



Light Weight Concrete Made out of Recycled Plastics

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CLEAN CITIES, BLUE OCEAN

Recycled plastic efforts on beaches protect:

Pristine Beach surrounding 65,650 sq kms

Biggest animal on land

Biggest animal in the sea

Dolphins and Turtles in the sea

Hospitality Industry

Safety of the people

Environment

Image of the country



We create too much of plastic trash in the country

“Sri Lanka has been identified as having some of the highest levels of mismanaged plastic waste but is actively working towards improving its solid waste management system. USAID ” SL is 5th largest plastic polluter in the world.



Our Agenda – Ecological Conservation & Green Circular Economy

REDUCE



REUSE



RECYCLE



primary goals

- Introduce ready to use light weight concrete to Sri Lankan households
- Promote 3Rs based circular economy and income generation for youth and households in the country
- Convert IP based product to a household brand in Sri Lanka by reducing plastic waste at large scale
- Support Sri Lanka, to protect our pristine beaches and disadvantaged families with income and sound environment

Light Weight Concrete - Pantheon Standing in Rome since 18th Century



| Cement Demand | No. of Household | Families in poverty | Plastic usage |
|------------------------------|---------------------------|--|---|
| 6.2 mt | 5.1 m families | 25% WB 2022 | 5 m kgs per day |
| 12.4 mt demand for sand | Ready to use concrete | Can work 4 hours per day and earn Rs.1000-2000 | Recycle at least 10% to start with |
| Avoid environmental disaster | No labor cost, economical | Poverty Reduction | Save marine species specially Dolphins, Turtles & birds |

Advantages of Lightweight concrete



Modern world is increasingly focused on sustainability and reducing carbon footprints. This product will help to achieve these goals by using recycled plastics as a replacement for traditional sand used in concrete production.

This product will reduce the amount of waste going to landfills and decrease the need for virgin materials.

Lower density, lighter weight structures, and can reduce transportation cost.

Improved insulation properties, which can reduce energy consumption and lower heating and cooling costs.

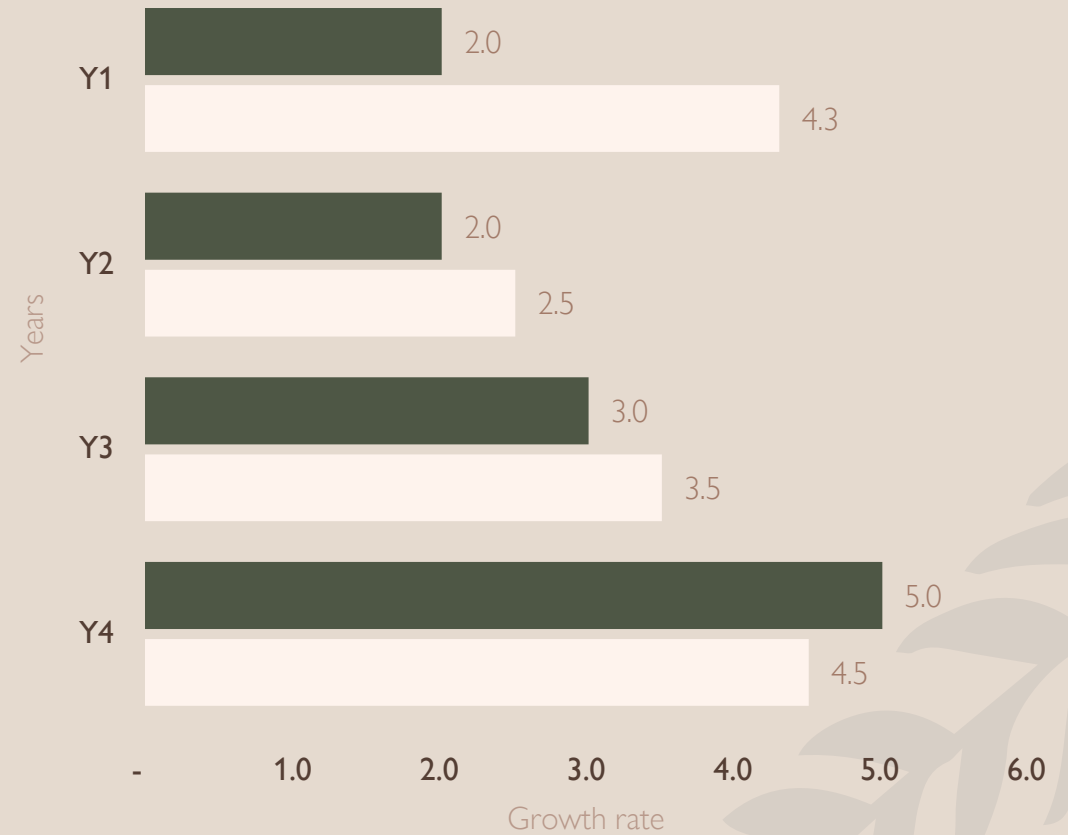
Increased durability, as the recycled plastics fibers can improve resistance to termites and longevity of the concrete.

Convenient, easy to use and cost effective for end users.

Yearly performance for 4 years

- Net income – 12 million
- Production cost – 14.8 million
- R&D cost – 7 million
- Marketing cost – 3 million
- Land & Building cost – 10 million
- Equipment cost – 2 Million

- Our contribution – 10 million
- What we expect – 24.8 million



meet our team



DEVAKA
PUNCHIHEWA
SENIOR LECTURER



PRADEEP DE SILVA
DIRECTOR/GM
ENGINEERING AND
SERVICES - NATURUB
GROUP



JEEVANI
PUNCHIHEWA, ASST
MANAGER, PRODUCTION
PROCESS/PROJECT
MANAGEMENT NATURUB

plan for the product

PLANNING

synergise attitudes **ready to use lightweight concrete mixture**

MARKETING

disseminate **standardised metrics**

DESIGN

coordinate **e-business applications**

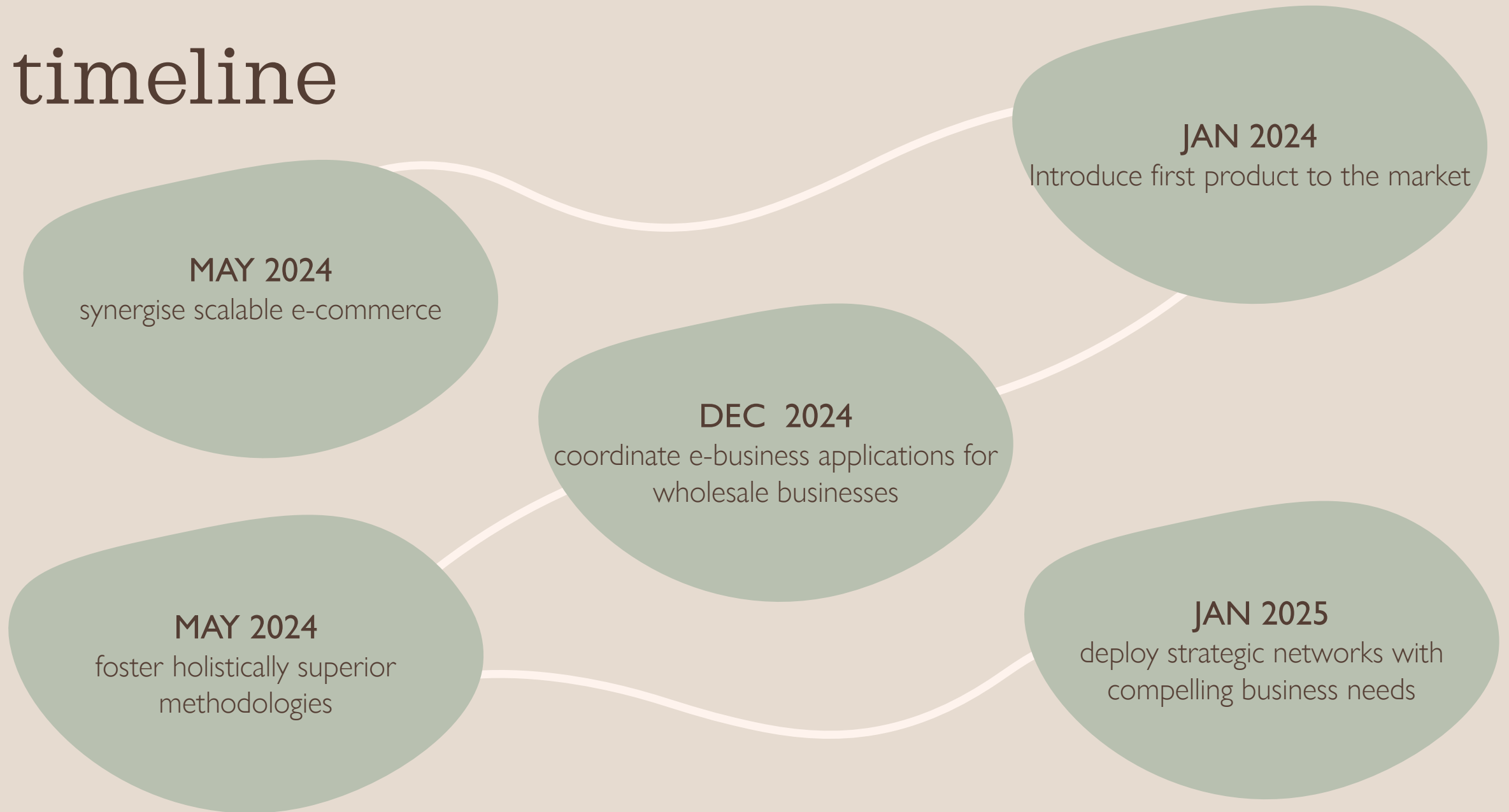
STRATEGY

foster holistically **superior methodologies**

LAUNCH

deploy **strategic networks with compelling construction needs**

timeline



areas of focus

B2B MARKET SCENARIOS

- Develop winning strategies to keep ahead of the competition
- Capitalize on low-hanging fruit to identify a ballpark value
- Visualise customer directed convergence

RETAIL-BASED OPPORTUNITIES

- Iterative approaches to customer strategy
- Establish customer friendly educational framework from the inside

how we get there

ROI

- Market penetration-based expertise and cross-media growth strategies
- Visualise quality intellectual capital
- Engage worldwide methodologies with web-enabled and social media technologies
- Support Clean cities and Blue Oceans

NICHE MARKETS

- Pursue scalable customer service through sustainable strategies
- Engage top-line ready to use concretes with cutting-edge deliverables

SUPPLY CHAINS

- Cultivate one-to-one customer service with robust ideas
- Maximise timely deliverables for wholesale customers

summary

At Villa Serendib, we believe in giving 110%. By using our next-generation innovations, we help environment, organisations and people manage work process and environment. We thrive because of our product knowledge and great team behind our efforts. As it says, "Efficiencies will come from proactively transforming how we do business."

We believe that this product has a great potential in the construction industry, and we are excited about the opportunity to work with Clean Cities and Blue Ocean.





thank you

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Villa Serendib