



# The India Plastics Pact annual report 2021-22

Managed by



Confederation of Indian Industry



CII-ITC Centre of Excellence  
for Sustainable Development

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# Foreword



The India Plastics Pact has brought together stakeholders from across the plastics value chain by creating a space for dialogue, knowledge sharing, and collective action, based on scientific evidence and data.

In a century marked by unprecedented environmental challenges, it is crucial to adopt innovative and collaborative solutions to safeguard the planet's well-being. Management of plastic waste is an emerging, pressing issue attracting the attention of policymakers, businesses and citizens.

Recognizing the urgency for action, the Confederation of Indian Industry, WWF-India, and WRAP launched the India Plastics Pact in 2021. Since then, the India Plastics Pact has brought together stakeholders from across the plastics value chain by creating a space for dialogue, knowledge sharing, and collective action, based on scientific evidence and data.

The India Plastics Pact has taken several strides towards its vision of creating a society where plastic is valued and doesn't pollute the environment. Since launch, the Pact's membership has grown, as has the potential for impact on plastic packaging placed on the Indian market.

In this report, we will see, for the first time, how the India Plastics Pact members cumulatively stand in regard to the targets; apart from the data and numbers, it will be possible to see where gaps and challenges

lie and therefore, the report will give CII, businesses and the wider sector information on where to focus efforts and action.

There is responsibility on us to deliver, but we also have the opportunity for action on specific challenges such as those related to flexible plastic packaging. Unlike in the Global North, where rigid formats dominate, the share of flexible packaging in India and Asia is higher. This puts us in a special position to curate solutions to manage flexible packaging effectively that can be replicated globally.

The first year of the India Plastics Pact has shown that signatories are open to collaboration and are keen to make an impact. Support by UKRI, Stewart Investors and signatory businesses has made it possible to complete a large body of work.

I am sure that all readers will benefit from this report, and I am optimistic about the India Plastics Pact's long-term success in contributing to the vision of a world where plastic is valued and doesn't pollute the environment.

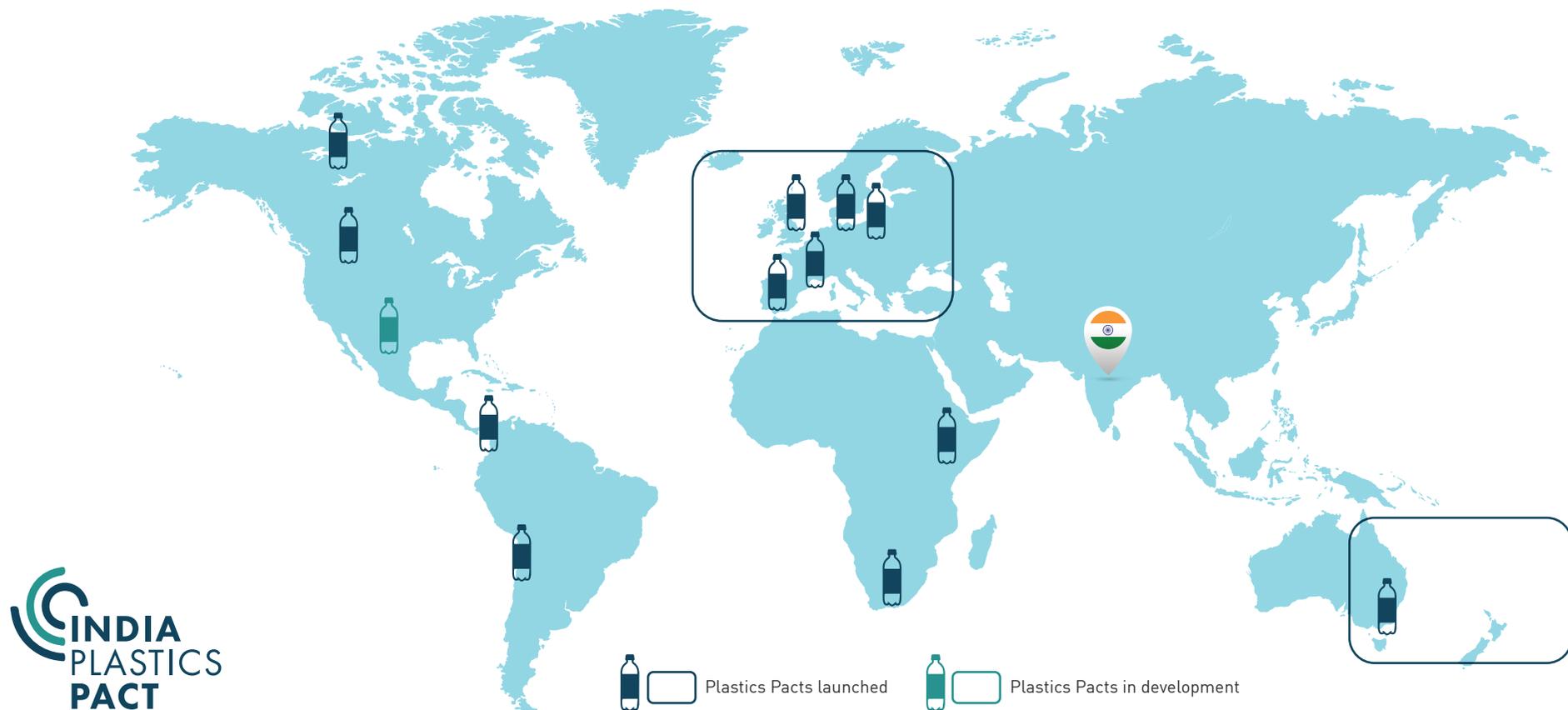
**Ms. Seema Arora**

Deputy Director General  
Confederation of Indian Industry

# Vision: a world where plastic is valued and doesn't pollute the environment

The India Plastics Pact (IPP), is unifying stakeholders from across the plastics value chain to rethink the way we design, use and reuse plastics to create a circular economy for plastics packaging. IPP joins a global community of 14 Plastics Pacts. It unites businesses, governments,

non-governmental organizations (NGOs) and citizens behind four ambitious targets. The vision, targets and ambition of the India Plastics Pact are aligned with the Ellen MacArthur Foundation's Plastics Initiative towards a circular economy.



# Targets to 2030

The India Plastics Pact's targets are based on the following three principles:



## Eliminate

all unnecessary or problematic plastic items



## Innovate

to ensure that the plastics we do need are reusable, recyclable, or compostable



## Circulate

all the plastic items we use to keep them in the economy and out of the environment

### Target 1



Define a list of unnecessary or problematic plastic packaging items and take measures to address them through redesign and innovation

### Target 2



**100%**  
of plastic packaging to be reusable, recyclable or compostable\*

### Target 4



**25%**  
average recycled content across all plastic packaging

### Target 3



**50%**  
of plastic packaging to be effectively recycled

\* for compostable packaging to be included it must: a) not leave any microplastic residue, b) be used in a closed loop and controlled systems with sufficient infrastructure available or fit-for-purpose applications, and, c) be properly labelled as 'home' or 'industrial' compostable

# Introduction

The India Plastics Pact, launched in September 2021, is working to create a circular economy for plastic packaging in India.

In Year One, the Pact made meaningful progress by developing clear understanding of the targets amongst its signatories, by providing clear definitions and guidance documents, and preparing its Roadmap to 2030 which describes the outcomes and activities key to achieving the ambitious 2030 targets and provides a clear timeline for action by the Pact Members.



To ensure transparency, IPP Members share annual progress made against each target to the Secretariat. Reporting is central to all Plastics Pacts: it helps to measure progress against the targets, shows stakeholders that the Pact is about action, helps to prioritise Member actions and enables interventions to be evaluated.

The Year One report presents aggregated data to understand the current usage of plastic packaging by IPP Members, this will help the Secretariat to measure progress and prioritise actions to meet IPP targets.

The data represents the annual packaging tonnage of 12 brands and retailers that were members in 2022. Recyclers were not a part of this annual report to avoid double counting.

# Our signatories

Members and Supporters (as of May 2023)\*



The India Plastics Pact currently has **47 Member and Supporter organisations** and is growing.

 **1** Resin producer

 **4** Packaging producers

 **14** Brand owners

 **2** Retailers

 **11** Recyclers

 **15** Supporters

# Overview

## Target 1



# 391 million

items classified as problematic or unnecessary were sold by Pact Members in India

## Target 2



# 64%

of Pact Members' plastic packaging was recyclable

## Target 4



# 1%

of Pact Members' plastic packaging by weight was recycled content

## Target 3



# 15%

is the estimated recycling rate of plastics in India, as per literature and government data

# Overview

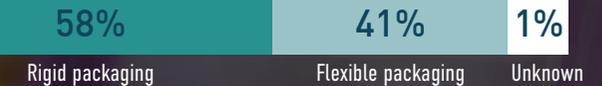
## 4,55,455 tonnes

is the total weight of plastic packaging placed on the market by IPP Members

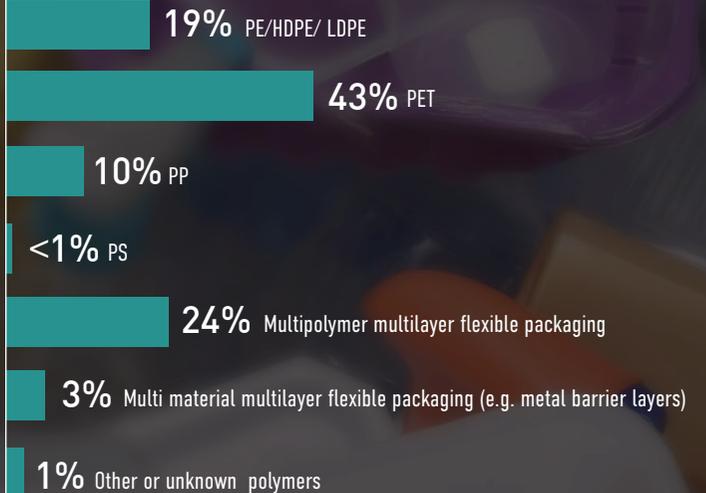
### Primary vs secondary packaging



### Rigid vs flexible packaging



### Plastic consumption, by polymer



<sup>1</sup> Packaging that contains the finished or final products, sometimes called retail or consumer packaging. This packaging is used to contain, preserve, protect, and inform the end user. In the context of IPP work, it is the total packaging that the end-user will ultimately dispose of via reuse, recycling, landfill, or other disposal routes. The primary pack can be made of several components, e.g., for a multi-pack of water bottles this would include the PET bottles, their caps, labels, and the plastic shrink film. Primary packaging should include all packaging up to the point of sale. It should also include carrier bags (single-use and multi-use plastic carry bags) and plastic produce bags (plastic bags used to wrap fresh fruits and vegetables).

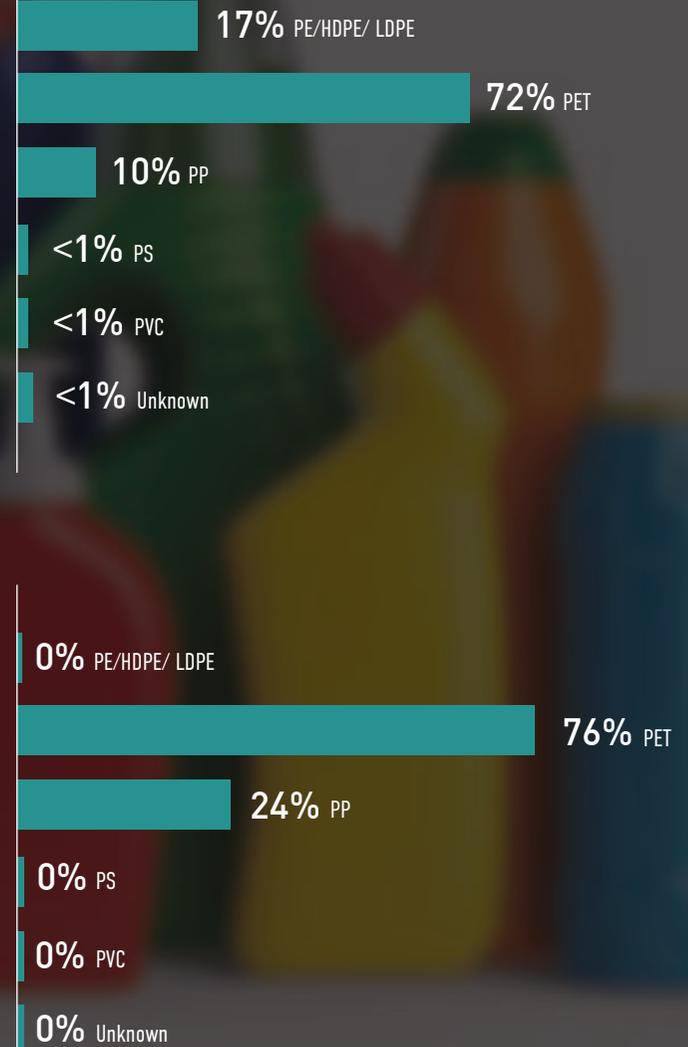
# Overview rigid packaging

# 2,64,689 tonnes

of rigid packaging

Primary packaging  
**99%**

Secondary packaging  
**<1%**



# Overview flexible packaging

**1,87,933  
tonnes**

of flexible packaging

Primary  
packaging  
**83%**

Secondary  
packaging  
**17%**





# Target 1

Under Target 1, signatories have pledged to address items identified as unnecessary or problematic.

## Members defined 'Problematic' and 'Unnecessary' single-use packaging

*Plastic packaging components or plastic items whose use is avoidable in the context within which they are used, or for which reusable options are available, or that are not recycled in practice, or are not recyclable with the existing or envisioned recycling infrastructure, or that hamper or contaminate the recycling process, or that easily leak out or are not collected through the collection and disposal system, are defined as unnecessary or problematic.*

Using this definition, eight problematic or unnecessary plastic items and materials have been identified for elimination by Pact Members, as published in our IPP Ambition List document:

**PVC bottles, PVC pallet wraps, PVC shrink sleeves and labels**

**All polystyrene (PS) packaging (including EPS)**

**Oxo-degradable plastic packaging**

**PET-G labels/sleeves on PET bottles**

**Biodegradable polymer packaging not compliant with Indian standard (IS 17899 T: 2022)**

**Non-detectable plastic packaging in automated sorting systems (such as non-near infrared detectable colours and materials)**

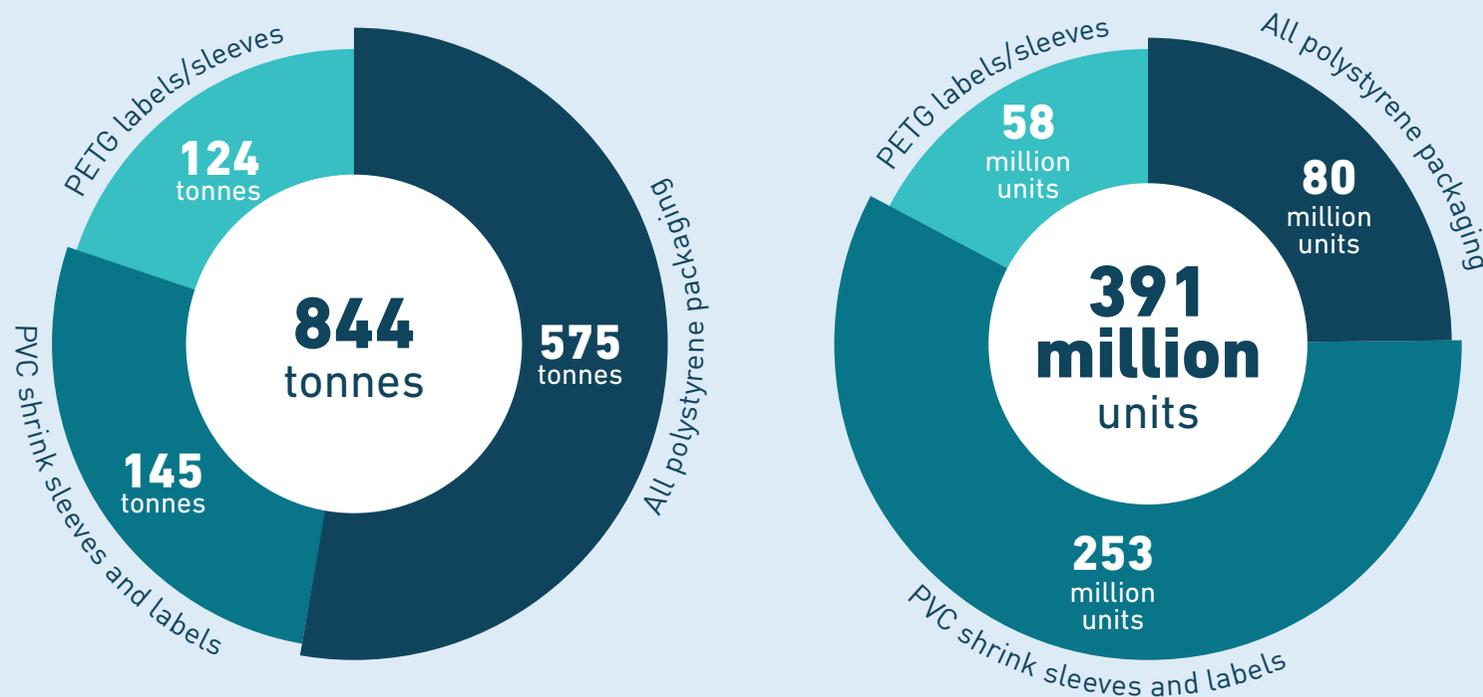
↑  
INCREASING PRIORITY

The Pact also has an under-review list containing items which require further deliberations as conclusive scientific evidence which supports their inclusion in the IPP Ambition List is lacking.

India Plastics Pact Under-review List

PET-G labels/sleeves on other packaging

### IPP Ambition List items placed on the market by the Pact Members in 2021



In 2021, **2,062 tonnes (equivalent to 104 million units<sup>2</sup>)** of items listed in the Government of India's SUP ban<sup>3</sup> were placed on the market by IPP Members. As of July 2022, Members have been able to take action by eliminating the use of these items or by finding suitable material alternatives.

<sup>2</sup> Number of units of items placed on the market were not reported by all the brands. This has been estimated based on assumptions on average weight of each item.

<sup>3</sup> G.S.R.\_571(E) Plastic Waste Management (Amendment) Rules, 2021. Ministry of Environment, Forest and Climate Change. Available at: <https://moef.gov.in/en/plastic-waste-management-amendment-rules-2021/> [Accessed on 10th June 2022]

# Target 1

## Examples of progress

### Action towards IPP Ambition List items and other efforts of reducing plastic packaging

#### Godrej and Boyce Manufacturing Company Limited

have moved to a corrugated box honeycomb structure in place of EPS (thermocool) packaging. The corrugated boxes are made of 70% recycled paper and are 100% recyclable. This change resulted in a reduction of 52 tons of EPS packaging in FY18-19.



Refrigerator packed in honeycomb packaging



Thermoelectric cooler packed in honeycomb packaging

#### Vahdam India

has moved from a 15-tea bag pack with individual PET-PE based tea bag wraps to a 100-tea bag pack where individual tea bags are not wrapped.



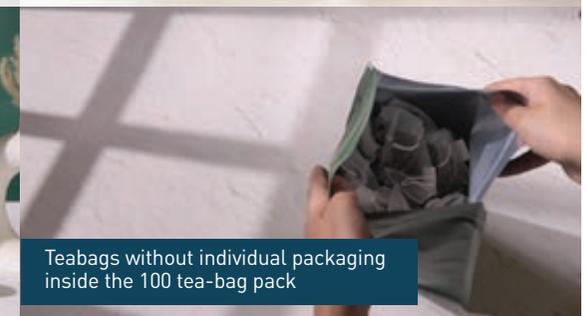
15 tea-bag pack



Individually wrapped tea bags inside the 15 teabag pack



100 teabag pack



Teabags without individual packaging inside the 100 tea-bag pack

# Target 1

## Examples of progress

### Action towards items banned by the Government of India<sup>3</sup>

#### ITC Limited

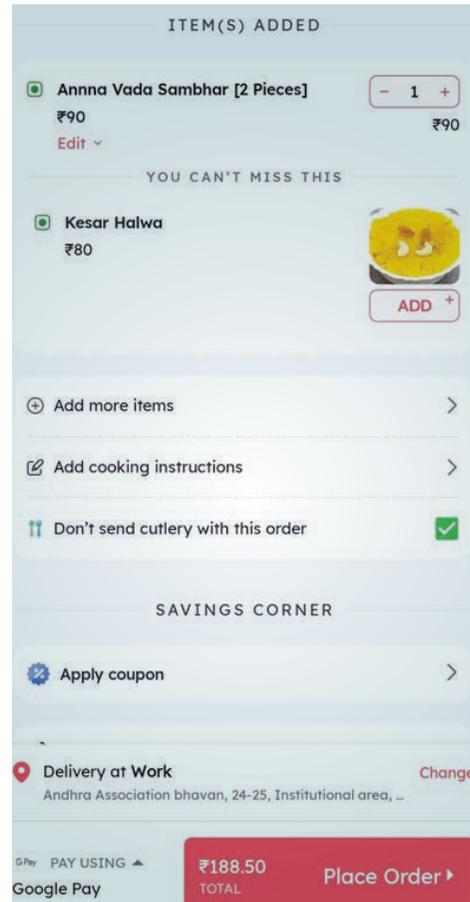
has replaced items in the Government of India's banned list such as disposable plastic cutlery (forks, spoons, knives) with wooden cutlery, and, plastic straws with paper straws.



Wooden spoon packaged along with Yippee noodles



Paper straw packaged along with B Natural juice carton



Zomato order with 'Don't send cutlery with this order' option

#### Zomato

has introduced a "Don't send cutlery with this order" which enables customers to opt-out from receiving cutlery while ordering food using the Zomato food delivery mobile application.

#### Mondelez India Foods Private Limited

have eliminated the use of wrapping films around chocolate boxes. The films were used to hold the box in place and have now been replaced with paper stickers.



Cadbury Celebrations with plastic wrap



Cadbury Celebrations with paper sticker

<sup>3</sup> G.S.R.\_571(E) Plastic Waste Management (Amendment) Rules, 2021. Ministry of Environment, Forest and Climate Change. Available at: <https://moef.gov.in/en/plastic-waste-management-amendment-rules-2021/>



## Target 2

This target aims to redesign all Pact Members' plastic packaging to become reusable, recyclable or compostable.

Signatories agreed on the following definition of recyclable packaging:

**A plastic packaging or packaging component is recyclable if the post-consumer collection, sorting, and effective recycling<sup>4</sup> of the major component of the entire packaging weight is proven to work successfully in practice and at scale, and,**

**if the remaining minor components are compatible with the recycling process and do not hinder the recyclability of the main component.**

The India Plastics Pact published design guidance recommendations for food contact grade PET bottles to improve the recyclability of bottles to increase bottle-to-bottle PET recycling. The Pact is developing design guidance recommendations for overall rigid packaging and non-food contact grade HDPE bottles. The objective of these documents is to provide an overview of technical and design-related aspects which, if put into practice, will ensure that packaging design does not hinder the recycling process, recycler's yield, productivity and quality of the final product.



[To read more, click here](#)

<sup>4</sup> Recovery operations by which waste materials are reprocessed, by means of a manufacturing process, of a used packaging material into a product, a component incorporated into a product, or a secondary (recycled) raw material; excluding energy recovery and the use of the product as a fuel.

## Compostable packaging

To help Members understand the challenges and opportunities related to compostable plastic packaging the Secretariat published a briefing note on compostable plastic packaging.

It is advisable that compostable plastics are considered as alternatives to conventional plastics only if they

- are certified as compostable to an international compostability standard (for instance IS/ISO 17088:2021 or EN14342),
- do not leave any microplastic residue,
- are clearly labelled as compostable, and,
- are used and disposed in closed-loop or controlled systems with appropriate infrastructure available for effective treatment (such as in hotels, malls, catering services and airports).

## Reuse

The India Plastics Pact is aligned to the Ellen MacArthur Foundation's definition of reuse set out in the [New Plastics Economy Global Commitment](#):

Reuse of packaging is the operation by which packaging is refilled or used for the same purpose for which it was conceived, with or without the support of auxiliary products present on the market, enabling the packaging to be refilled.

## Reusable packaging

The India Plastics Pact is aligned to the Ellen MacArthur Foundation's definition of reusable packaging set out in the [New Plastics Economy Global Commitment](#):

An item of packaging can be defined as reusable if it is conceived, designed and marketed to carry out multiple trips in its lifetime by being refilled or reused for the same purpose for which it was conceived.

This does not include packaging designed for a second use which is different from the original intended purpose (as an example, plastic containers containing honey are later used to store cooking ingredients).

The Secretariat organised a capacity-building session for IPP Members and supporters

- to help understand reuse/refill models, and,
- to share case studies and best practices from India and other Pacts.

# 64%

(2,91,491 tonnes)  
of packaging placed on the market by IPP Members is recyclable\*

# 90 tonnes

compostable packaging placed on the market by IPP Members

# 1,487 tonnes

reusable packaging is placed on the market by IPP Members

## The remaining packaging which is classified as non-recyclable/non-reusable/non-compostable includes

### 1,08,218 tonnes

Multi-polymer multilayer flexible packaging

### 15,490 tonnes

PE/HDPE/LDPE films used in primary packaging

### 14,499 tonnes

PP flexible packaging

### 14,468 tonnes

Multi-material multilayer flexible packaging

### 6,448 tonnes

PET flexible packaging

### 4,498 tonnes

Other or unknown polymer

### 2,812 tonnes

PP reported as unknown format

### 1,662 tonnes

PS packaging

### 407 tonnes

PVC packaging

\*Following formats have been considered as recyclable: Primary rigid packaging (such as bottles, cups, caps and closures) made of PET and polyolefins (PP and PE), secondary and tertiary packaging made of PET and polyolefins (PP and PE) and PE films used for secondary and tertiary packaging.

# Target 2

## Examples of progress

### Refillable packaging placed on the market by signatories

#### ITC Limited

##### *Savlon Moisture Shield Germ Protection Liquid Handwash*

The handwash is sold in reusable rigid bottles with an accompanying refill pouch.

#### *Savlon Pichkiao*

ITC's Savlon Pichkiao refillable pumpless bottle (70 ml) contains 22% less plastic than handwash pump bottles of the same capacity.

#### Godrej Consumer Products Limited

##### *Godrej Protekt magic Powder-to-Liquid Handwash*

The handwash is sold in powder form, packaged in sachets. The powder can be mixed with water to create the handwash. While the company also sells accompanying reusable bottles for the handwash, the powder can be used in any bottle by the consumer.

### Design changes made by Members to improve the recyclability of plastic packaging

#### Mondelez India Foods Private Limited

has switched: from black High Impact Polystyrene (HIPS) trays to PET trays in their multi-SKU Cadbury Celebrations pack.



Cadbury's Celebrations pack tray changed from Black High Impact Polystyrene (HIPS) trays to rPET trays

#### ITC Limited

has switched from PET/Paper/hot melt coating composition to BOPP for its Vivel soap wrappers.



Front cover of ITC's Vivel soap packaging made of BOPP

Back cover of ITC's Vivel soap packaging made of BOPP



Savlon: Moisture Shield's refillable bottle



Savlon: Pichkiao's pumpless refillable handwash bottle



Godrej's mr. magic powder to liquid handwash refill packs along with refillable handwash bottles



# Target 3

This target aims to achieve a national recycling rate of 50% for plastic packaging. A systemic approach is required bringing together businesses, government and citizens – all playing key roles in stimulating the system change and behaviour change required to achieve this target.

To achieve an effective recycling rate of 50% across all plastic packaging, an important first step was to define recycling. The India Plastics Pact's definition of material recycling is:

*Reprocessing, by means of a manufacturing process, of a used packaging material into a product, a component incorporated into a product, or a secondary (recycled) raw material; excluding energy recovery and the use of the product as a fuel.*

The following priority areas have been identified:

- Assessment of the current status of plastics recycling in India
- Stimulating investment in expanding collection, sorting and recycling infrastructure in India
- Enforcement of segregation at source
- Engagement with the informal sector to manage waste supply chain

- Understanding supply-chain requirements for enabling recycling and sorting technologies

The Secretariat is also developing a landscape assessment report of plastic recycling in India aimed at

- Providing an understanding of resin-wise recycling, and,
- Identifying gaps in the current recycling infrastructure

Literature<sup>5</sup> and Government data suggest that recycling rate of plastics in India is below

# 15%

<sup>5</sup> Centre for Science and Environment. (2022). The Plastic Life-Cycle. <https://www.cseindia.org/the-plastic-life-cycle-11509>

# Target 3

## Examples of progress

### Action taken by Members to improve collection and sorting of waste

#### ITC Limited

The Well-being Out of Waste (WOW) initiative promotes awareness about the importance of source segregation and recycling, and establishes systems to ensure effective practice. It collaborates with local municipalities to train waste workers and rag-pickers in these concepts and to provide an efficient collection system that covers virtually all segments: households, offices, schools, hospitals, commercial establishments, etc. Through the initiative, 60,000 MT of dry waste was collected from 1,096 wards during FY 2021-22. ITC is also actively working to increase the collection and recycling rates for multi-layered plastic (MLP) packaging waste by implementing replicable, scalable and sustainable models of solid waste management.

SWaCH is partnering with ITC & Pune Municipal Corporation to collect and recycle MLP waste under an initiative known as SWaCH Plus. SWaCH Plus, supported by ITC Limited and in association with the PMC, has collected over 1,000 metric tonnes (upto March 31st, 2022) of multi-layered plastics and diverted them away from landfills and cement plants.

#### PepsiCo

In line with Swachh Bharat Mission, PepsiCo Foundation in collaboration with Mathura Vrindavan Nagar Nigam (MVNN) and Recity Network Private Limited launched Purna – Unnati ki Sajhedaari. An initiative that aims to transform waste workforce into waste professionals by developing a circular, equitable and inclusive model of effective waste management to make Mathura-Vrindavan one of the cleanest cities of India. In line with PepsiCo Foundation's philosophy of building a world where plastic never becomes waste, the initiative is an endeavour to help Mathura-Vrindavan in achieving circularity of plastics with deployment of a waste intelligence technology, diversion of 500 metric tons of city waste from 4000 property units by engaging with 20,000 citizens, empowering our waste workers into professionals, and addressing the issues of gender inequality, economic disparity prevalent among their communities.



Waste workers participating in recreation activities



Waste workers involved in Unnati initiative

### Investment made by IPP Members to increase recycling capacity

Banyan Nation was named a World Economic Forum Technology Pioneer for year 2021. They also received follow on investment of \$3 million from undisclosed investors.





# Target 4

The target encourages closed-loop recycling of plastic packaging, maintaining high material quality throughout the plastics value chain, and increasing demand for recycled content. All of these will be aided by Target 2 (design for recyclability) and Target 3 (increased overall recycling rates) of the Pact.

## Definition of recycled content

*Proportion, by mass, of post-consumer<sup>6</sup> recycled material in a product or packaging.*

To help Members quickly increase the use of recycled content in their packaging, the India Plastics Pact has identified six plastic packaging items where inclusion of recycled content is possible within the current regulatory landscape

- PET bottles in non-food contact applications
- PET trays not in direct contact with food
- PET blister packs in non-medical applications
- HDPE bottles in non-food contact applications
- LDPE/LLDPE overwraps
- HDPE and PP crates

To achieve an average recycled content of 25% across all plastic packaging, the Secretariat will develop polymer-wise targets to be achieved by 2030.

The IPP projects a significant increase in the level of recycled plastic content fuelled by:

- Introduction of EPR targets for recycled plastic content
- Lifting of the restrictions on food contact applications for rPET
- Significant investment in the recycling sector



[To read more, click here](#)

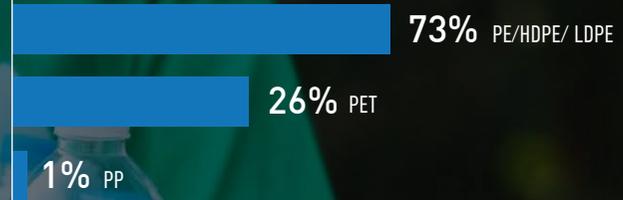
<sup>6</sup> ISO14021's defines post-consumer material as material generated by households or by commercial, industrial and institutional facilities in their role as end users of the product which can no longer be used for its intended purpose. This includes returns of material from the distribution chain.

Source: ISO 14021:2016 modified, Environmental labels and declarations - Self-declared environmental claims (Type II environmental labelling), Usage of terms, modified (focus on post-consumer recycled material)

# 1%

(5,159 tonnes) recycled content is used by India Plastics Pact Members across their packaging.

Rigid packaging  
**75%**



Flexible packaging  
**25%**



# Target 4

## Examples of progress

### Increased use of recycled content in rigid packaging by Pact Members

#### Mondelez India Foods Private Limited

Spoons supplied along with Cadbury Dairy Milk Lickables contain 100% rPET



Spoon supplied with Cadbury Dairy Milk's lickables containing 100% rPET

PET trays in their multi-SKU Cadbury Celebrations pack which contain 80% rPET



Cadbury Celebrations trays with 80% rPET

#### ITC Limited

has added 50% recycled PET in their Fima Showergel bottles of sizes 125ml, 250ml, and 500ml.



Fima shower gel bottles with recycled content



Fima shower gel bottle with 50% rPET

#### Marico Limited

is using 10% rPET in the bottles of its hair oil product, Nihar Shanti Amla.



Nihar Shanti Amla bottle with 10% rPET

#### ITC Limited

Savlon soap wrapper PET film contains 70% recycled plastic.

50% rLDPE is used in bundling packs used to pack multiple Fima bottles



Label displaying presence of recycled content in Savlon overwaps

Savlon soap's overwrap containing 70% recycled plastic



Bundling wrap of Fima shower gels containing 50% rLDPE

Top view of Fima shower gels with bundling wraps with recycled content

# Next steps

To meet the ambitious targets of the India Plastics Pact, collaborative action will be required by stakeholders across the value chain. IPP brings Members from different parts of the plastics value chain to work together to create a circular economy for plastics in India. The Secretariat will continue to improve Members knowledge and understanding on issues that impact the targets (by conducting webinar series on topics such as chemical recycling).

## Target 1



- Set timescale for action for items identified on Ambition List
- Set up Sprint Groups for items which need in-depth work

## Target 2



- Publish design guidance for non-food contact HDPE rigid bottles and rigid packaging overall
- Develop design guidance for flexible packaging
- Research on reuse/refill models to identify applications and formats for what is 'ripe' for reuse and develop reuse/refill trials/demonstration projects with IPP Members
- Develop an application guide for compostable/biodegradables

**Priorities identified for Year Two of the India Plastics Pact**

## Target 4



- Identify the main challenges/limitations in the use of recycled content in films/multi-layer packaging
- Publish documents on business opportunities for Members to incentivise the use of post-consumer recycled content

## Target 3



- Publish landscape assessment of plastic recycling in India
- Develop citizen behaviour change campaigns focusing on segregation at source, and encouraging refill/reuse
- Carry out consumer research to understand barriers to segregation at source

# Supporting the India Plastics Pact

The India Plastics Pact is open to businesses, recyclers, plastic producers, investors, non-governmental organizations, business associations, and other relevant organizations in the plastics value chain.



[takeaction@indiaplastics.org](mailto:takeaction@indiaplastics.org)



[www.indiaplasticspact.org](http://www.indiaplasticspact.org)



[www.linkedin.com/company/india-plastics-pact](https://www.linkedin.com/company/india-plastics-pact)



The India Plastics Pact, launched in 2021, unites businesses, governments, NGOs and citizens to create a circular plastics economy in India. It was developed by Confederation of Indian Industry (CII) and WWF India. The CII-ITC Centre of Excellence for Sustainable Development (CESD) anchors the India Plastics Pact, within CII. The initiative is supported by WRAP, a global NGO based in the UK.

It is the first Plastics Pact in Asia. As of June 2023, there are 14 Plastics Pacts spread across the globe. As of June 2023, 48 organizations are currently part of the India Plastics Pact. The Pact works on all plastic resins at all stages of the plastics value chain.



Confederation of Indian Industry

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering Industry, Government, and civil society, through advisory and consultative processes. For more than 125 years, CII has been engaged in shaping India's development journey and works proactively on transforming Indian Industry's engagement in national development. CII engages closely with Government on policy issues and interfaces with thought leaders to enhance efficiency, competitiveness and business opportunities for Industry through a wide portfolio of specialized services and strategic global linkages.

India's premier business association has around 9,000 members, from the private as well as public sectors, and an indirect membership of over 300,000 enterprises from around 286 national and regional sectoral industry bodies. With 62 offices, including 10 Centres of Excellence in India, and 8 overseas offices in Australia, Egypt, Germany, Indonesia, Singapore, UAE, UK, and USA, as well as institutional partnerships with 350 counterpart organizations in 133 countries, CII serves as a reference point for Indian Industry and the international business community.



WWF India is committed to creating and demonstrating practical solutions that help conserve India's ecosystems and rich biodiversity. With more than 50 years of conservation journey in the country, WWF India works towards finding science-based and sustainable solutions to address challenges at the interface of development and conservation. WWF India is part of the WWF network, with offices in over 100 countries across the world. WWF India works in many states of India, through our state and field offices. The organisation works in different geographical regions and across thematic areas, including the conservation of key wildlife species and their habitats, management of rivers, wetlands and their ecosystems. On the sustainability side, the focus areas are climate change adaptation, driving sustainable solutions for business and agriculture and empowering local communities as stewards of conservation. WWF India also works in combatting illegal wildlife trade and in bringing environment education to students through outreach and awareness campaigns.



WRAP is a UK based international resources and climate action NGO working around the globe to tackle the causes of the climate crisis and give the planet a sustainable future.

WRAP is working with businesses across the plastics value chain globally through the Plastics Pact network, transforming how we make, use, collect, sort, reuse and recycle plastics to create a circular economy, capturing the value of plastic, keeping it in the economy and out of the natural environment. Working with key partners internationally, our voluntary agreements are transforming whole systems uniting businesses, governments and citizens behind a shared vision and measurable targets for change.

WRAP set up, and manages, the UK Plastics Pact. Established in 2018, in partnership with the Ellen MacArthur Foundation, it has catalyzed 14 further Plastics Pacts to be developed including South Africa, US, Chile, Kenya and Colombia. WRAP was instrumental in establishing the India Plastics Pact with CII and WWF-India. The Plastics Pact network encompasses over 1000 leading plastics businesses in their membership. WRAP provides operational and technical support to the India Plastics Pact and other Pacts. WRAP also runs a knowledge sharing platform between the various circular plastics initiatives internationally.



**INDIA  
PLASTICS  
PACT**

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