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The American Way. Connecting the dots...

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Transforming India into a developed nation & economic power

3 Schemes to generate huge direct employment in India

- Potential size of market for the 3 schemes - **Rs 14,55,934 Crores**
- Potential number of small business - **2.6 Crores small business**
- Potential number of employment - **3.8 Crores people**

(1) Street cleaning services Industry

Industry details in USA

- (a) Revenue of the Street Cleaning Services industry in USA - \$ 2.0 bn in 2023 ie
Potential in India = 16,450 crores
- (b) Number of small Businesses in USA in street cleaning industry - 39,425
Potential small business In India X 4 = 160,000
- (c) Total USA Industry Employment in number : 57,834
people
Potential employment In India X 4 = 200,000
people



Industry Definition

The Street Cleaning Services industry provides a range of street cleaning services, including street sweeping and scrubbing and power and pressure washing...

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This industry provides street cleaning services to municipalities and private businesses. This industry also includes parking lot and driveway cleaning services. The industry excludes street cleaning performed by government departments.



Industry Products and Services

- Parking lot cleaning
- Street & driveway cleaning
- Construction site cleanup
- Industrial cleaning
- All Others

Street Cleaning Products & Services to

Key Buying Industries

Homeowners' Associations/Residential in the US
Manufacturing in the US
Parking Lots & Garages in the US
Commercial Building Construction in the US
Municipal Building Construction in the US
Hotels, Shopping centers, Airports, Hospitals, Offices etc



(2) Landscaping/Floriculture – All Cities/Towns/Villages

Details about landscaping industry in USA

(a) The US landscaping market **generated** \$130 billion in revenue in 2022.

India potential X 4 = Rs 10,69,331 crore

(b) There are 892,450 landscaping and grounds keeping workers in the U.S.

India employment potential X 4 = 3.6 crore people

(c) There are 621,733 landscaping and lawn maintenance businesses in the U.S

India potential for number of small business X 4 = 2.4 crores



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(d) 62% of landscaping customers come from single-family residential homes.

Industry definition

Landscaping usually involves planting things — trees, ground cover (Grass carpets), flowering plants — as well as installing features like paths, walls, fences, and patios.

Landscaping for a house might include planters of herbs, a cozy shade garden, or even a fire pit to gather around.



(3) Exterior Painting of Public & Private buildings

Details of exterior paint industry in USA numbers

- 1) Exterior paint market size was valued at USD 11.15 Billion
Potential in India X 4 = 45 Billions USD or 3, 70,153 crores
- 2) Business Number of Businesses in: 1,125
Potential increase in number of business X 4 = 4500
- 3) Industry Employment: 35,069 People
India potential X 4 = 1, 40,000 people

Industry Definition

The painting of exterior side of all Govt buildings, Privates Buildings, Commercial buildings & Residential homes

The Exterior Paint Manufacturing industry manufactures various paints, timber finishes and other surface coating products to decorate and protect surfaces against wear, weather and corrosion. Key products include paints, varnishes, lacquers and stains, as well as fillers, putties and paint thinners and removers. This industry does not manufacture artists' paint (see IBISWorld report 33994, Art and Office Supply Manufacturing industry)



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Industry Products and Services

- Architectural coatings
- Industrial coatings
- Special-purpose coatings

Industry Activities

- Manufacturing architectural coatings
- Manufacturing enamel paints and latex paints
- Manufacturing epoxy coatings made from purchased resins
- Manufacturing industrial product finishes and coatings
- Manufacturing paint thinner and reducer preparations, paintbrush cleaners and paint and varnish removers
- Manufacturing polyurethane coatings
- Manufacturing powder coatings
- Manufacturing varnishes, lacquers, shellac and stains
- Manufacturing water repellent coatings for wood, concrete and masonry
- Manufacturing wood fillers, primers and putty



Key Buying Industries

Construction in the US
Paint Wholesaling in the US
Paint Stores in the US
Interior Designers in the US
Industrial Designers in the US

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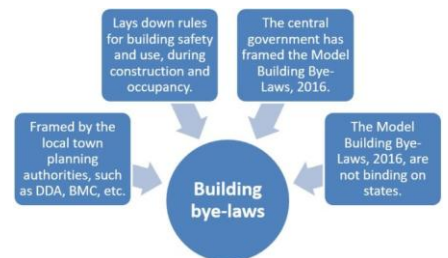
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Benefits of these Schemes

- Generates employment
- More Income more taxes for Govt.
- Sustainable employment
- Environmental friendly schemes
- Beautification across India
- Makes India a Hygienic & clean nation
- lower health cost & increase life longevity

Implementation method

- All the schemes implemented at City/Town Municipality or village Panchayats.
- Broad Standardisation of byelaws at National level and to be adopted at state and municipality levels - with respect to landscaping, street cleaning, exterior painting of buildings, homes etc across cities, towns & villages.
- Mandatory for all Residential buildings, Home owners, Property owners to appoint a licensed Property management company.
- Byelaws implemented thru licensed Property management companies & their licensed Property Managers.
- Ensure compliance of byelaws thru property management companies/Property managers
- All suppliers of services of will be licensed for Street cleaning, Landscaping & Exterior painting with insurance.



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- Standardisation of Designs & quality (of landscaping), Paint quality & color (of exterior building) & street cleaning standards applicable across India.
- Failure of Residential building owners, Homes owners or commercial buildings – Municipality sub contracts the work and charges it to the owners society with penalties.
- Regular inspection by municipality Inspectors to ensure compliance.



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