

## C20 LIFE

# Webinar Series: "Lifestyle For Environment"- Living Udaharan

Organised By: UBA Regional Coordinating Institute IIT Jammu

Date: 23rd May 2023 | Time: 11:00 AM to 12:00 PM



## Shri. Rajat Salgotra

**About the speaker:** Our speaker Rajat Salgotra, an MBA graduate from Jammu's Janipur area is one of the volunteers of Disha Foundation who have dedicated themselves for the social good. Some of his attention seeking works are:

He was finding it difficult to understand how the urban dung could be stopped from flowing into Tawi River to save the river from getting further polluted and to find answers to his queries, the 28-year-old Rajat son of Ravi Kumar Salgotra of Janipur, studied the relevant matter available on the internet and YouTube in particular. His hard work finally paid off when he learnt to make some of the creative eco-friendly products using the urban dung and he got a private company registered under the name of Samast Eco Alternatives Private Limited and started working on different creative models to create a range of products from the otherwise waste material (dung).

Therefore stopping the same from flowing into the rivers, including Ganpati idols, incense sticks, decorative items, Sambrani cups, diyas, incense cones, pots, seed balls, cow dung logs, and cow dung cakes.

According to Salgotra, every year, tonnes of dung is generated by the stray animals loitering around the city areas and this goes into the rivers as a waste.

"So, after registering the company, he start meeting various unemployed village women in nearby villages of Domana, Bhowani Nagar, Mishriwala, Purkhoo etc. to give them employment by registering them as Self-Help-Groups (SHGs) and to train them for creating various eco-friendly products from the urban dung," Salgotra said, now almost 30 women associated with his venture collect the dung on their own and make fine products.

Rajat said that initially when he succeeded in creating one of the products from the dung, he underwent a two months' training course at Sher-e-Kashmir University of Agricultural Sciences Jammu (SKUAST-Jammu) to understand different aspects of business including value addition and proper marketing strategies.

"A team of industry's experts trained me and other volunteers in different commercial aspects of the business," the young entrepreneur said. Rajat's company, Samast Eco Alternatives Pvt Ltd, has tied up with various government departments including State Pollution Control Board, Jammu Municipal Organisation, State Handicraft Department, SKUAST-Jammu and other government bodies, which help them sell their eco-friendly products at government-run mela's and exhibitions. The foundations another heart catching activity is to motivated the Hindu devotees on Navratra's to Save River Tawi. Twice a year during Navratra's volunteers Collected Polythene, Plastic Chunri, Plastic Bottles, Cardboard and many other non-biodegradable items, which will be recycled in an eco-friendly manner. During this 2023 New Year, Mr. Rajat's foundation celebrated the New Year by distributing blankets, Socks and caps among the needful persons in Jammu. Volunteers visited GMC Hospital, Shalimar Hospital, Super Speciality Hospital, Bus Stand, Railway Station and Gandhi Nagar Gole Market and distributed the woollen



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