

Rajat is passionate about empowering enterprises to do better with less and work towards sustainable growth. He is co-founder and technical lead at STENUM Asia in training, consultancy, audit and implementation support for enterprises. He has been actively practicing Resource Efficient Cleaner Production at various levels for over a decade having undergone extensive training on sustainable development in Europe. He is also developing strategies for enterprises to make a transition towards the circular economy. With over 20 years of experience managing manufacturing operations, also as an entrepreneur, he brings to his consulting work, a deep understanding of the issues and challenges businesses face.

## From Resource Efficient Cleaner production (RECP) to Circular Economy (CE)



Rajat Batra

CEO

STENUM Asia  
(SUSTENT Group)

# Building blocks of circularity



- Design for circularity
- New business models
- Reverse cycles
- Enablers & favourable system conditions

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- **Enablers & favourable system conditions**

# Sustainability and Circularity



- Dematerialisation of the economy
- Change from an industrial economy built on throughput to a circular economy built on
  - stock optimization
  - decoupling wealth and welfare from resource consumption
  - creating more (local) jobs

# Objectives of ...

Linear industrial economy	Circular industrial economy
Create added value	Retain highest value

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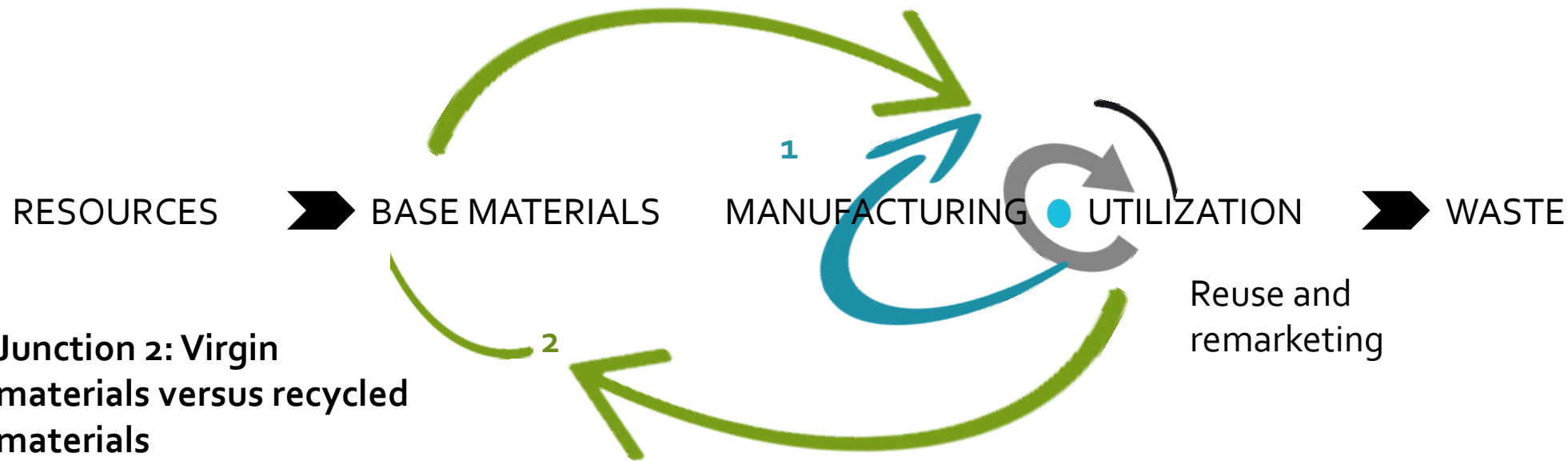
# Objectives of ...

Linear industrial economy	Circular industrial economy
Create added value	Retain highest value
Optimise flows	Optimise stock management
Efficient production of goods	Efficient use of goods

- The linear industrial economy stops at the point of sale
  - with the transfer of ownership from producer to user-owner
- The circular industrial economy starts at the point of sale
  - with the user-owner utilising assets in concentric loops (3R)

# Circularity (at present)

Junction 1: product – life extension versus new goods



Junction 2: Virgin materials versus recycled materials

cost advantage virgin materials

Loop 2: recycling of materials

Loop 1: reuse of goods, repair of goods, Reconditioning of goods, and technological/fashion upgrading of goods



# Sustainable taxation



- Not taxing renewable resources including human labour

but ...

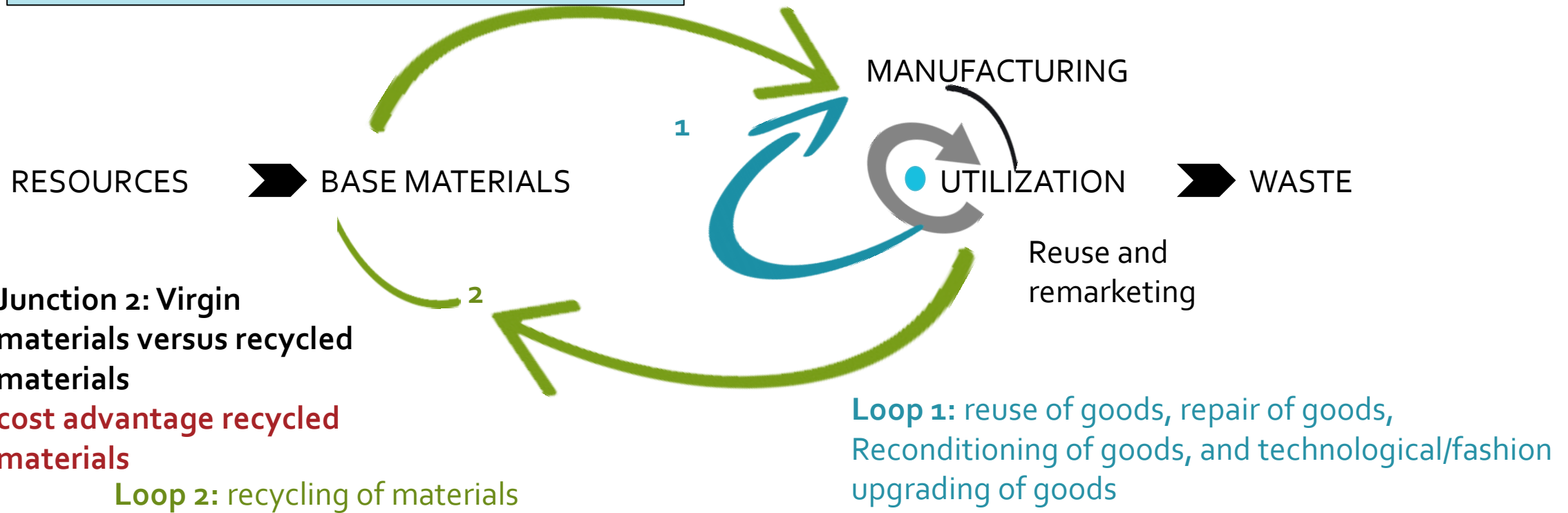
- Taxing non-renewable resources instead



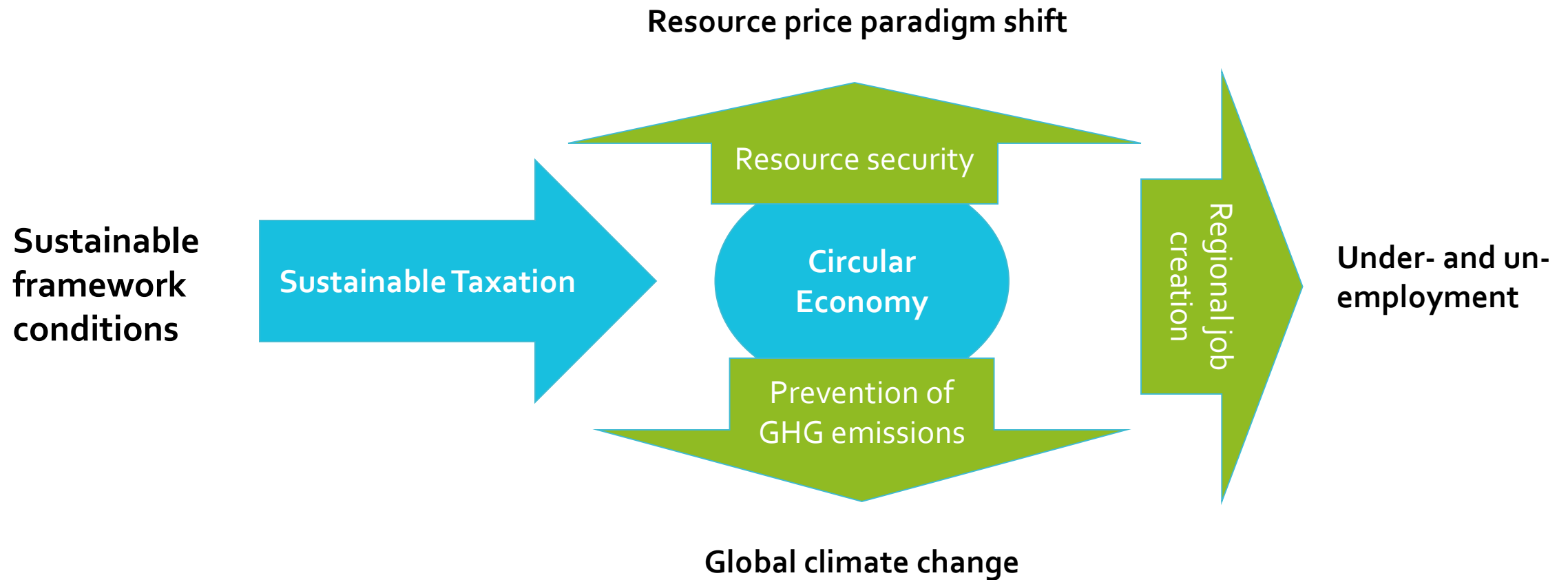
# Circularity (as per proposed policy)

Increased cost of virgin material is offset by lower cost of recycled materials *and* lower cost of labour  
cost advantage recycled materials

Junction 1: product – life extension versus new goods



# Sustainable taxation



For more details, please contact: [rajat.batra@sustent.in](mailto:rajat.batra@sustent.in)  
+91 9811051918

## SUSTENT Consulting Pvt. Ltd.

Helping enterprises become  
more Resource Efficient

# International Conference on Resource Efficiency and Circular Economy



## Thank You...!

