

MEWAR AWARD – RISING STAR AWARD

Nominee: Priyanka Jha

1. Why do you deserve the award?

I believe I deserve the Rising Star Award because my journey in the recycling industry represents rapid growth, entrepreneurial determination and a strong commitment to creating a more circular economy.

With more than 15 years of professional experience across banking, finance, trading and manufacturing, I transitioned into plastics recycling as an entrepreneur and established Advance Plastic Chips Manufacturing LLC (APCM) in Ras Al Khaimah in 2021.

Since then, I have worked to build a recycling business that goes beyond simply processing waste. My focus has been on creating commercially viable recycled polymers, developing new applications for difficult waste streams, improving quality and traceability, and building stronger connections between recyclers and end users.

Since 2025, my involvement in the sector has expanded significantly through business growth, product innovation and my contribution as a Board Member of the Dubai Recycling Business Group (DRBG).

I see myself as a rising leader in an industry that is undergoing significant transformation, and I am committed to playing an active role in shaping that transformation.

2. Early achievements

My early achievements in the recycling industry have been centred around building a functioning recycling manufacturing business from the ground up.

Key achievements include:

- Establishing APCM as a recycled-polymer manufacturing business in Ras Al Khaimah.
- Developing capabilities for recycling **PP, LDPE and HDPE** waste into granules and agglomerates.
- Building relationships with major industry stakeholders and customers.
- Developing systems for quality management, environmental management and occupational health and safety.
- Obtaining certifications including **ISO 9001, ISO 14001, ISO 45001 and Global Recycled Standard (GRS)**.

- Developing new recycled polymer applications based on specific customer requirements.
- Expanding the company's product portfolio beyond conventional recycled materials.
- Building the foundation for further expansion into higher-value PCR applications.

One of my most important achievements has been learning to manage the complete recycling value chain — from waste sourcing and production to quality, customer trials, commercial negotiations and regulatory requirements.

3. Skill development

My transition from finance and business into recycling required me to develop a completely new set of technical and industry capabilities.

I have continuously expanded my knowledge in:

- Plastic identification and polymer characteristics
- Recycling processes and production
- Feedstock sourcing and segregation
- Quality control and material testing
- PCR and PIR applications
- Sustainability and circular-economy principles
- Environmental and safety management
- Regulatory and customer compliance
- Recycling economics and commercial viability
- Manufacturing operations
- Customer technical requirements
- Business strategy and financial management

My background in finance and business has also helped me bring a commercial perspective to recycling — understanding that sustainable recycling solutions must be both **environmentally meaningful and economically viable**.

I continue to develop my knowledge through industry engagement, customer discussions, conferences, technical interactions and collaboration with recycling professionals.

4. Contribution to innovation

Innovation has been one of the strongest areas of my work.

A key example is the development of standardized recycled material opportunities from **artificial turf waste, waste Jumbo bags**, exploring the conversion of this challenging waste stream into usable LL/LD film-grade, injection grade PP recycled granules through a 100% PCRfeedstock approach.

This reflects my approach to innovation: identifying waste streams that have limited value today and finding ways to convert them into commercially useful resources.

I have also focused on:

- Developing application-specific recycled polymer grades.
- Improving recycled-material consistency.
- Exploring higher-value PCR applications.
- Developing solutions based on customer-specific requirements.
- Improving traceability and quality assurance.
- Exploring opportunities to increase the value recovered from post-consumer and post-industrial plastic waste.
- Connecting recycling technology with practical end-use applications.

I believe innovation in recycling is not only about introducing new machinery. It is also about **finding better applications, improving material quality, solving operational problems and creating markets for recycled materials**.

5. Leadership qualities

My leadership approach is based on ownership, resilience, continuous learning and collaboration.

Building a recycling manufacturing business has required me to make decisions across finance, operations, procurement, production, quality, customers, people and strategy.

I have particularly focused on:

Ownership: Taking responsibility for challenges rather than passing them to others.

Resilience: Continuing to pursue growth despite operational, feedstock, financial and market challenges.

Learning mindset: Continuously developing technical knowledge outside my original area of expertise.

Team development: Encouraging teams to understand not only what they do, but why quality, safety and sustainability matter.

Collaboration: Bringing customers, suppliers, recyclers and industry stakeholders together to find practical solutions.

Long-term thinking: Building recycling capabilities and markets rather than focusing only on short-term commercial opportunities.

My leadership journey is still evolving, but I believe the willingness to learn, adapt and take responsibility is what defines a genuine rising leader.

6. Industry influence

My contribution to the recycling industry has increasingly expanded beyond my own company.

As a **Board Member of the Dubai Recycling Business Group (DRBG)**, I participate in initiatives aimed at strengthening collaboration within the recycling industry and creating a platform for businesses to collectively address sector challenges.

My areas of industry engagement include:

- Promoting collaboration among recycling companies.
- Raising awareness of feedstock availability and quality challenges.
- Supporting discussions around policy and regulatory development.
- Encouraging stronger collaboration between recyclers and manufacturers.
- Promoting the use and acceptance of recycled materials.
- Participating in industry events, conferences and knowledge-sharing initiatives.
- Supporting discussions around circular economy and sustainability.

Through DRBG, I am also contributing to initiatives built around four key priorities:

Government collaboration | Resource/feedstock security | Industry collaboration | Policy reinforcement

I believe my growing involvement in industry-level discussions demonstrates that my role is developing from being solely an entrepreneur to becoming an active participant in shaping the wider recycling ecosystem.

7. Testimonials

The strongest testimonials for this category should demonstrate three things: **leadership, innovation and industry contribution.**

Recommended testimonials would include:

Senior Industry Leader:

A testimonial highlighting my leadership, commitment to recycling and ability to drive change.

Customer/Business Partner:

A testimonial highlighting my professionalism, responsiveness, technical understanding and ability to develop practical recycled-material solutions.

Team Member/Colleague:

A testimonial highlighting my leadership style, willingness to learn, problem-solving approach and ability to motivate the team.

Suggested testimonial themes

“Priyanka has demonstrated exceptional entrepreneurial drive and has rapidly developed into a strong voice within the recycling industry.”

“Her ability to combine commercial understanding with sustainability and recycling objectives makes her approach particularly valuable to the industry.”

“Priyanka consistently demonstrates ownership, resilience and a willingness to find practical solutions to difficult recycling challenges.”

Closing Statement

My journey in recycling is still at an exciting stage. What started as an entrepreneurial venture has developed into a broader commitment to building recycling capacity, creating markets for recycled materials and contributing to the development of the industry's ecosystem.

I see the Rising Star Award as recognition of not only what I have achieved so far, but also the potential to contribute much more to the recycling industry in the years ahead.

My ambition is to continue developing innovative recycling solutions, build stronger industry partnerships and help position recycled materials as a reliable and valuable resource within the circular economy.