Solid Waste To Theme Based Parks In Himachal Pradesh, India: A Healthy, Sustainable, Eco-friendly And Skilled Initiative For Entrepreneurs

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Abstract:

Waste is generated by various day to day human activities. Adopting improper waste handling and disposal methods can harm the well-being of public and environment. Waste management creates new opportunities for entrepreneurs in terms of social causes and it affects the economic structure and economic status of any country. One of the new approachesin waste management and income generation is Social entrepreneurship. But in Bharat i.e. India the young entrepreneurs have a dearth of consciousness towards social entrepreneurship.

This paper discusses the status of solid waste management in India and Government initiatives for managing Solid Waste atDharamshala.The main objectives of study are 1) to check awareness of people in managing solid waste atDharamsala2) and how to convert the plastic waste into theme based parks as skilled initiative for entrepreneurs at tourist spots in Himachal Pradesh. The paper thus explores the scope for entrepreneurs in waste management.

The study reveals that Solid waste management concept attracted the attention of government around 1970s. But till now we believe in filling the waste in the ground or putting them in the dustbin. Government of India has created few acts and rules on waste management which arelisted in this paper.Through this study it is revealed that people of Dharamshala welcome to the construction of themed parks made from plastic bottles. Majority of these people believe in separating waste at home and according to them conditions of waste disposal at Dharamshala are not very good. There is a positive correlation between people's opinion of constructing theme parks and using plastic bottles in park's construction. Study believes that the quantity of plastic waste in our country is endless which createslot scope and opportunity to the social entrepreneurs.

Key words:*Social Entrepreneurs*, *Solid Waste, theme based parks, green marketing, skill, Solid Waste management*

1. Introduction

There is a huge scope for entrepreneursin management of solid waste because solid waste production and disposal at smart cities in Bharat i.e. India is a matter of great concern. Waste is any unwanted substance which is of no significance to its holder and usually generated by human activities, dead leaves or branches of plants and leftover of dead animals (Sasikumar, & Krishna, 2009). Solid wastes are of three types Household/municipal waste, Hazardous/ hospital waste and Industrial waste. In this paper only the household/municipal waste is taken into study.

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Plenty of solid wastes such as plastics spoil the beauty of the cities. The solution is proper waste management. The social entrepreneurs canwork well.

1.1: Social Entrepreneurship

Social entrepreneurship considers both soci
al and environmental elements (Peredo, & McLean, 2006).

Social entrepreneurship is shaped by society and culture. It involves taking initiative, risk and management of resources (Shapero, &Sokol, 1982). Social entrepreneurs see waste as a resource. They create social value and environmental sustainability (Parris, & McInnis-Bowers, 2014) thereby expect a bright future (Dacin, et.al. (2011). Creative thinking of social entrepreneurs can act as catalyst for sustainable development in developing countries (Azmat, 2013). One of such creative thinking is theme based parks from plastic bottles.

1.2: Evolution of Solid Waste Management (SWM) in India

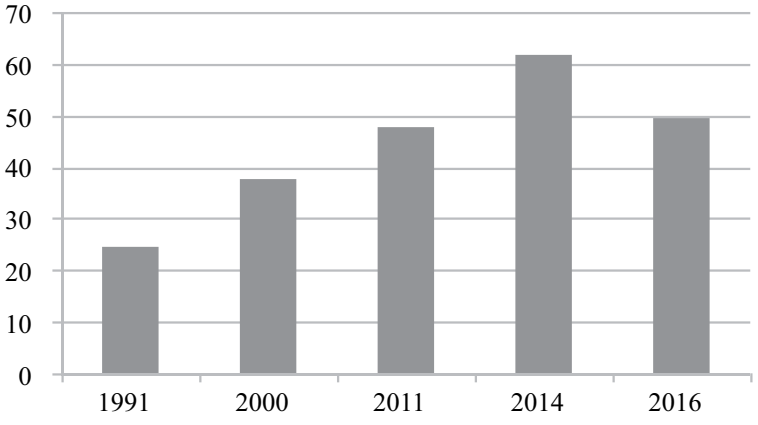
The concept of Solid waste management came into eyes after 1970s when the companies shifted their concern more towards environment protection. Thus, after 1970s, there started the era of environmental concern and Green marketing emerged as an important area of marketing. Working on the parameters of green marketing many companies achieved growth. These companies promoted solid waste handling programs and gained people sympathy over environment.

The main evolution started with reviews of Bajaj committee (1995). Few years later Berman Committee was constituted in 1998 to improve the management practices in solid waste which resulted in solid waste management rule 2000. The Government then proposedthe need for formulating state policies for solid waste management by each state of India. The 11th and 12th finance commission emphasized more on the solid waste management issues and also reserved some money to implement new schemes related to SWM (Position Paper, November 2009).

1.3: Status of solid waste generation in India

National Environmental Engineering Research Institute (NEERI) in one of its reports said that Indiagenerated 48 million municipal wastes in 2008, which increased to 60 million tons in 2014. These figures reduced to 52 million ton by year

Figure 1: Municipal Solid Waste (MSW) generation in India (1991-2016)



***Source**: Compiled by authors*

2016. In April 2016 India produced 62 million ton of waste, of which 5.6 million ton was plastic waste (GoI. April 5, 2016). In year 2017, daily generates of Indian solid waste was 10000 metric tons(Shenoy, March 30, 2017). According to census 2011 the per capita waste generation by Indian population is 500gm/day which will increase to 740gm/day by year 2041. An alarming situation may appear in future, but it has prospects for future social entrepreneurs (Municipal and Solid Waste generation in India). In year 2009, Himachal Pradesh was the first state to ban plastic and polythene bags in India (Rastogi, 2018). In 2018 the number was 15 states (Parvaiz 2018) which is now increased to 18 states. Bihar has recently joined this "no plastic campaign" after Odisha (Rastogi, 28 December 2018). The Indian cities produce 15000 ton plastic waste daily. It needs upto 1500 trucks to carry this waste (Venkatasubramanian, April 17, 2018). This can be an entrepreneurial opportunity.

1.4: Government initiatives/rules for Solid Waste Management (SWM) in India

The Indian Government has framed and implemented some rules over years to protect the resources and environment (Kumar, 2015). These are as follows:

a) Recycled plastics manufacture and usage rules, 1999
b) Municipal solid wastes (management & handling) rules, 2000
c) The hazardous wastes (management, handling and trans boundary movement) rules, 2008
d) E-waste (management and handling) rule 2011
e) Plastic waste (management and handling) rules, 2011

1.5: Government initiatives for Solid Waste Management (SWM) in Dharamshala

It is by the efforts of Dr. Sachin Kumar, Ms. SunitaYadav& Dr. Bhagwan Singh through their research paper "Opportunities for entrepreneurs in municipal solid waste management in smart city Dharamshala Himachal Pradesh" published inSMS Journal of Entrepreneurship & Innovation in June 2018 (Kumar, S. Yadav, S & Singh, B. June 2018) the Government has taken the initiative for door to door (D2D) garbage collection service as discussed in the research paper. The study was about finding the entrepreneurship opportunities in solid waste management. The Municipality of Dhramshala is now planning to collect D2D Garbage from households in Rs 50/month using the discussed plan of researchers. The rates are different for houses and commercial places. The municipality says that the vehicles or trucks will be owned by the contractor which was also discussed in the above mentioned paper. The City is divided into four zones of 17 wards for Garbage collection. The proposed rates of Garbage collection per month by Municipality Dharamshala are as follows (Shimla Bureau, January 5, 2019):

1. Home: 50 Rs Per month
2. Shop: Rs 100 or 150 Per month
3. Hotel (10 Rooms): Rs 750 Per month
4. Hotel (20 Rooms): Rs 1500 Per month
5. Government Office: Rs 750- 1000 Per month

The authorities of Himachal Pradesh government have also welcomed suggestions from residents of Dharmshala on implementing this D2D initiative (Shimla Bureau, January 16, 2019). But only D2D garbage collection is not the solution. Constructing theme parks using waste plastic bottles is a new light of hope in this darkness. The entrepreneurs can use web based advertising and web based marketing as a tool for promoting these theme based parks(Singh, 2017).

Figure 2: News paper clip: Dharamshala Municipality initiative in garbage collection


घर-घर से उठेगा कूड़ा, मकान से 50 दुकान से 150 रुपये लेगा नगर निगम

स्मार्ट सिटी धर्मशाला में घर-घर से कूड़ा उठाने की योजना पर नगर निगम ने लगाई मुहर

इसी माह होंगे टेंडर, जल्द शुरू होगी व्यवस्था: सफाई टेंडर का प्रस्ताव पारित

कूड़ा उठाने के रेट (मासिक)

चार जोन में बंटेगा शहर

आमसभा में इन मुद्दों पर भी चर्चा

ठेकेदार की होंगी गाड़ियां

Source:*Shimla Bureau, January 5, 2019*

This study is an Extension of "Opportunities for entrepreneurs in municipal solid waste management in smart city Dharamshala Himachal Pradesh" (Kumar, S. Yadav, S & Singh, B. (June 2018)**.** The present study is focused on Dharmshala city of Himachal Pradesh for building theme based parks using plastic bottles which will create new business opportunities to interested entrepreneurs.

2. Review of literature

2.1: Solid Waste Management (SWM)

Solid Waste Management is the service offered by Municipal committees across the nations to make the cities neat and clean (Asnani, 2006). As a discipline it is concerned in controlling the production, storage, gathering, shipping or transportation and dumping of solid wastes (Tchobanoglous et. al. 1993). Solid Waste disposal is the key service provided by a state's government to its residents. The level of these services vary from city to city on the basis of costs associated and environmental impacts (Hoornweg, &Bhada-Tata, 2012). The higher recycling costs reduce the speed of domestic plastic recycling (Subramanian, 2000). Scientifically it means disposing the solid surplus by segregation, collection, treatment and disposal in an environmental friendly way so that environment hazards can be minimized (GoI, April 5, 2016). The situation of waste disposal indeveloping countries is very poor and initiatives must be taken to control it (Blight &Mbande, 1996).

2.2: Solid waste and environment

Waste from any source domestic or industrial in any quantity; low or high causes environmental pollution (Ramasamy, Kumanan, &Palanivel, 2002).Land filling and dumping of solid wastes are now replaced by some other waste treatment processes (Ghosh, et al. 2016). Reduce, reuse and recycle are the three approaches for reducing wastes (MoEF, 2000). But only high income countries afford these latest techniques as these require very large capital investment. The quantity and quality of solid waste depends upon size of the

population, its structure, culture and status (Inance et al., 2004). The society is concerned of developing policies for waste disposal, treatment and management (Shekdar, 2009). The societies concerned about environment must implement such policies.

2.3: Solid waste and green marketing

Green marketing has a vital role in increasing the sustainability. The idea of Green Marketing" emerged when management thinkers started focusing on depleting natural assets, (Sevil, 2011). Sustainability is the third phase of green marketing which evolved from second phase of green marketing i.e. taking care of waste issues(Shil, 2012 & Sharma, 2011). In this way solid waste management is a move towards attaining resource sustainability (Shekdar, 2009). Recycling or reusing the products is the central aim of green marketing (Jamge,2012); (Smith, 2012 June, 11), which is also the core feature of sustainability. It reduces the cost of producing new products by companies end and cost of purchasing new products at both company and customers end (Jacob, 2012).Eco-friendly manufacturing is the result of green marketing. Besides making country clean, green marketing also provides business opportunity to new entrepreneurs.This is evident from the research that people from Dharamshala are ready to pay for household Door to Door (D2D) garbage collection services, as these residents find no time in waste disposal or dustbins are located at distant locations from houses (Kumar, et. al 2018).

2.4: Solid waste and Skills enhancement

Sufficient knowledge and skills are the two main pillars of success in solid waste management (Mongkolnchaiarunya, 2005). Better infrastructure and skills are secondary requisites for efficient management of solid waste (Jha, et. al. 2011). Solid waste managers must have computer knowledge, managerial skills and judgmental skills (Wilson, 1985).The skill India plan is a better approach towards learning suchnew skills.The business schools must promote the critical skillset required in waste management besides developing social relations (Kearins, &Springett, 2003). This will produce more social entrepreneurs.

2.5: Theme based parks

Theme park industry is new to Asia. Theme parks started in 1950s at Disneyland. The tourist image of a place strongly influences the development of theme park (Jigang, 1997). Theme parks create a different environment for the visitors. Sometimes it can be an imagination of another world (Wong, & Cheung, 1999). Walt Disney is a theme park that provides visitors an Imagineering 3D experience (Mine, et.al. 2012); (Sehell, &Shochet, 2001). Visitors become delighted by the experience of theme parks and these parks become a matter of joy for them (Ma, et.al. 2013). Modern theme parks increase the life span of business by initiating cooperation between public and private ownership (Kylanen, &Mariani, 2012). Theme parks also enhance the revenue of firms (Heo, & Lee, 2009).

3. Research methodology

3.1: Problem statement

Waste Management and its control is attracting the interest of environment seekers, as the health of the citizens also depends upon the hygienic conditions of a place and waste is one of the un-hygiene factors. It can be seen from many government reports and newspaper clips that waste all over the world is poorly segregated, low graded and polluted (Irish Examiner (February 26, 2018).The conditions of solid waste disposal and its management at Dharamshalaare also in an inappropriate condition. Metashvili, (Jun 23, 2018) posted in "The Tribune" that the mindset of throwing out the garbage is spoiling the beauty of Dharamshala. Hence finding out the root cause and

solution to the waste production can solve the problem. This can also saves the beauty of Dharmshala.

3.2: Objectives of Study

1) To check awareness of people in managing solid waste at Dharamsala
2) To propose a model on constructing theme based parks using plastic waste as a skilled initiative for entrepreneurs

3.3: Hypotheses of study

$H_0$1: There is no significant difference across categories of gender and conditions of waste disposal at Dharamshala
$H_0$2: There is no significant difference across categories of education and conditions of waste disposal at Dharamshala
$H_0$3: There is no relation between Respondents Opinion of Constructing Theme based park at Dharamshala and using plastic bottles in park construction

3.4: Sampling

This study is a mixed method approach using both qualitative and quantitative data.

3.4.1:Sample size:

The sample size is of 60 respondents. From circulated questionnaires based upon the stratified systematic random sampling only 60 respondents were used for further analysis.

3.4.2: Sampling Method:

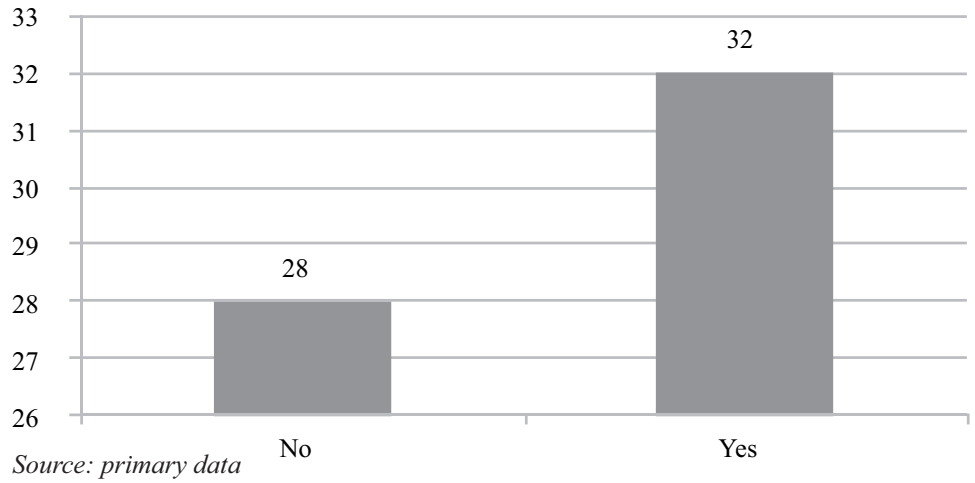
The study used stratified systematic random sampling. Dharamshala is divided into 17 wards (Wards, n.d.). In the first step 06 wards were selected systematically by taking every third (3rd) ward. In the next step, 10 households were taken from each selected ward, among which the sample population of 60 respondents were taken into consideration.

3.5: Data Analysis Tools

Percentage analysis, Mann-Whitney, Kruskal Wallis, Correlation tests were used with the help of SPSS –trial version.

4. Data analysis and results

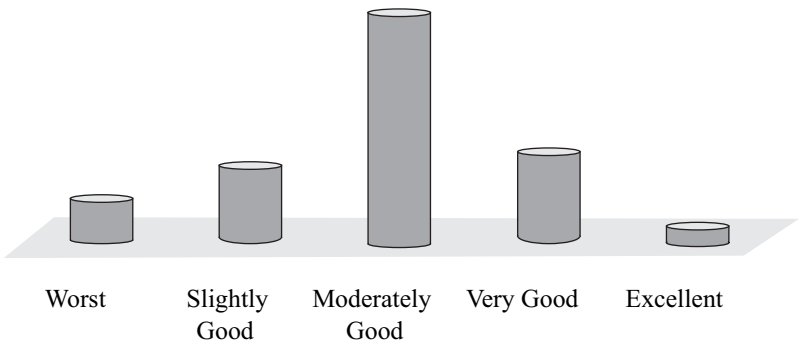
Figure 3:Do you think waste separation practice at home is a good thing



Source: primary data

The above figure illustrates that 32 respondents out of 60 segregate their waste at home. According to these individuals waste separation practice at home is a good thing.

Figure 4: Conditions of waste disposal at Dharamshala



Source: primary data

The above figure states the conditions of waste disposal at Dharmshala according selected population. Majority of the respondents answered that the conditions of waste disposal at Dharmshalaare moderately good.

Table 1: Conditions of waste disposal at Dharamshala

	Test	Sig.	Decision
Gender* Conditions of waste disposal at Dharamshala	Mann -Whitney U Test	0.783	Retain the null Hypothesis ($H_0$1)
Education* Conditions of waste disposal at Dharamshala	Kruskal Wallis Test	0.316	Retain the null Hypothesis ($H_0$2)

Source: primary data

The table 1 shows the conditions of waste disposal at Dharamshala with the help of SPSS analysis. The results reveal that conditions of waste disposal at Dharamshala is same across all categories of gender (male/female) and education (Less than Matriculate / Matriculate / +2/UG / PG / Doctorate. Thus null hypotheses $H_0$1and $H_0$2 are accepted.

Table 2: Pearson Correlation Analysis

		Your Opinion of Constructing Theme based park at Dharamshala	Constructing Theme parks from waste plastic bottles
Your Opinion of Constructing Themebasedpark at Dharamshala	Pearson Correlation	1	0.541**
	Sig. (2-tailed)		0.000
	N	60	60
Constructing Themeparks using waste plasticbottles	Pearson Correlation	0.541**	1
	Sig. (2-tailed)	0.000	
	N	60	60

**. Correlation is significant at the 0.01 level (2 -tailed).

Source: primary data

The Pearson correlation coefficient between respondent's opinion of constructing theme based park at Dharamshala and constructing theme parks using waste plastic bottles is 0.541** and p-value for 2-tailed test of significance is 0.000 (less than 0.05). Thus, it can be concluded that there is a positive and significant correlation between respondent's opinions of constructing theme based park at Dharamshala and using waste plastic bottles in park construction. The null hypothesis ($H_0$3) is rejected and alternate hypothesis is accepted. These people strongly prefer usingthe plastic bottles in constructing theme based parks.

5. Discussion

5.1: Plastic waste to theme based parks

According Central Pollution Control Board India, 202.67 Tons Per Annum (TPA) plastic waste is produced by Himachal Pradesh. The state uses its plastic waste in road construction (Ministry of Centre Pollution Control Board, 2011). Dhramshala is a famous tourist place where his Holiness the 14thDalai Lama, spiritual leader of Tibetian people lives. Being a tourist place there is a huge demand for plastic water and cold drink bottles. This produces a large quantity of plastic waste because there are no proper means of plastic disposal in Dharamshala. The plastic bottles if dumped can cause damage to both the soil and environment. An initiative towards theme based parks is the only solution to counter this rising plastic issue at Dharamshala.

Since there is a huge forest land available in Himachal, if this forest land gets transformed into small recreational parks without harming the trees, it will help the government to increase the revenuein the following ways:

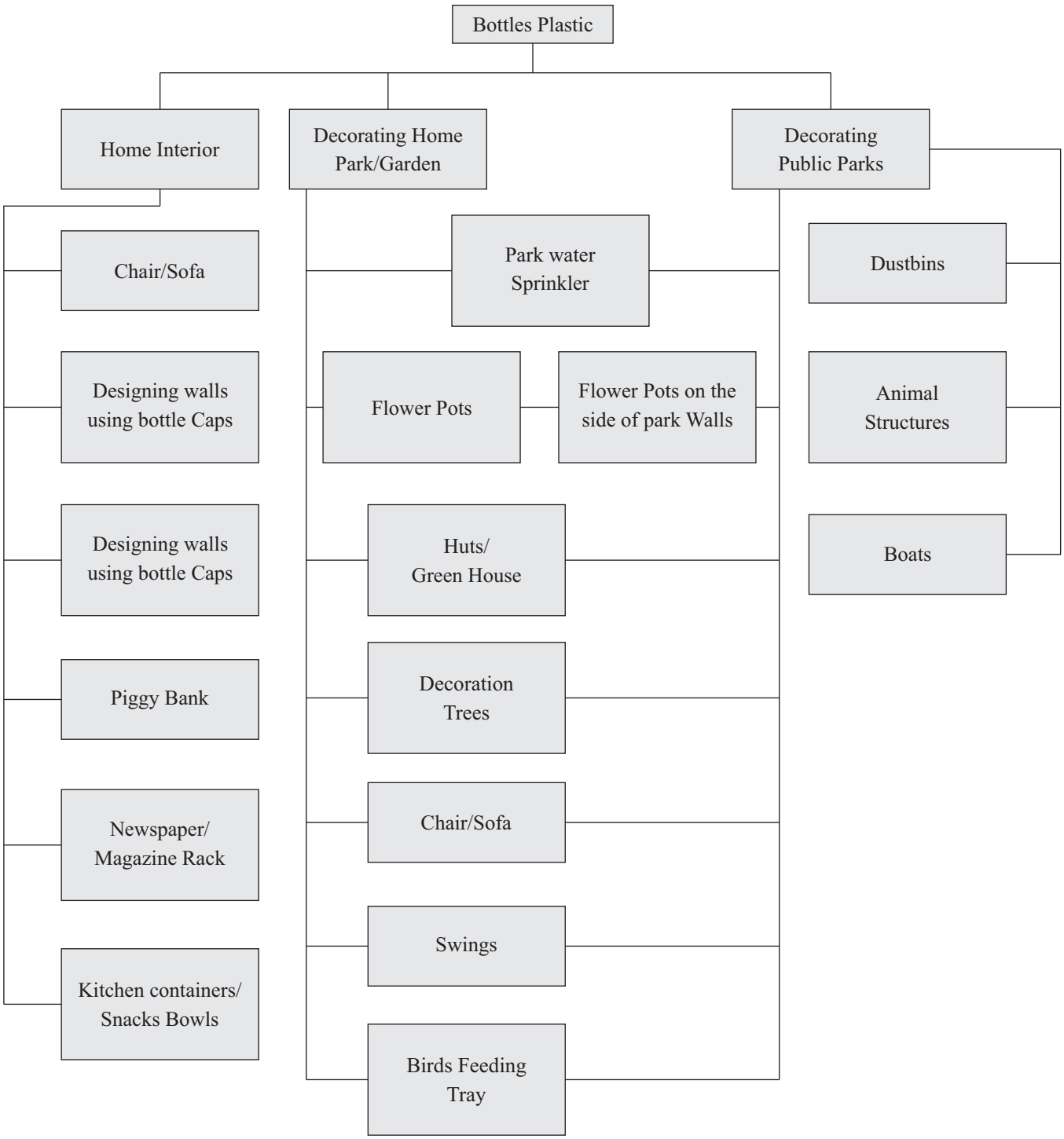
a. Tickets counters like the theme based parks; War Memorial Dharamshala,Rock garden Chandigarh and Dinosaur parkScience City Jalandhar in North India.

b. By giving vacant land on lease to young entrepreneurs under the banner of Skill India initiative, where these people will learn by doing.

c. Countries like Indonesia are decorating their houses using the plastic bottles (Bhatia, May, 02, 2017). Waste plastic will not only decorate the parks but also the interiors and exteriors of houses at Dharamshala. The smart city Office Dharmshala can help people in this regard by charging nominal fees from interested households. This will help towards a healthy, sustainable, eco-friendly and sustainable environment without compromising health of individuals.

The Following items can be created by using the waste plastic bottles:

Figure 5: Using Plastic Bottles for Theme Based Parks/ Home decoration: Proposed Model as a skilled initiative and opportunity for entrepreneurs



Source: created by authors

6. Conclusion

Since prevention is better than cure, the tools for waste reduction and minimization must be implemented to increase the resource sustainability. In Bharat i.e. India, although we talk about sustainability, green marketing but the attitude of people is still the same with respect to waste management. We are not ready to implement 3R i.e. reduce, reuse and recycle in our daily life, rather we focus more on land-fills. This kind of disposal is only reducing the land availability and also alarming the health and environmental issues. It is clear from research that there is a huge scope for entrepreneurs as conditions of waste management are not very perfect at Dharamshala.
A large number of households are producing solid or liquid wastes, and are not aware of waste management. This would then need detailed improvement of procedures to make sure or guarantee that broader sustainability objectives are accomplished right from home to industry. Thus, constructing theme based parks will be a healthy, sustainable, eco-friendly initiative in this regard. Further, the theme based park made of plastic bottles at tourist spots like Dharamshala, Himachal Pradesh can help to save the environment and increasing the government revenue. The entrepreneurs can get the land on lease from government and start their own theme based parks. These parks will not only saves the environment from evil of dumping plastic bottle but will also attract the tourists. Chairs, sofa, boats, flower pots, stair rails, decorated trees and animal structures will become the center of attraction at both parks; houses; restaurants and hotels. If other waste substances will be used along with plastic, then the problem of garbage will end completely and a new style of decoration will also come in vogue. The social entrepreneurs can start their career by constructing roads from plastic, manufacturing and selling paint & gas, plastic bricks for building material from waste plastic. This will also help the young entrepreneurs to learn new skills by doing which is also an aim of Skill India initiative by Government of India. Moreover if some entrepreneurs will open education training centers on the said theme will develop the skills among interested learners.

7. Recommendations to social entrepreneurs

The new entrepreneurs should take care of certain things while effectively managing solid waste:

- Get a thorough knowledge about different types of wastes and ways of their treatment from website of Ministry of Environment, Forest and Climate Change
- Storing different wastes in different bins
- Motivating the people for donating the old plastic items
- Motivating the people to put a stop on burning plastic items
- Finding different and innovative ideas of reusing plastic waste

8. Limitations and future scope of the study

The study is limited to Dharamshala only but can be extended to other hilly areas like Dalhousie, Chamba, Shimla, Kullu and Manali. The entrepreneurship opportunities in this study are based on tourism and local population of Himachal Pradesh which is far less than the population of major cities of India like Delhi, Bombay, Bangaluru, Varanasi etc. This study can be extended to other cities and states of India. Such theme based parks if constructed at or near tourist places and temples/heritage sites in big cities will give better and fruitful results.

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