

trash

Combating Soil Degradation: Empowering Farmers
with Sustainable Solutions

40% of global land is already degraded
affecting food security, biodiversity and livelihoods

YIELD DROP

The burning causes a complete loss of N,
25% of P, 20% of K, and up to 60% of S
(Dobermann and Fairhurst, 2002)

Pakistan Agriculture Sector Waste

**82 million tons of waste per
year is openly burned, leading
to smog and low air quality.**

45% of total GHG emissions

TrashIt Compost - Healthier Soil and Better Harvests

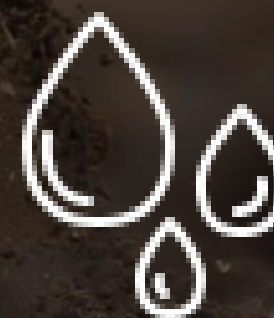
From Farm Waste to Farm Wealth



Reducing input costs
by upto 35%



Increased Crop
Yield by upto 40%



upto 30% increased
water retention



Reducing need for
pesticides by upto 60%

trash**It**

Hero Product:

- TrashIt Compost (organic fertilizer)

Other Services:

- Zero Waste Implementation
- On-site Waste Processing Setup
- Sustainability Workshops



Rs 2000/- for 40kg bag

TrashIt Facilities

Karachi, Hyderabad, Bahawalpur
Current Production Capacity : 20 tons/month





TrashIt Compost used in Onion, Sugarcane, Wheat, Rose, Cotton crop



100% positive results

CUSTOMER HIGHLIGHTS

Compost Clients

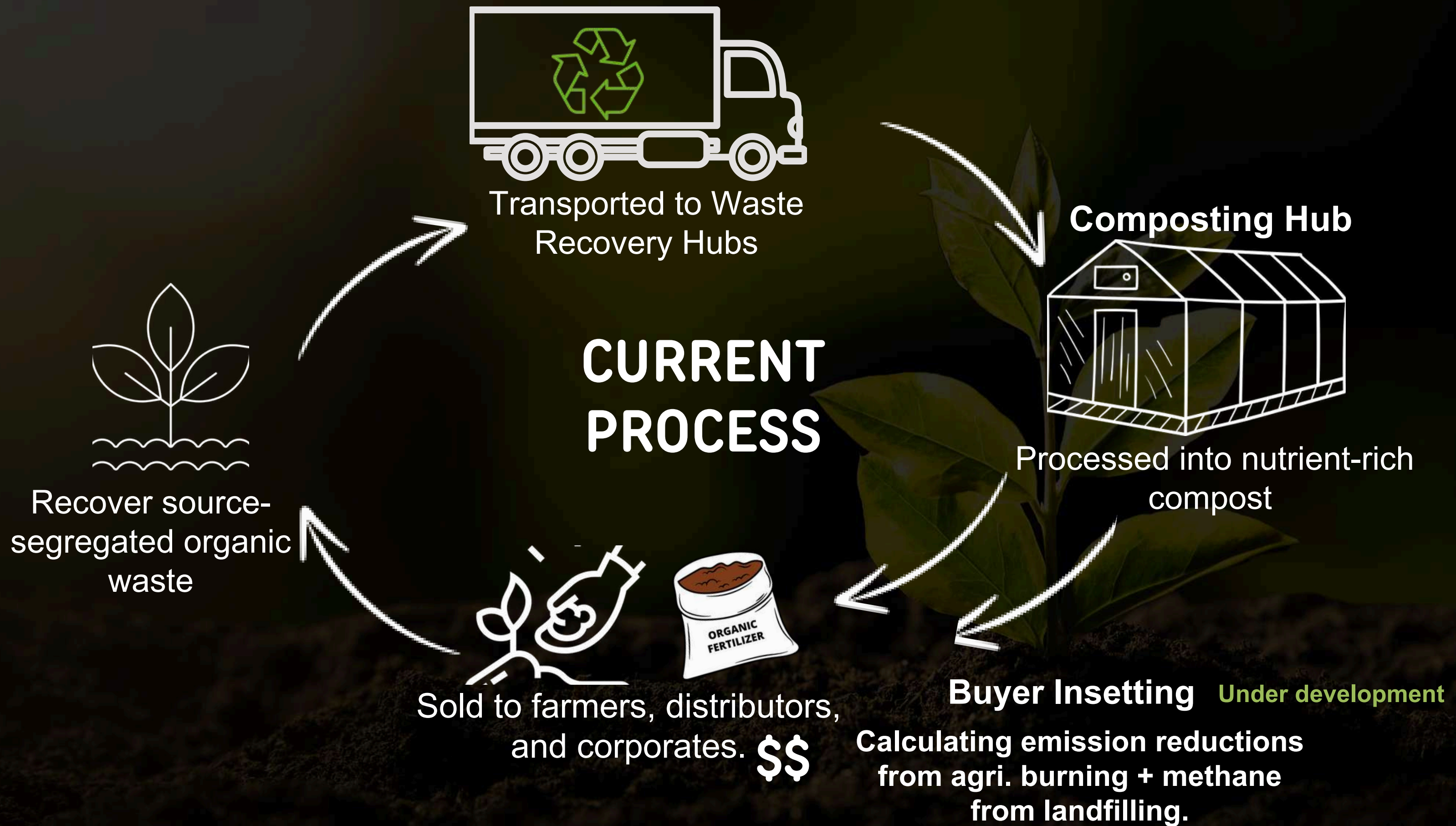


Onsite Compost Consultation



Corporate Engagements





THE IMPACT



>900,000kgs
Total waste diverted



250,000+kgs
Total compost produced



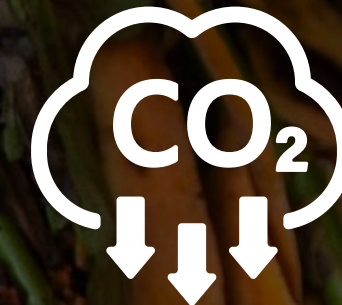
450,000
People Aware of
Sustainable living



~450Tons
Methane Emissions
Reduced



~35 tons
Reduction in Chemical
Fertilizer Use



65+ tons CO₂
Carbon Sequestered

2 ZERO
HUNGER



3 GOOD HEALTH
AND WELL-BEING



8 DECENT WORK AND
ECONOMIC GROWTH



11 SUSTAINABLE CITIES
AND COMMUNITIES



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



13 CLIMATE
ACTION





UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION



Funded by
the European Union

Mega Agri Waste Recovery Facility

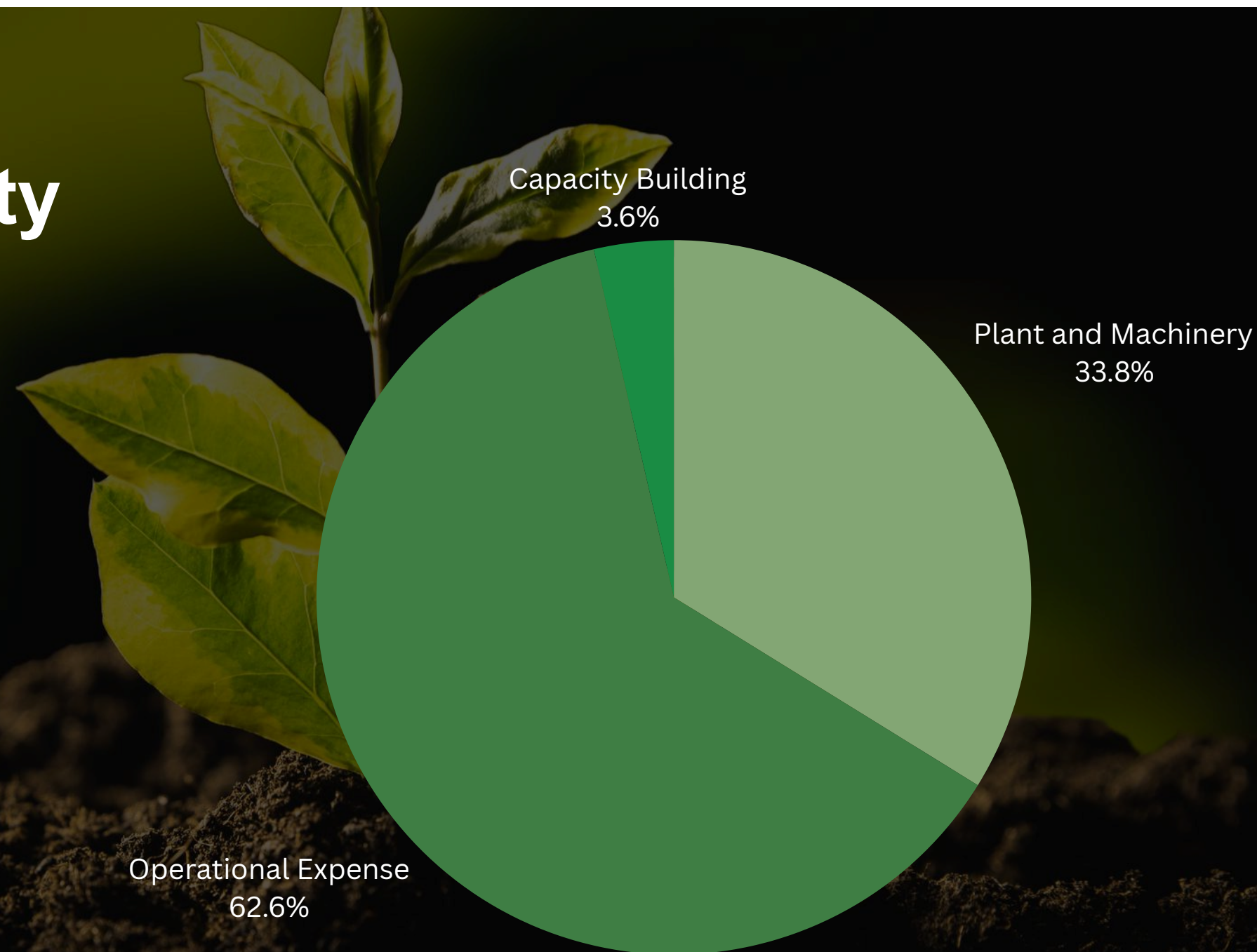
Matching Grant: Secured from UNIDO (\$95,000)

Facility Location: Gharo, District Thatta

Production Capacity: 1200 tons compost/year

Waste Input: 4000 tons per year

Employment opportunities for 20+ locals



Roadmap

Vision: Be the most innovative organic soil provider in Pakistan and reach over \$1M in revenue by 2030

Stream One



Direct Sales to Farmers

Stream Two



Food Manufacturing
Industry

Stream Three



Corporate Farms and
Agribusinesses

Partners:



Planet2050

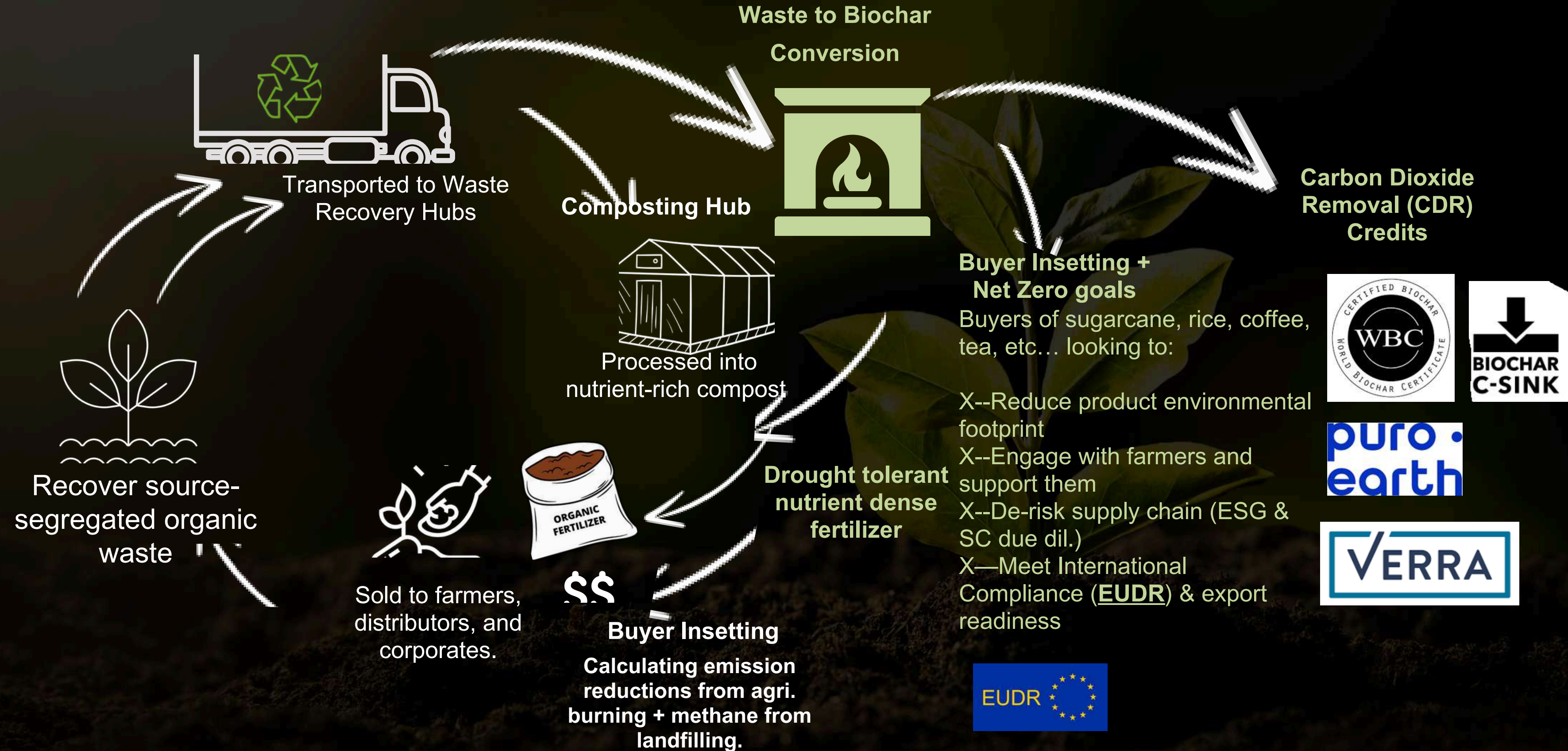


Long term Strategy:

- Production of Biochar and carbon removal,
- Generating Carbon Credits with composting
- DFS for regenerative agriculture adoption

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Growth Plans



Strategy



Smart Manufacturing near Farmers

- Easy access to waste
- No logistic hassle
- Faster production
- Close to end customer



Decentralized vertical growth to replicate on-farm composting model with cooperation and development organization



Ecosystem restoration projects to build resilience to climate change and capture carbon through regenerative agriculture

Outcome

in two years



Waste diverted 30000 tons
Compost 6000 tons



No. of Facilities : 8
Capacity: 300 tons per month



Direct and indirect employment : 110 +



CO2e avoided : 15,000 Tons
Carbon sequestered: 7,140 Tons

We already have the Momentum



Collaboration with Progressive Farmers in Sindh holding >3500 acres

Creating a hub-and-spoke network where every farm is a recognized composting hub under the TrashIt brand.

Founders



Anusha Fatima
Chief Executive Officer

GAIA - accredited Zero
Waste Practitioner,
7+ years leading business
development, and vision



Rahul Rai
Finance and Strategy lead

10+ years of financial
expertise combined with
passion for social initiatives
leading strategy & innovation

Advisors



Samia Mazhar
Optimization Consultant



Habibullah Khan
CEO, Penumbra



Wajahat Iqbal
CEO, Solutions Ahead



Oneza Zaim
Member of IBI



Tofiq Pasha Mooraj
Progressive Farmer

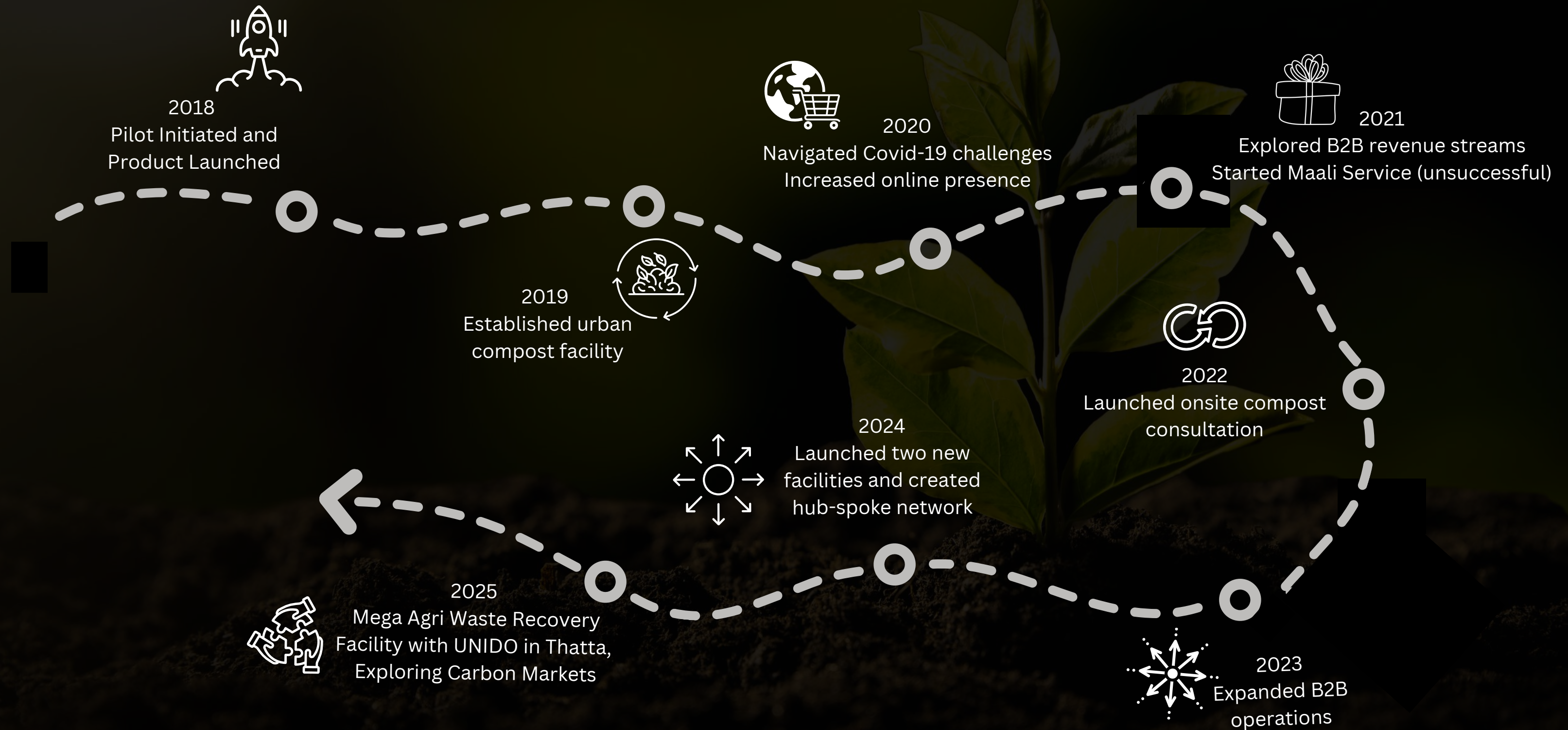


Nazish Munchenbach
Matter of Trust



Startup Journey

Our sustainable strategy focused on diversifying revenue and self-sustaining in a tech-driven, underfunded climate sector.



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Reduce Waste, Build Soil

Thank you!



www.trashit.pk



hello@trashit.pk



[trashit.pk](https://www.instagram.com/trashit.pk)

