

## CUSTOMISED SOFTWARE SOLUTION FOR WASTE MANAGEMENT COMPANIES/URBAN LOCAL BODIES/ NGOS/ CSR

### ▶ EarthRon

India is slowly discovering its path to a cleaner, greener and more sustainable future. In line with the country's declaration in the Paris Climate Accords, we have been brainstorming to improve our waste & pollution management. Not just the government, but start-ups with innovative ideas are also striving to transform these challenges into productive avenues of upcycling, recycling, and energy generation. While some of them are involved in core aspects of managing, segregation, and transportation, few of them are focusing on leveraging technological capabilities to create socio-economic impact and integrate the disparate core aspects seamlessly. EarthRon is noteworthy among such players.

The company has already developed software solutions for the management of Bio-Medical Waste & Solid-Waste in India. They are leveraging digital technology to enable Front Line Workers (FLW) to adopt digital platforms with zero data entries.

#### UNCOVERING THE PURPOSE

The founders of Earthron, Rajbir Singh and Sandeep Ganguly carry immense expertise in corporate, especially in technology and IT services. After almost 25 years of corporate life, they wanted to work with MSME segment and design cost effective digital platforms. They explored and analysed various markets and shortlisted the waste management segment.

The founders shared, "We joined hands with one of our colleagues who was part of this industry and began to learn more by obtaining formal training and attending workshops on waste management, environmental



▶ Rajbir Singh, Director

sustainability, and more. We got the broad understanding and initially thought of setting up a Bio Medical Waste Management Plant. Goa was our first choice because there was no common waste treatment facility, and it could be implemented from scratch. We met many officials and did the groundwork, but the core business of setting up the plant localised our impact to a single city/state. We thought through and plunged into developing comprehensive ERP

platform designed to serve multiple plants across the country and globally. This was a large canvas which made the opportunity exciting and challenging. That marked the start of Earthrons journey."

#### CREATING AN IMPACT

EarthRon signed up its first customer (Waste Code in Rajasthan) even before the platform was deployed in production. The promoter of Waste Code Mr. Arvind Bhardwaj, whose