GREENS™

GLOBAL RECYCLING EXPO & SUMMIT 2026

IMPACT INSIGHTS OUTCOMES

THE FOUNDING EDITION REPORT

Co-organized by

GCCI GUJARAT CHAMBER OF COMMERCE & INDUSTRY

Organized by

SALT alliances

4 5 6 JUNE HELIPAD EXHIBITION CENTRE GANDHINAGAR, GUJARAT

THE RULES WERE ARRIVING.
THE RESPONSE NEEDED A PLATFORM.

India's circular economy did not lack ambition. Neither did it lack regulation, innovation, nor entrepreneurial energy.

What it lacked was a shared platform.

A place where those who formulate policy could meet those expected to implement it. Where producers could meet recyclers. Where technology providers could understand the problems on the ground. Where government, finance, industry and research could stop discussing circularity in parallel, and begin working on it together.

GREENS was created to close that distance.

The Founding Edition brought the ecosystem together not merely to describe the transition, but to examine what it would take to deliver it: infrastructure, traceability, technology, viable markets, capital, compliance and collaboration.

Three days did not complete the work.
They established where it must begin.

GUJARAT HAS ALWAYS MOVED EARLY.

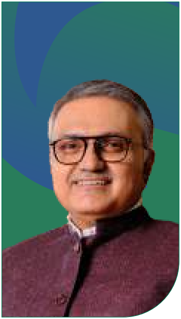
Gujarat has repeatedly demonstrated its ability to recognise industrial shifts early and build the ecosystems required to lead them.

The transition towards recycling, resource efficiency and circular production represents one such moment. Regulations are evolving, businesses are reassessing material flows, and new markets are emerging around recovery, reuse and secondary resources.

GREENS was created to ensure that Gujarat—and India—are not merely responding to this transition, but helping shape it.

The Founding Edition brought government, industry leaders, recyclers, technology providers, researchers and entrepreneurs into a common forum. Its value lay not only in the scale of participation, but in the relevance of the questions raised and the willingness of stakeholders to engage seriously with them.

The first edition established a foundation. The responsibility now is to turn this momentum into sustained industry action.



SANDEEP ENGINEER

President, GCCI
Chairman & Managing Director,
Astral Ltd.

"The next phase must turn regulatory momentum into industrial capacity."

WE DID NOT SET OUT TO BUILD ANOTHER EVENT.

KETAN PRAJAPATI
Director, SALT Alliances

GREENS began with a simple question:

How can an event about circularity create value after the conversations end?

The answer shaped every part of the platform – from the sectors represented and the people invited, to the summit agenda, business exhibition and sustainability systems implemented on the ground.

The objective was not merely to bring the industry together. It was to make that gathering useful: to surface implementation gaps, connect demand with solutions, place regulatory questions before industry, and document what must happen next.

The Founding Edition proved that there is both a need and an appetite for such a platform.

This report captures what GREENS convened, what the sector discussed, what the event itself demonstrated, and what the next edition must now take further.

"GREENS was designed as infrastructure for the circular economy and not merely an event about it."

GUJARAT WAS NOT JUST THE VENUE,
IT WAS *THE CONTEXT.*

The circular economy must be built where industry is already at scale.

GREENS was conceived as **a platform that connects regulation with implementation.** Gujarat offered the right operating context: industrial scale, diverse manufacturing ecosystems, strong infrastructure and proximity to policymakers, regulators and industry institutions.

With **200+ industrial estates**, **over 33,000 hectares of industrial land**, **one major and 48 non-major ports, and 38% of the Delhi–Mumbai Industrial Corridor** passing through the state, Gujarat combines manufacturing depth with the infrastructure needed to move materials, technology and investment at scale.

WHY GUJARAT WORKED FOR GREENS

INDUSTRIAL SCALE

SECTORAL DIVERSITY

MARKET READINESS

POLICY PROXIMITY

GREENS™

GLOBAL RECYCLING EXPO & SUMMIT 2026

Recognised as

WORLD CIRCULAR ECONOMY FORUM

SIDE EVENT

3 DAYS
ONE ECOSYSTEM IN MOTION

75 SPEAKERS

11 SESSION TRACKS

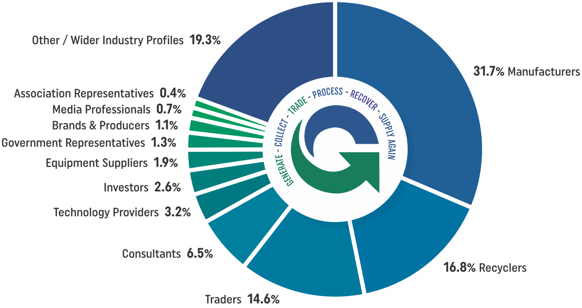
8000 TRADE VISITORS

80 EXHIBITORS

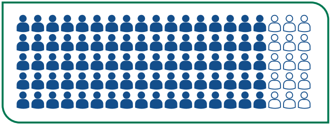
1000 SUMMIT DELEGATES

A TARGETED AUDIENCE
NOT ACCIDENTAL FOOTFALL

GREENS hosted a working ecosystem of manufacturers, recyclers, traders, technology providers, equipment suppliers, consultants, investors, government representatives and allied industry professionals.

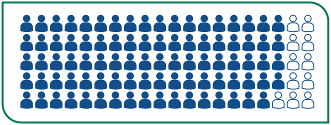


LET'S TALK NUMBERS



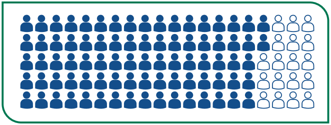
69.3%

came from manufacturing or core recycling and environmental sectors.



79%

came with a direct commercial intent.



67%

held ownership, leadership or management roles.

A GLOBAL ROOM
BUILT IN GUJARAT

ATTENDANCE FROM 23 INDIAN STATES & UNION TERRITORIES

REPRESENTATION FROM 12 COUNTRIES

- UNITED ARAB EMIRATES
- CANADA
- MALAYSIA
- SINGAPORE
- SAUDI ARABIA
- DEMOCRATIC REPUBLIC OF THE CONGO
- UNITED STATES OF AMERICA
- FINLAND
- OMAN
- MOZAMBIQUE
- NEW ZEALAND
- CHINA

THE EXHIBITOR VERDICT

"The footfall was highly relevant to the sustainability sector. We generated useful leads that we hope will translate into business opportunities."

Aditya Singh
NEPRA

"We came with a 32 sq. m. stall. After the response we received, we are looking at 64 sq. m. for the next edition and booking well in advance."

Ritesh Prajapati
Fabhind Pvt. Ltd.

"The footfall was highly relevant to the sustainability. The mix of plastics, metals, rubber, e-waste and batteries was unique. It helped us meet people across industries and generate relevant enquiries for our services."

Gaurav
Magma Group

THE EVENT WAS
ITS OWN CASE STUDY

GREENS incorporated circularity into vendor and exhibitor engagement, branding, stationery, material selection, waste segregation, recovery systems and carbon measurement.

ZERO WASTE

TO LANDFILL

CO_2

NEUTRAL

NEARLY THREE TONNES WASTE GENERATED

NOTHING WENT TO LANDFILL

Independent sustainability reporting recorded complete diversion from landfill across GREENS 2026. Across build-up, show days and breakdown, the event generated 2,993.95 kg of waste. Through source segregation, recycling partnerships and material recovery, every kilogram was diverted away from landfill.

Most of the waste moved into recycling, composting and upcycling streams, while a small residual quantity of PVC flex was sent for controlled energy recovery. The report also recorded measurable environmental savings from the system.

2,993.95 kg
Total waste handled

2,871.55 kg
Recycled, composted or upcycled

122.40 kg
Sent for controlled energy recovery

0 kg
Landfilled

95.91%
Recyclability rate

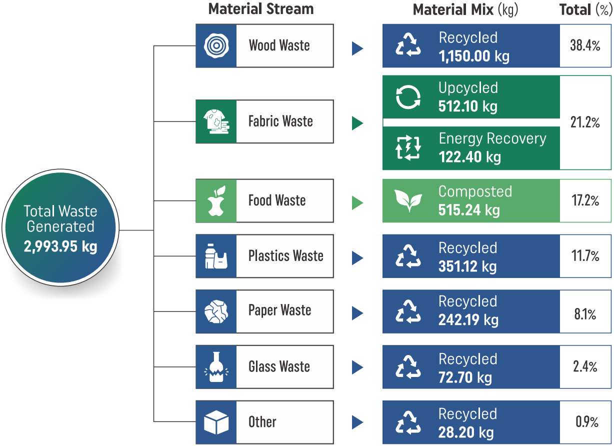
4,729.01 kg CO_2
Estimated emissions savings

23.20
Trees saved

80+
Stalls engaged in source-level segregation

10,000+
Participant & worker interactions with the segregation system

HOW THE WASTE MOVED

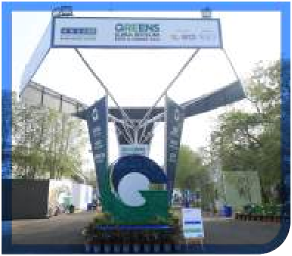


WASTE ITEM	NEXT PROCESS	NEW PRODUCT
Food waste	Composting	Manure
PET bottles	PET flakes / PET-to-yarn	PET fabric, T-shirts, caps and bags
Mixed plastics	Plastic granules	Recycled plastic sheets and toys
Paper mix	Paper pulp	Recycled paper
Glass	Glass recycling	Recycled glass
Fabric banners	Upcycling	Bags
PVC flex banners	Incineration	Energy

SCRAP TURNED INTO WASTE ARTISTRY

A PORTRAIT OF OUR WASTE
The G stands for what we generate,
and what we owe.

LION FROM SCRAP TYRES
Strength born from
what we discard



A FIGURE FORGED FROM FRAGMENTS
Can waste hold the shape
of humanity?

THE WORLD WE LEAVE
Five waste streams. One planet.
The same question.

GREENS™ SUMMIT

75 VOICES 11 TRACKS

ONE UNFINISHED AGENDA.

THE RULES HAVE CHANGED
THE SYSTEM MUST NOW CATCH UP

India entered 2026 with the most consequential set of waste and circular-economy regulations in its history now in force: the **SWM Rules 2026,** the **expanded EPR regime** across plastics, metals and construction waste, the **FSSAI recycled-content mandate**, and a **Carbon Credit Trading Scheme** moving from voluntary to compliance.

THREE GAPS HOLDING THE SYSTEM BACK

1

WRONG PRICE SIGNALS

Formal recovery is being asked to compete at a disadvantage. High taxes on scrap, weak differentiation for recycled inputs and low-cost virgin material can make formal recycling commercially less attractive.

2

AN INFORMAL SYSTEM OUTSIDE THE SYSTEM

The people doing much of the collection remain outside the architecture governing it. Large portions of material recovery depend on informal networks, while EPR portals, finance & compliance systems are designed primarily around formal actors.

3

POLICY WITHOUT DELIVERY CAPACITY

Rules have moved faster than implementation. Infrastructure, financing, enforcement, reliable data and market demand have not developed evenly enough to deliver the outcomes envisaged by regulation.

THE TECHNOLOGY EXISTS.
THE ARCHITECTURE IS TAKING SHAPE.
THE SYSTEM HAS NOT YET CAUGHT UP.

FIVE SIGNALS FROM THE ROOM

1. **REFORM THE ECONOMICS**
   Reduce friction on scrap and create meaningful incentives for verified recycled materials.

2. **TREAT RECYCLING AS MATERIAL SECURITY**
   Reframe recovery as a source of industrial inputs, critical minerals and supply-chain resilience—not merely wastemanagement.

3. **MAKE COMPLIANCE VERIFIABLE**
   Build interoperable systems for traceability, GST validation, credible EPR transactions and production-scale sorting.

4. **BUILD THE INVESTMENT CASE**
   Evidence of scalable businesses and growing funds is positioning recycling as a serious commercial opportunity.

5. **MOVE FROM RULES TO EXECUTION**
   Financing, enforcement, infrastructure and integration of informal workers will determine whether policy delivers.

WASTE MANAGEMENT

India's Waste Management Infrastructure Deficit: Building What the SWM Rules 2026 Demand

SESSION 01

THE DISCUSSION

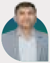
The rulebook is sound; readiness is not. Infrastructure lags the mandate, most cities have no user fee to fund operations, and 2,500-plus legacy dumpsites sit unremediated. Cement kilns will burn refuse-derived fuel, but inconsistent quality standards hold them back. Enforcement, not ambition, is the missing piece.

WHAT MUST HAPPEN NEXT

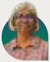
- Tenders that reward quality over lowest cost, and a modest household user fee to fund collection and fair wages.
- A single standard and testing method for refuse-derived fuel, so cement kilns will accept it at scale.
- Full remediation of legacy dumpsites, and trained hands to actually run the rules on the ground.

SPEAKERS

Mugundan Ramachandran
(MODERATOR)
Director, Sustainability & Climate, Deloitte South Asia



Sandeep Patel
Chairman, Nepra Group



Wilma Rodrigues
Chief Transformation Officer, Saahas Zero Waste

Dr. Vinod Mishra
VP & Head, Corporate Environment Cell, UltraTech Cement

Matcha Arun Kumar
Scientist 'C' / Deputy Director, Environment & Ecology Department, BIS

K. Senthil Kumar
Plant Head, JUWMAL

Siddhant Malhotra
Climate Change & Circular Economy Advisor, GIZ

> "We don't run on the best available technology not entailing excessive cost. In India we run on the best available cost not entailing excessive technology, that's the whole problem."

Varun Boralkar,
VP, Blue Planet

WATCH THE FULL SESSION RECORDING

SESSION 02

PLASTIC RECYCLING

India's Plastic Circularity Reset: EPR, the 40% Mandate, and the Supply Chain That Must Deliver

THE DISCUSSION

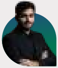
Around 70% still moves through the informal chain, and brands hesitate over recycled quality more than availability. The answer offered was not premium feedstock but stronger in-house capability: AI sorting, homogenisation, lab-grade quality control. Economics stay thin while virgin plastic is cheaper, and the workers at the base carry the cost, with reports of sharply reduced working lifespans.

WHAT MUST HAPPEN NEXT

- Investment in AI sorting and quality control, so output is consistent enough for brands to trust.
- Formalisation of the informal chain through partnership and full traceability, with social security for waste workers.
- Capex and tax support for a capital-heavy industry that cannot yet compete on price alone.

SPEAKERS

Dr. Remant Kumar Tiwari
(MODERATOR)
Director, Sustainability & Climate, Deloitte India



Neal Thakker
CEO, Magma

Mani Vajipey
Co-Founder & CEO, Banyan Nation

Pratibha Dewett
Chief Sustainability Officer, Lucro Plastecycle Pvt. Ltd.

Jayesh Boraste
GM, Global Sustainability, EPL Limited

Punit Singhal
Director, rPET Resin Business, JB Ecotex

> "Our recyclers take raw material picked off other roadside and still make pellets better than Europe or the US. We understand recycling better than anyone, we should be building for the world."

Sandip Singh,
CEO, Ishitva

WATCH THE FULL SESSION RECORDING

SESSION 03

METAL RECYCLING

Building India's Metal Security: How Imports, Recycling, and Exports Together Define the Path to 2040

THE DISCUSSION

Fake GST credits let unorganised traders outbid formal recyclers, so genuine material never reaches them. The 18% rate on scrap is the root cause; a cut to 5% would pull material into the formal system. Europe's 2027 waste-shipment cutoff threatens 30 to 35% of India's non-ferrous feed, and green steel has no domestic buyer despite 200-plus qualified producers.

WHAT MUST HAPPEN NEXT

- A cut in scrap GST from 18% to 5%, and removal of the aluminium scrap duty, to end the arbitrage.
- Scrap treated as a critical raw material and secured through trade agreements before the European cutoff.
- A public-procurement pull for green steel, to create the buyer the market is missing.

SPEAKERS

Shailesh Tyagi
(MODERATOR)
Partner & Leader, Climate Change & Sustainability, Deloitte South Asia

Sumit Issar
MD & CEO, Mahindra Accelo

Shrenik Diwanji
Managing Director, Shuchaye Recyclers; Anupama Steel Ltd.

Mayur Karmarkar
MD, International Copper Association India

Jayant Jain
Director, MRAI; President, ANMA; MD, G. R. Metalloys

"Reduce GST on raw-material scrap from 18% to 5%. Only those using fake credit can do local scrap business today, so organised players can't, and formalisation stalls."

Sanjay Mehta,
President, MRAI, Director, MTC Group

WATCH THE FULL SESSION RECORDING

WASTEWATER TREATMENT

ZLD and Circular Water: From Compliance Mandate to Business Model

SESSION
04

THE DISCUSSION

ZLD is still treated as a compliance cost, not a resource-recovery opportunity. Evaporation is energy-hungry and carbon-heavy; the unlock is recovering water, salt and credits from the reject stream. Technology should be chosen on life-cycle cost, not upfront price, and India still imports most of its membranes rather than building them for local effluent.

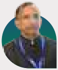
WHAT MUST HAPPEN NEXT

- Technology judged on ten-to-twenty-year life-cycle cost, and water priced to reflect its scarcity.
- A receivable output from every plant: recovered water, salt or carbon credits.
- Home-grown membrane and reactor manufacturing, customised for Indian effluent.

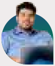
SPEAKERS

Ajay Pillai
(MODERATOR)
Partner, Sustainability & Climate, Deloitte India

Dr. Yu-Jen Huang
MD, Everclear Environment India Pvt. Ltd.

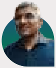


C. N. Murthy
Former Dean, MSU Baroda



Prachetan Bansal
VP - Projects & Operations, Spectrum Dyes & Chemical Pvt. Ltd.

Abhishek Tikmani
Director & CEO, Arvind Envisol Ltd.



Devang M. Thaker
Ex-Member Secretary, Gujarat Pollution Control Board (GPCB)

“There is no single tablet that cures everything from a cough to cancer. The technology has to be chosen for the specific effluent, and on life cycle cost, not just capex.”

Dr. Rajesh Biniwale,
Chief Scientist & Chair, CEPED, CSIR-NEERI

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SESSION
05

RUBBER & ELT RECYCLING

India's Tyre Recycling Economy: EPR, New Technologies, and Where India's Industry Stands in 10 Years

THE DISCUSSION

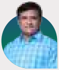
Without a standard, neither buyer nor seller knows what tyre pyrolysis oil is worth, so it sells only to road contractors and a few small industries. A forthcoming standard would authorise it as an industrial fuel for boilers and kilns, opening an organised market. Collection still leaks to unauthorised recyclers, credit fraud is common, and the sector is only now shifting from unsafe batch pyrolysis to safer continuous plants.

WHAT MUST HAPPEN NEXT

- A finalised standard for tyre pyrolysis oil, authorising it as a mainstream industrial fuel.
- Collection channelled to authorised recyclers, with minimum credit pricing and an end to fake points.
- Import access extended to pyrolysis, which handles the bulk of discarded tyres.

SPEAKERS

Franklin Raj
(Moderator)
Consultant,
Robert Weibold GmbH



Mahesh Pagnis
Director & CEO,
Pagnism Innovations

Mahesh Ahuja
GM, Peak Pyro Energy
Pvt. Ltd.

Rahul Shringarpure
MD, Indo Green Enviro
Pvt. Ltd.

Hari Mohan Meena
Scientist-D, Petroleum Coal &
Related Products Department, BIS

Satish Goyal
President,
TRRAI

“Standardisation will revolutionise this industry. Right now the seller doesn't know the HS code and the buyer doesn't know what spec he'll get, BIS changes all of that.”

Chetan Joshi,
Chairman, CNJ Group;
President-Import & Global Affairs, TRRAI

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THE FULL SESSION
RECORDING

SESSION

06

C&D WASTE MANAGEMENT

From Debris to Material: Making the C&D Waste Rules 2025 Work on the Ground

THE DISCUSSION

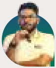
The rules bind only buildings above 20,000 square metres, missing the small builder-flat demolitions where most leakage happens. Recycled aggregate cannot compete while illegal riverbed sand is effectively free, and recycled content is bought almost entirely by the public sector. Ahmedabad's 2,000-tonne-a-day model shows what works; scaling it needs demand and coordination.

WHAT MUST HAPPEN NEXT

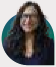
- A demolition record for buildings above 300 square metres, to capture small-site material before it leaks.
- Correct pricing of virgin sand, and a recycled-aggregate pull in public works.
- A single coordinating authority for a stream that currently falls between many desks.

SPEAKERS

Anuj Maheshwari
(Moderator)
Co-Founder,
Trace Resources

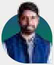


Shreedhar Pandya
Sustainability Advisor, Amdavad
Enviro Projects Pvt. Ltd.



Prarthana Borah
Fellow, CEEW

Ajay Patel
Treasurer,
CREDAI National



Vaibhav Rathi
Senior Advisor,
GIZ

Jitendra Kumar Chaudhary
Scientist C & Member Secretary,
Cement & Concrete
Sectional Committee, BIS

> We treat air as free, we treat water as free, and we treat disposal as free. So where is the motivation to do anything different from what we've always done?

Sameer Sinha,
MD, Savvy Group

WATCH
THE FULL SESSION
RECORDING

E-WASTE & BATTERY MANAGEMENT

Critical Minerals from Waste: Building India's Urban Mining Value Chain

SESSION 07

THE DISCUSSION

Capacity has been built faster than feedstock can reach it. Imports take over a year across five departments, and international rules block waste from developed economies, while 78% flows informally at home. The room was clear: the informal sector is an asset to formalise, not eliminate, and recovery technology, not intent, is the real gap.

WHAT MUST HAPPEN NEXT

- A single-window import clearance to replace the year-long multi-department process.
- The informal sector brought in through registration, collection centres and tracking.
- A reverse-charge tax mechanism on e-waste and battery sales, to bring material onto the books.

SPEAKERS

Dr. Remant Kumar Tiwari
(Moderator)
Director, Sustainability & Climate, Deloitte India

Bhuwan Purohit
Executive Director, Rubamin

B. K. Soni
CMD, Ecoreco

Manali Bhatt
Environment Engineer, Gujarat Pollution Control Board (GPCB)

Anupam Jalote
GM – Rare Earth Projects & Strategic Partnerships, GMDC; CEO, ICEM

"We need to stop calling this waste. These are critical minerals. I don't know anybody willing to pay so much money for waste, so let's first decide what it is."

Gaurav Dolwani,
CEO, Lico Materials

WATCH THE FULL SESSION RECORDING

SESSION
08

SOLAR WASTE MANAGEMENT

Solar EPR: Closing the Warehousing Loophole Before the Crisis Arrives

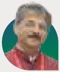
THE DISCUSSION

Solar sits in the wrong rulebook, treated as e-waste when it needs its own regime, extended to developers so no panel is orphaned. Recyclers lose money on every tonne because collection cost, not technology, dominates. High-value recovery of silver and silicon is the difference between a viable business and a loss, and there are no standards yet for second-life panels.

WHAT MUST HAPPEN NEXT

- A separate solar regime, extended beyond manufacturers to developers and end users.
- Viability gap funding for recyclers, and certificate value linked to genuine metal recovery.
- Second-life standards, so refurbished panels are safe, rated and tradable.

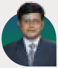
SPEAKERS



Jaideep Malaviya
(Moderator)
MD, Malaviya Solar Energy Consultancy

Shyam Rungta
Director,
Regain Energies Solution

Ajay Shah
Director, Vishakha Group



Satyanarayan Nayak
GM – Sustainability,
Waaree Energies

Arun K. A.
Director, Tech. & TransformationEnergy,
Resource & Industrial Solutions

Ajinkya Kale
Programme Associate,
CEEW

> "If the panel lasts twenty-five years but the manufacturer doesn't, who is responsible? These become orphan panels. The EPR mandate has to extend beyond manufacturers to developers and consumers."

Shubhang Parekh
Assistant Director, NSEFI

WATCH
THE FULL SESSION
RECORDING

EPR, AI & TECH IN RECYCLING

EPR in the AI Age: Portals, Platforms, and the New Compliance Architecture

SESSION 09

THE DISCUSSION

The five category portals are collapsing into one single sign-on, keyed to GST and backed by blockchain to kill fake certificates, with a stock-market-style platform for real price discovery. But the honest gap is the plant floor: recovery is a black box, records are kept in registers at night, real-time data does not exist. The portal alone will not fix that; physical verification still matters.

WHAT MUST HAPPEN NEXT

- A completed single portal and blockchain rollout, backed by on-site physical verification.
- Plant-level data captured live, through location tracking, weighbridge and AI cameras.
- Market awareness built, so informal flows move into the formal system rather than around it.

SPEAKERS

Krunal Goda
(Moderator)
Director,
AnanTTattva Pvt. Ltd.

Suriya Pandian
Director – Technology &
Transformation, Deloitte India

Punit Gopalka
MD & CEO,
Packem-Umasree

Midhun Mohan
Head – Circularity & EPR,
netZero Services Pvt. Ltd.

Sandip Singh
CEO, Ishitva

> "Collection is GPS-tracked, but once waste enters the plant it's a black box. Real-time plant-level data is the need of the hour."

Nikhil Panchal,
Founder & CEO,
GREEN AADHAR

WATCH
THE FULL SESSION
RECORDING

SESSION 10

CARBON MARKETS & CREDITS

Carbon Markets, Credits, and the Fiscal Architecture for India's Circular Economy

THE DISCUSSION

There are almost no methodologies for recycling streams, baselines use global defaults rather than Indian data, and recycled material is taxed like virgin, so no formal market underpins the credits. No formal baseline means no additionality, and no additionality means no credits. The informal workers who do the actual recycling have no way to share in the revenue.

WHAT MUST HAPPEN NEXT

- Carbon methodologies written for recycling streams, on India-specific baselines.
- A tax distinction between recycled and virgin material, so a formal market can form beneath the credits.
- A central circular-economy body with the authority to coordinate what today falls between many agencies.

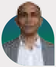
SPEAKERS

Hardik Shah
(Moderator)
Partner – Indirect Taxes & Incentives, Deloitte India

Mohammad Aabid
Global Head – Environment Commodity, EKI Energy Solutions

Christi Kesh
Researcher, CEEW

Avantika Gupta
Head - Carbon Markets & Sustainability, Advait Energy Transitions Ltd.



Divyesh Desai
Professor, IIMA

> "The highway is built, the lanes are set, the exits are defined, but we still haven't decided where the petrol stations and the tolls go."

Chandrakanth M.
Head - Carbon & Climate Market, netZero Services Pvt. Ltd.

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SESSION

11

SUSTAINABLE STARTUPS

Decoding Business Potential in Recycling: Where the Real Opportunities Are in 2026

THE DISCUSSION

Investors and founders described a sector that has moved from philanthropy to profitability, but held back by thin domestic risk capital, a feedstock-collection-customer chain that must all work at once, and imported machines built for waste that is not India's. The advice was consistent: solve feedstock, crack the end customer, chase high-value reclaim over low-margin downcycling.

WHAT MUST HAPPEN NEXT

- Waste producers charged rather than paid, so the incentive to generate less actually exists.
- Domestic risk capital mobilised to close the funding gap and back Indian innovation for Indian waste.
- A shift from recycling to reclaim, returning material to source and chasing high-value recovery.

SPEAKERS

Hiranmay Mahanta
(Moderator)
CEO, iHub Gujarat

Saurabh Pareek
Investment Director,
Circulate Capital

Nagaraja Prakasam
Author, Angel Investor & Mentor;
Partner, Acumen Fund

"It's not just recycling with a purpose, it's recycling with a profit."

Neal Thakker,
CEO, Magma

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THE CONVERSATION TRAVELLED

Before GREENS brought the industry together physically, it had to build the conversation around it.

The campaign travelled across social platforms, inboxes, WhatsApp networks, industry associations, outdoor media, cinema screens, partner channels and personal referrals - introducing a new platform to a fragmented ecosystem and giving different stakeholders a reason to participate.

5.99 MILLION

Combined platform views and impressions across social media platforms

MARKETING


Invitation
Hoarding
Magazine Ad
Brochure
Show Directory
Badges
SOCIAL MEDIA
WEBSITE
Web Preview
Mobile Preview

THE 1st EDITION PROVED *THE NEED.*

GREENS 2026 established defining principles for a credible circular economy platform

The ecosystem will gather.
Industry, policy, technology, government and research responded to the need for a common platform.

Circularity can be commercially presented.
The expo translated environmental challenges into technologies, services, materials and business opportunities.

The market wants specificity.
Sector-led conversations attracted greater relevance than generic sustainability programming.

An event can hold itself accountable.
Waste and carbon were measured rather than left as broad claims.

THE NEXT **BUILDS** ***THE SCALE.***

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GANDHINAGAR, GUJARAT

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