

RATIONALE FOR FMCG PARTNERSHIPS

Saahas, while working for sustainable waste management practices and plastic reduction has partnered with many FMCG companies for its various on ground programs under CSR. FMCG companies are often called out for being the biggest plastic polluters. Our association with them while campaigning against plastic pollution could seem contradictory and we have internally debated the same. However, the reason we continue to partner with them are these:

- While Saahas calls for reduction / circularity in plastic packaging, we have not taken a stand of banning plastic completely considering plastic packaging, being light and moisture resistant, does offer certain critical advantages over other forms of packaging material. The need is to optimize the usage and bring in circularity to enable zero burning and dumping.
- We feel that many of these large MNCs would play a critical role in bringing about the shift towards circularity and various stakeholders including the civil society needs to work in cohesion to help them bring about this change. The leading CE organization, Ellen MacArthur Foundation also partners with most of these companies and their combined effort is indeed driving some very positive developments
- As a non for profit, we are entirely dependent on grants and donations. It is a real challenge to identify donors (corporate or individual) that have a spotless record w.r.t. their environmental practices as the exploitation is widespread and deeply entrenched in various forms. Further in today's global world of cross investments and complex shareholdings, it is hard to make out whose earnings are coming from where. Even individual donors could be earning from investments in these very companies.
- Our association with these companies, hasn't compromised our stand regarding plastic reduction, campaign against single use, and push for EPR etc. We have been and continue to remain very vocal and demanding about action on these from corporate entities and the government.
- Our work is exclusively driven and governed by the Vision, Mission and goals of the organization and is not compromised in anyway by the goals and objectives of the funding partners.
- We strictly do not promote any of their products in any form.

However, we understand this is a sensitive matter and we maintain complete transparency on our various associations by putting out this information in the public domain.