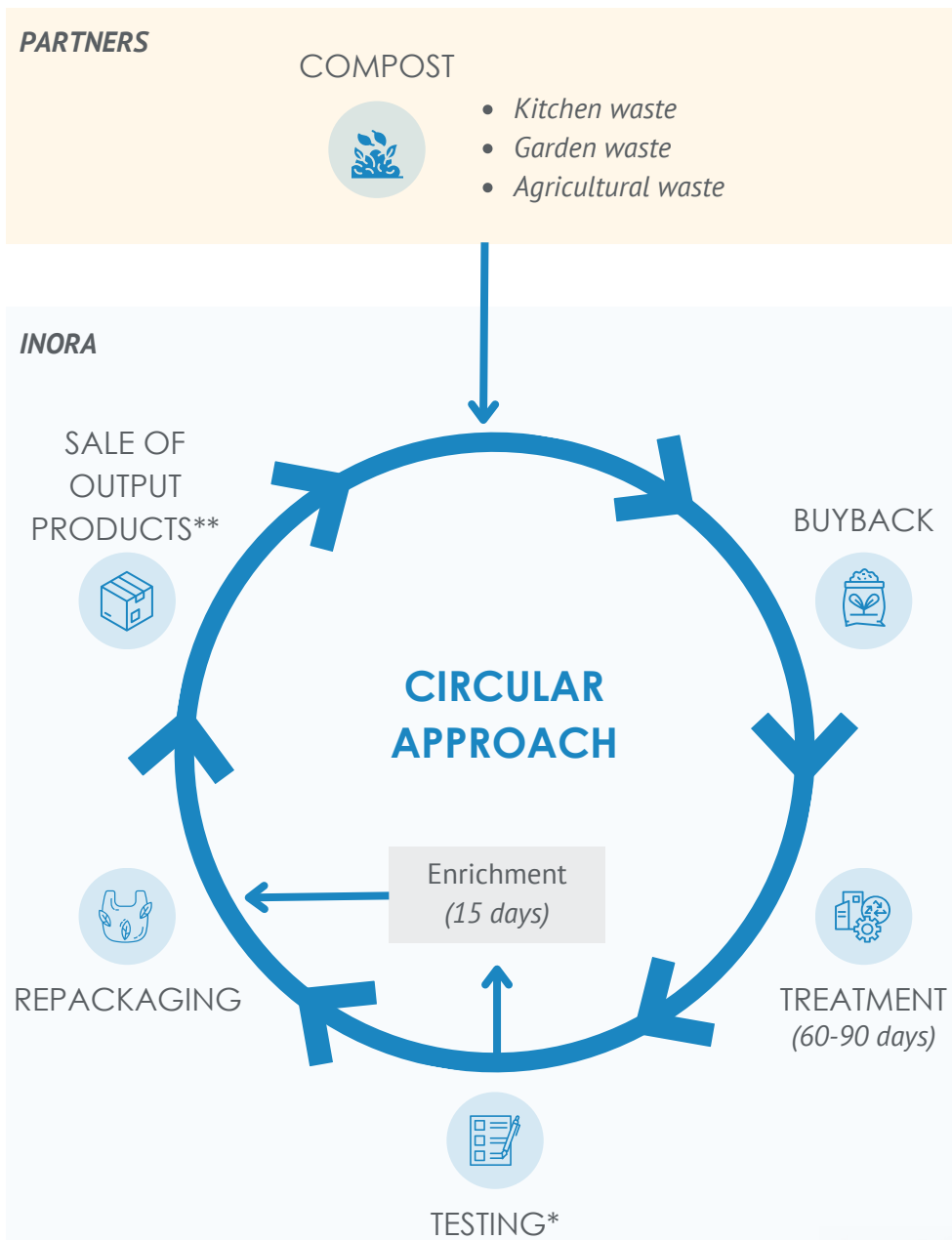
Circular Approach

INORA operates on a circular approach to waste management by transforming waste into a valuable resource through composting. It further ensures no compost goes to waste by repurchasing excess compost through its buyback program. Upon repurchasing excess compost from its partners, INORA conducts further treatment (60-90 days) and in some cases, enrichment (15 days) of the compost to produce high-quality output products.



INORA'S COMPOST BUYBACK VALUE CHAIN

Financially Sustainable Model



Composting Services

- Garden Waste Collection and Disposal
- Design/Construction of Composting Infrastructure
- Installation and Startup of Composting Projects
- Awareness and Training Programs
- Maintenance Contracts
- Consultancy

Clients

Bulk (60%)

- Farmhouse owners
- Farmers
- Urban gardeners
- Industries
- Educational institutions

Retail (40%)

- Factory outlet
- Women who were given training
- Customers from social media

*INORA also adheres to the National Standards for Organic Production

**Output Products



Vermi Green	INR 10
INO Prom	INR 16
Pot Mix	INR 14
Bulking Agent	INR 12



SCALABILITY & REPLICABILITY

INORA's compost buyback program demonstrates strong potential for scalability and replicability. The program's framework can also be adapted to suit local conditions and can be implemented in various regions, contributing to the widespread adoption of sustainable waste management practices.

For its expansion plans, INORA aims to strengthen partnerships with:



GARDEN CLUBS

Add 100 more garden clubs



SATELLITE CENTERS

Set sales targets for the compost products



SOCIAL ENTREPRENEURS

Establish systems for waste and compost collection

The Composting Journey Continues

Given the success of its compost business, INORA is also developing its compost products from human waste. With the help of the Toilet Board Coalition, INORA will be replicating the business model of the buyback programme to its human waste compost business.




“The exercises in the Accelerator have been instrumental in helping us gain a better understanding of our business, identifying our focus point, and understanding our entire supply chain. The Coalition has provided us with a platform to expand our network and connect with wonderful people whom we may not have met otherwise.”

Abha Tadvalkar, INORA



CHALLENGES & RECOMMENDATIONS

While INORA has forged robust partnerships, they have encountered certain challenges along the way. INORA recommends the following to the stakeholders:

-  **Government:** Advocate for allocation of space for waste management initiatives. Extend financial incentives to farmers who adopt certified organic practices and use organic materials in their agricultural activities.
-  **Industries:** Integrate decentralized organic waste production into its supply chains. Capitalize on the untapped composting potential of canteen and garden waste.
-  **Housing Societies:** Address challenges related to waste segregation at the source level and allocation of space for waste management. Promote proper waste segregation practices to streamline the treatment process and eliminate delays.

Conclusion

INORA's compost buyback program showcases a forward-thinking approach to bringing circular economy concept in waste management by combining environmental sustainability with financial viability. Through its circular model and unique features, INORA is driving positive change in the way organic and human waste are managed, contributing to a greener and more sustainable future.

Stay tuned for future Toilet Board Coalition publications featuring INORA's human waste compost.

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With thanks to our leaders:

