



Meet Muniraju



Muniraju lives in a village in Anekal, rural Bangalore, with his wife and mother.





Muniraju worked to deliver packages for Fedex.  
On his rounds, he noticed how plastic waste was thrown everywhere.





After helping out at a friends recycling company,  
he decided to do something about the problem.



Muniraju has spent a year working on this project.





Muniraju acknowledges that his family has been a great strength of support



He has persuaded the Karnataka State Small Scale Development Council to help him get land at a subsidized price to start his business. But he doesn't have the finance...





Muniraju's application for a loan has been rejected, because he lacks collateral. His house is not in his name, he rents it and it cannot be used as collateral. He owns no other property.





Muniraju's plan is to collect waste door to door,  
pick it up from the streets and buy it from scrap dealers..



He will sort and recycle the waste into plastic chips.  
The plastic is reused rather than littering the environment.





Muniraju has identified clients and suppliers.  
Muniraju has lined up employees including 8 women. He is ready to start his business.



But, Muniraju needs investment for machinery – remember, he tried to get a loan for his business before he heard of the Be! Fund.





One day Muniraju was watching TV and he saw the Be! Fund Muppet Show. He knew he had a business plan that solved a problem. So he called us.