Transforming Waste into Wealth: How VCF-SC Enabled a Scheduled Caste Woman Entrepreneur to Build a Sustainable Rubber Recycling Enterprise

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Mrs. Swarnalatha Nethipudi

Innovation, entrepreneurship and timely institutional support have empowered many aspiring entrepreneurs to establish businesses that contribute to India's economic growth and environmental sustainability. One such inspiring example is **Swarnakaruna Princeton Rubber Industries Private Limited**, a company based in Visakhapatnam, Andhra Pradesh, founded by **Mrs. Swarnalatha Nethipudi**, a first-generation Scheduled Caste woman entrepreneur. Her entrepreneurial journey reflects the transformative impact of the **Venture Capital Fund for Scheduled Castes (VCF-SC)** under the Ministry of Social Justice and Empowerment.

Swarnakaruna Princeton Rubber Industries Private Limited has established an automated rubber recycling plant for converting waste tyres into high-quality crumb rubber powder ranging from 10 mesh to 40 mesh, with an installed production capacity of approximately 6,000 metric tonnes per annum. The environmentally sustainable project addresses the challenge of waste tyre disposal while promoting a circular economy through the production of value-added industrial raw materials. Recognising the project's potential, the Venture Capital Fund for Scheduled Castes extended financial assistance of **₹5 crore** in **2023** through venture capital assistance comprising equity and optionally convertible debentures. The support also enabled the enterprise to secure a second round of funding from SIDBI, further strengthening its growth trajectory.

Facility

Automated Rubber Recycling Facility

The financial assistance enabled the company to establish advanced crumb rubber manufacturing infrastructure, recycle more than **two lakh waste tyres**, generate employment opportunities for local communities and promote environmentally sustainable waste management practices. The enterprise has also developed strong industrial linkages with reputed companies, including **TVS Sundaram** and **Hincol**, enhancing its market reach and long-term sustainability.

The impact of the intervention has been significant. Today, the enterprise has generated direct employment for **15 people**, including **5 Scheduled Caste employees** and **10 non-Scheduled Caste employees**. It has created assets worth approximately ₹**8 crore**, achieved a **net worth of ₹2.09 crore**, generated **revenue of ₹4.36 crore**, and recorded **profits of ₹4.60 crore**. The project has emerged as a model of environmentally responsible industrial development by converting waste into valuable industrial products while creating livelihoods and promoting sustainable manufacturing practices.

Mrs. Swarnalatha Nethipudi, Promoter

Reflecting on the journey, Mrs. Swarnalatha Nethipudi said:

"With the support of Venture Capital Fund for Scheduled Castes (VCF-SC), Ministry of Social Justice & Empowerment, our enterprise gained the financial backing which enabled us to transform an environmental challenge into a sustainable business opportunity. Today, Swarnakaruna Princeton Rubber Industries is converting waste tyres into valuable industrial products, creating employment, promoting circular economy practices, and contributing towards a cleaner and greener India."

Automated Rubber Recycling Facility

The success of **Swarnakaruna Princeton Rubber Industries Private Limited** demonstrates how targeted financial support under the **Venture Capital Fund for Scheduled Castes** is enabling Scheduled Caste entrepreneurs to establish innovative enterprises in emerging sectors, generate sustainable employment and contribute to India's vision of environmentally responsible industrial development. By fostering entrepreneurship and promoting inclusive economic growth, the Ministry of Social Justice and Empowerment continues to empower innovators, create livelihoods and build a greener and more sustainable future for the nation.

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