



Under the Aegis of
H.M.E.-Waste Management

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GREEN FACTS & UPDATES

- As per the CPCB Annual Report (2020-21), the estimated annual generation of E-waste in India is nearly 1 million tonnes (i.e. 10,14,961.2 tonnes).
- The New E-Waste (Management) Rules, 2022, were notified on 2nd November, 2022. The Schedule-I of these rules classifies 106 types of electrical & electronic equipments under the seven major categories. On 30th January, 2023, minor amendments (E-Waste Management Amendment Rules, 2023) were made in these principal rules (E-waste Management Rules, 2022). These rules are enforceable w.e.f. 1st April, 2023.
- India led global mass movement of LiFE (Lifestyle for Environment) emphasises on collective actions to protect and preserve the environment.
- Mission LiFE intends to translate the vision of LiFE into measurable impacts. During the period of 2022-28, the main objective of Mission LiFE is to mobilise at least one billion Indians and other global citizens to take individual and collective actions for environmental protection and conservation.
- 3 phases of Mission LiFE includes Change in Demand, Change in Supply and Change in Policy respectively. During 2022-23, the focus of Mission LiFE was on Phase I (i.e. Change in Demand). For this, 75 LiFE actions across 7 categories (i.e. Energy saved, Water Saved, Single Use Plastic Reduced, Sustainable Food Systems Adopted, Waste Reduced, Healthy Lifestyles Adopted & Ewaste Reduced) have been identified.

The Editor's Note



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Moreover, during the last ten years, my personal experience of researching on waste, waste ecologies and waste workers has also nudged me to advocate for a holistic, comprehensive and sustainable approach of waste management. Infact, this sustainability approach calls for collective participation and contribution from all the stakeholders (i.e. collective actions for sustainability and change!). It is in this backdrop, the need for a sustainability platform has been felt and thus, the idea of Ecotech Talks has emerged. Moreover, the India led Global Movement of 'Mission LiFE (Lifestyle for Environment) for a Greener Planet', under the leadership of our Honourable Prime Minister Mr. Narendra Modi, has been instrumental in shaping the idea of EcoTech Talks. Also, given the context of India's commitment to Sustainable Development Goals (2030 Agenda) and the ongoing G20 deliberations under the Presidency of India, a platform like EcoTech Talks becomes all the more relevant to discuss and disseminate about sustainability!

Now, it gives me immense pleasure to introduce and share with you all the very first issue (April, 2023) of our quarterly newsletter, EcoTech Talks! It is a sustainability initiative under the aegis of our parent organisation, H.M.E- Waste Management. EcoTech Talks represents a green platform for the updates, discussions, advocacy and dissemination, concerning the theme of Waste Management. The updates and perspectives on the New E-Waste Rules (enforceable w.e.f. 1st April, 2023) have been specifically covered under this first issue of EcoTech Talks. Also, we would like to inform that it is available both in print as well as digital version, for its wider dissemination among national as well as international stakeholders (especially Industries/Corporates, Research Institutions, Government Bodies, Regulatory Authorities, Sustainability Professionals and Experts). These versions can be easily accessed through subscription. On a longer run, EcoTech Talks aspires to bring a substantial change by involving multiple stakeholders to build a culture of collective actions for sustainability. So, Let's Talk, Share and Act to be a Green Change-Maker!
Have a happy reading!

Warm Regards

Dear Readers

Greetings!

With rapid urbanisation, the magnitude of waste has been exponentially growing in our country. But, despite the fact that waste is polysemic in nature (i.e. waste can have multiple connotations or meanings or value as per the context), still it has been primarily regarded as a problem or as a challenge (rather than a potential resource!). Moreover, the social stigma and health vulnerabilities associated with waste even leads to the subsequent stigmatisation and marginalisation of people working with waste! Infact, this scenario is an indirect manifestation of an inadequate or unsustainable waste management system, and vice versa. Hence, the need for a paradigm shift, in the way we perceive or manage our waste, has been strongly felt over the years! Infact, this paradigm shift is deeply engrained in the contemporary discourse of sustainability, which envisages on the environmental, economic and social considerations for evolving a more sustainable and circular approach towards waste management.

E-WASTE MANAGEMENT RULES (2022): THE EXPERT OPINION



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Electronic waste rules have been evolving over the years in India. The first set of rules were introduced in 2011 and implemented in 2012, which included the concept of Extended Producer Responsibility (EPR) to ensure safe disposal of electronic products by producers. The 2016 rules, amended in 2018, introduced provisions to promote product stewardship and authorization, along with the establishment of Producer Responsibility Organizations (PRO).

Major issues with earlier versions (2011-2018) of e-waste rules

- Although stakeholders' authorization is crucial, a deficient monitoring system and a lack of transparency have led to non-compliance.
- The majority of refurbishers and repair shops operate without authorization from the Central Pollution Control Board of India.
- Many formal recyclers only handle e-waste up to the pre-processing or segregation stage, and then transfer it to the informal sector, which is a clear violation of the law.

Key features of e-waste rules 2022 (come into force from April 1, 2023)

Restricted use of hazardous substances: The rules restrict the use of hazardous substances such as lead, mercury, and cadmium in the manufacturing of electronic equipment. This will have a positive impact on human health and the environment.

Increased range of electronic goods: The rules cover a wide range of electronic goods such as laptops, mobiles, and cameras, which were not included in the previous regulations. This will enhance the scope of the rules and make them more effective.

Targets fixed for e-waste collection and recycling: Producers of electronic goods are mandated to ensure that at least 60% of their electronic waste is collected and recycled by 2023. The targets will increase to 70% and 80% in 2024 and 2025, respectively. This will promote responsible e-waste management and reduce the burden on the environment.

Online Reporting Portal: Companies are required to report their e-waste collection and recycling data on an online portal. This will increase transparency and enable effective monitoring of the implementation of the rules.

Extended Producer Responsibility Certificates: The rules introduce Extended Producer Responsibility Certificates, which will allow the offsetting of e-waste responsibility to a third party. This will incentivize producers to promote sustainable practices and reduce e-waste.

Environmental Compensation: Companies that fail to meet their e-waste collection and recycling targets will have to pay 'environmental compensation'. This will provide a financial disincentive for non-compliance and encourage companies to adhere to the rules.

Role of State Governments: State governments are required to earmark industrial space for ewaste dismantling and recycling facilities, undertake industrial skill development, and establish measures for protecting the health and safety of workers engaged in the dismantling and recycling facilities for e-waste. This will ensure the safe and environmentally responsible disposal of e-waste.

Role of manufacturers: Manufacturers are required to make their end products recyclable and ensure that components made by different manufacturers are compatible with each other. This will promote the circular economy and reduce the burden on the environment.

Role of Central Pollution Control Board: The Central Pollution Control Board is responsible for conducting random sampling of electrical and electronic equipment placed on the market to monitor and verify compliance with the rules. This will ensure the effective implementation of the rules and prevent non-compliance.

Digitalized systems approach: The rules provide for a 'digitalized systems approach' to address the challenges of channelizing e-waste. This will promote efficient management of e-waste and enhance the effectiveness of the rules.

Issues with new e-waste rules

It would be helpful if the new rules could provide more clarity on the 'recovery tangent' requirement, as it was only briefly mentioned. Another notable change is the elimination of producer responsibility organizations (PROs) and dismantlers from the recycling process, which means that authorized recyclers will have full responsibility for recycling. This transition could initially cause some turbulence, as informal channels may seek to exploit the situation. Previously, PROs acted as intermediaries between producers and formal recyclers by arranging for certified and authorized recycling through bidding for contracts. The exclusion of PROs and dismantlers could present new challenges for companies. Unfortunately, the informal sector, which plays a significant role in e-waste handling, is not recognized in the new rules due to its illegal status.

Way Forward

Standardizing the e-waste value chain: This is necessary to ensure transparency and reduce false reporting. A common digital portal can help record the activities of recyclers and enable authorities to trace the quantity of e-waste collected and recycled.

Importance of informal sector: The informal sector handles 95% of e-waste in India and has the potential to improve e-waste management. However, the last stage of e-waste disposal, where it is handed over to informal dismantlers/recyclers, poses a major concern.

Strategic utilization of informal sector: The informal sector should be utilized strategically for better collection of e-waste, while ensuring safe disposal practices.

Need for stakeholder awareness: To ensure efficient implementation of the law, stakeholders must have the right information and intent to safely dispose of e-waste.

Simultaneous and consistent efforts: There is a need for simultaneous and consistent efforts towards increasing consumer awareness, strengthening reverse logistics, building capacity of stakeholders, improving existing infrastructure, enhancing product designing, rationalizing input control, and adopting green procurement practices.

Robust collection and recycling system: A robust collection and recycling system on the ground is needed to meet legislative requirements and make e-waste management responsive.

E-WASTE MANAGEMENT RULES (2022): THE EXPERT OPINION



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metric tonnes of e-waste. However, these values were underreported, as per UN's Global E-Waste Monitor Report which stated India generated close to 3.2 million metric tonnes. The addition of newer EEE within E-Waste Management Rules will ensure that the reporting of waste generation is more comprehensive and realistic. Additionally, the new rules and regulations have launched a new Extended Producers Responsibility (EPR) regime for e-waste recycling. Producers of notified EEE, have been given e-waste recycling targets annually based on the generation from the previously sold EEE. EPR target is set same for every 2 year interval, starting from 60% for the years 2023-25; 70% for the years 2025-27 and 80% for the years 2027-29 and onwards. Furthermore, CPCB has introduced EPR certificates for properly regulating the EPR mechanism amongst recyclers and refurbishers. These certificates are similar to carbon credits in a way that the companies who fail to meet their recycling targets can purchase them, and their remaining balance will be carried forward into their next year's EPR target. In order to promote circularity, the latest e-waste management rules have incentivized refurbishing, by carrying forward only 75% of the targets which are refurbished. This makes the Indian legislation on e-waste management a stepping stone for other countries that want to promote circularity in electronic sector within their nations. Other key features which make the newer e-waste regulations unique from the existing ones include the introduction of solar panels within their control. The management of panels will, however, come into effect from 2034-35, meanwhile, the manufacturers are mandated to safely store the waste panels and develop an inventory for them. Moreover, CPCB has also called for reduction in the utilization of hazardous substances in the manufacturing of EEE. These rules have also laid down a different fine structure, with all the environmental compensation fund being collected under a separate escrow account, and the fund will be utilized for collecting, recycling and end-of-life disposal of historical, uncollected, orphaned and non-recycled e-waste.

Another distinct feature of the newer e-waste management rules is the omission of producer responsibility organization (PRO) as a key stakeholder. The newer rules hold the producers and manufacturers accountable for EPR implementation. They have the liberty to adopt any model for collection and management, whether through PROs or collection centers. Additionally, the newer rules have mandated refurbishers and recyclers to register themselves under EPR framework since they will be providing EPR certificates to producers and manufacturers. These amendments really make the newer legislations distinct from the previous legislations. The only drawback of these regulations is the exclusion of informal sector yet again – who are responsible for nearly 80% of ewaste recycling in India. Other Indian regulations like Municipal Solid Waste Management Rules (2016) and Plastic Waste Management Rules (2016), (a.2018), (a.2021) and (a.2022); do consider individual waste pickers as one of the stakeholders and have made regulations around them. A similar approach needs to be undertaken in e-waste management rules as well. Generally, many informal players like recyclers, refurbishers and even collectors/aggregators dealing with e-waste are reluctant to undertake the process of formalization due to their operation style and working environment. Such individuals or groups of individuals are usually engaged in low ideation and crude recycling techniques for the extraction of a few valuable raw materials. In doing so, they jeopardize their health, as well as cause several environmental hazards, while also hampering the circularity of the entire value chain. Furthermore, filing returns for state pollution control boards (SPCBs) is another major obstacle for them. However, the outlook of e-waste management in India is majorly dependent on informal sector's participation. Hence it is of utmost relevance to integrate them into the value chain. Integration of informal sector requires a joint effort from producers as well as ULBs in order to develop a holistic ewaste value chain for improved management, circularity and resource efficiency. Overall, the upcoming E-Waste Management Rules (2022) will change the current e-waste scenario of India. In particular, EPR being implemented for 106 different EEE products will be a game changer. Additionally, the introduction of newer EPR regime will also alter the current collection and recycling of used electronics within the nation. With the inception of e-waste credits in recycling and refurbishing, India is set to become a pioneer in the field of electronic waste management. Inclusion of informal sector into the value chain is something which needs to be explored. Their inclusion within the jurisdiction of e-waste management rules for sharing responsibility and further enhancing the collection and treatment of used EEE.



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The quantum of e-waste generated in India has increased immensely in recent times. During the year 2018-19, 7.7 lakh tonnes of e-waste was generated in India. This figure increased drastically by 32% during 2019-20 with the generation of 10 lakh tonnes of e-waste (CPCB, 2022). The

management of e-waste of this magnitude requires the active participation of all stakeholders involved in the process of manufacturing, sale, purchase, dismantling, recycling, etc of electrical and electronic equipment. Anticipating this, the Ministry of Environment, Forests, and Climate Change, Government of India had notified E-Waste (Management) Rules, 2016 (2016 Rules) to streamline the process of management of e-waste and specify the responsibilities of different stakeholders. These rules were amended in 2018 and were revised again in 2022. The most recent rules are called Ewaste (Management) Rules, 2022 (2022 Rules), and will come into effect from April 1, 2023. The 2022 Rules are unique in a way that they provide greater clarity and scope for the management of ewaste. These rules apply to every manufacturer, producer, refurbisher, dismantler, and recycler involved in the manufacture, sale, transfer, purchase, refurbishing, dismantling, recycling, and processing of e-waste or electrical and electronic equipment. Components, consumables, parts, and spares that make the equipment operational are also included under the purview of these rules. Earlier, only 21 types of equipment were listed in the 2016 rules which created a lot of confusion among the stakeholders. The 2022 rules provide an extensive list of 106 types of equipment (and their components/parts) that shall be managed. This will help in clarifying the categories of items that will be considered e-waste when discarded. The 2022 rules shall not apply to radioactive waste, MSME enterprise, waste batteries, and packaging plastic. The activities pertaining to the above are governed by other rules and acts. The 2022 Rules have erased several definitions that were previously included in the 2016 Rules and added new terms that are more relevant to the current scenario. Some of the definitions have been revised to provide further clarification to the users of the rules such as 'bulk consumers', 'disposal and treatment', 'e-waste', 'Extended Producers Responsibility', 'producer', 'recycler', 'refurbisher' and 'target'. The most striking feature of the 2022 Rules is the revision of the Extended Producers Responsibility (EPR) regime. The framework of EPR is clearly described in the new rules.

- The rules mandate registration of manufacturers, producers, refurbishers, and recyclers on CPCB portal. These entities should deal only with other entities that are registered with CPCB.
- The 2022 rules have put EPR entirely on the producers. Producers, however, may involve thirdparty organizations to help them in the process of collection and refurbishment/ recycling of ewaste.
- The EPR liability for a product will be decided based on the information provided by the producers on the portal and the product's life period as laid down by the Central Pollution Control Board.
- The targets of EPR liability have also been revised in the 2022 rules. Different targets have been given to producers based on the number of years of their sales operation. For instance, separate targets are provided to producers whose years of sales operation are less than the average life of their product.
- The target can be achieved by purchasing EPR certificates from registered recyclers. The producers are required to submit details of their EPR targets and EPR certificates on the CPCB portal.
- For recyclers and refurbishers, CPCB will generate the EPR certificates through its portal. The details provided by the producer and registered recycler will be cross-checked on the portal. This will help in enhancing the accountability of e-waste and ensuring its scientifically sound management.
- There is a provision for the transaction of extended producer responsibility certificates. The details of these transactions should be submitted on the CPCB portal by recyclers/ refurbishers and producers.

The 2022 rules lay a lot of emphasis on centralisation of the data on e-waste and its management on a single CPCB portal. It is hoped that the portal will be user-friendly, easy to navigate and would be capable of storing huge amount of data. In case of any defaults, the entire mechanism will crash, making it difficult for manufacturers, producers, refurbishers and recyclers to comply with the rules.

Emphasis has also been given in the 2022 rules to reduce the use of hazardous substances (such as lead, mercury, cadmium, etc) in the manufacturing of electrical and electronic equipment and their parts/spares. In addition to the provisions of the 2016 Rules, two more provisions have been added for the action of manufacturers. The rules state that while designing and manufacturing, the manufacturer should keep into account the recyclability of the product. To reduce the generation of e-waste, manufacturers are also required to make sure that the parts made by different manufacturers for a product are compatible with each other.

Electronic waste, or e-waste, is one of the most exponentially growing waste stream across the globe. Electric and electronic equipment (EEE), being intricately designed, contain several hazardous materials, making its unregulated management and disposal a toxic waste stream. Hence, it is indispensable to manage e-waste properly. In an attempt to improve the current e-waste scenario in India, the Ministry of Environment, Forest and Climate Change (MoEFCC) has amended their existing E-Waste Management Rules (2016), to release a version in 2018 and the latest one being the E-Waste Management Rules (2022) – which are set to be enforceable from 1st April, 2023. There are several noteworthy changes in these latest rules, which will shape the spectrum of e-waste scenario in India. This particular articles seeks to explore the uniqueness of the newer e-waste management rules, and how they may impact the current scenario witnessed in India in terms of handling and management of electronic waste. The most prominent change is the addition of several newer categories and EEE into the jurisdiction of e-waste. Incepted in 2016 with only 21 EEE across 2 categories, the 2022 amendment has made an exhaustive change by including 106 products across 7 different categories. This will have an immense impact in the inventorisation and assessment of ewaste generation in India. As per Central Pollution Control Board (CPCB), in 2020, India generated around 1.02 million

The 2022 Rules are endowed with specifications related to strict monitoring and auditing of the entities mentioned in the rules to enforce its implementation. The provision of environmental compensation has been explicitly mentioned in the new rules. CPCB will lay guidelines on imposing compensation for violation of these rules. These guidelines will be approved by MoEF&CC. The component of verification and audit by CPCB to ensure compliance by stakeholders will help in bringing transparency in the system. To ensure the same, skilled and trained professionals will be required who have a thorough understanding of the rules and guidelines of e-waste management. One of the important components that the rules missed to incorporate is to recognize the role of informal sector players in India such as waste collectors, scrap dealers, aggregators, etc. The mention of their contribution, role, training, and awareness has been found missing. It is suggested that a strategy be developed to include these informal sector players in the management of ewaste. This will help in safe and scientific management of e-waste.

Overall, the revised rules are an effort by the ministry to expand the meaning and scope of the application of e-waste. Definite categorization of different electrical and electronic equipment, and it's components/ part/ spare will help entities to understand what constitutes e-waste, which earlier created confusion. It is hoped that the clearly defined EPR framework will encourage more entities to register on the CPCB portal and contribute to the scientific management of e-waste. Digitization of records may standardize the supply chain of e-waste, facilitate the monitoring process and contribute to bringing accountability.



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We all know for sure that, in Indian context none of our e-waste goes in to land fill but reaches to the informal sector for sure. Since these Informal Workers does not have access or resources or willingness to deploy scientific methodologies & technologies and therefore our air,

water & soil gets polluted and when we inhale, drink & eat such polluted food, we absorb the pollution indirectly. What probably the informal workers are not realizing is that they are the biggest suffers in the process and keep spending lots of their earning on medical expenses and forces others also to suffer from various diseases.

The way Forward: Keeping the above in to consideration & learning from the developed world, there was no alternate then to implement stringent Regulatory Framework with globally accepted concept of Extended Producers Responsibility (EPR). We as the Recyclers must understand & acknowledge that, we are the most responsible link between the Regulator & the Producers to achieve the desired objectives, as envisaged in the Rules. Our moto must be to enhance our Capacities & Capabilities of Scientific Recycling of E-waste in the country with the support of present informal workers as our backbone of supply chain. Lastly, the Recycling Association should set up a system of checks & balances to watch the Performance & Practices followed by the Processors (Recyclers) as their Members and should become a bankable source of information for the Regulator.



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The notification of the E-waste Management Rules, 2022 has brought about significant changes to the existing e-waste management system in India. The focus has now shifted towards proper recycling and safe disposal of e-waste through the introduction of annual recycling targets for producers and the establishment of a

collection mechanism for e-waste. The introduction of recycling certificates and refurbishing certificates will also facilitate the fulfilment of EPR targets and the proper management of e-waste. The penalties for non-compliance have also been revised and increased significantly.

It is important for all stakeholders involved in the manufacturing, sale, transfer, purchase, refurbishing, dismantling, recycling and processing of e-waste or electrical and electronic equipment to be aware of the new rules and to ensure compliance with the same. The government's efforts towards reducing the use of hazardous substances in the manufacturing of electronic equipment and the emphasis on recycling e-waste is a step in the right direction towards sustainable development and a cleaner environment.

#BEAGREENWARRIOR: A GREEN CAMPAIGN FOR SUSTAINABILITY



Source: <https://www.facebook.com/moefcc>

On 1st November 2021 at COP26, Our Honourable Prime Minister Mr. Narendra Modi has introduced a global mass movement viz. LiFE (Lifestyle for Environment), to nudge individuals and communities to practice an environmentally conscious lifestyle and become Pro Planet People for protecting and preserving the environment. Infact, the prime objective of Mission LiFE has been to mobilise at least one billion Indians and other Global citizens in the period 2022-28.

This India led global campaign of LiFE has been a key source of inspiration for the conceptualization of H.M.E's Green Campaign-2023 (officially named as #BeAGreenWarrior campaign). This campaign has been launched with the primary objective of mobilising the people to take up environmentally conscious lifestyle, thereby forming a chain of active Green-Warriors or Green Change-Makers for Sustainability! Moreover, for the year-2023, all the green activities (including on-site as well as digital activities) of H.M.E. have been planned under the banner of #BeAGreenWarrior campaign. Infact, this campaign can also be considered as H.M.E.'s organisational endeavour to promote the above mentioned global campaign of LiFE (Lifestyle for Environment).



GREEN RESOLUTION FOR GREENER PLANET

Source: <https://www.facebook.com/moefcc>

With the beginning of this year-2023, our Honourable Prime Minister has made a global call to take 'Green Resolutions for LiFE' to preserve and conserve our environment ('Prakriti ka Khayal'). So, as a responsible organisation, H.M.E has also pledged to contribute to the ongoing Mission LiFE. For this, it has made a green resolution of mobilising at least ten thousand (10,000) people (i.e. Green Warriors) for the year-2023, through the organisational led sustainability initiatives, along with the active engagement and collaboration of multiple stakeholders (such as schools, colleges, universities, RWAs, active community organisations, corporates, government institutions, regulatory bodies, policy makers, sustainability experts etc.). Infact, it is for accomplishing this organisational green resolution-2023, H.M.E. has launched their Green campaign: #BeAGreenWarrior.

ECOTECH TALKS: A SUSTAINABILITY PLATFORM FOR DISCUSSION & DISSEMINATION

In the month of January-2023, the idea of launching a quarterly newsletter 'EcoTech Talks', has been floated under the banner of #BeAGreenWarrior campaign of H.M.E, to create a platform for sustainability related updates, discussions, advocacy and dissemination. Our team has discussed and worked on the various aspects of this newsletter (such as its theme, objectives, structure, content, expert-pool, stakeholders, reach, disseminating strategies etc.). Based on this discussion, it has been decided that:

- Main focus of EcoTech Talks is going to be waste management. The first issue of EcoTech Talks (April Issue, 2023) will especially cover the updates, perspectives and discussion related to the new e-waste rules (enforceable w.e.f. 1st April, 2023). Apart from this, the details of the green initiatives and activities (that have been organised during the period of January-March: 2023, under the banner of ongoing green campaign #BeAGreenWarrior) of H.M.E- waste management will also be shared.
- Key Stakeholders &/or beneficiaries of EcoTech Talks will include Industry/Corporates, Research Institutions, Government Bodies, Regulatory authorities, Sustainability professionals & experts. The print as well as digital version of EcoTech Talks will have a reach of at least five thousand (5000) National as well as International stakeholders. In the month of February-2023, our team has done the specific content research, identified various sustainability experts and approached them for their inputs for wider dissemination. In the month of March-2023, the experts inputs and other content of newsletter have been compiled and organised.

E-WASTE AWARENESS DRIVES FOR COMMUNITY MOBILISATION

During the first quarter (January-March: 2023), our team has collaborated with different stakeholders (Schools, RWA and NGO) and organised the following e-waste awareness drives (under the banner of #BeAGreenWarrior) by involving multiple resources (informational canopy, standee, pamphlets, PowerPoint presentation and videos) and multiple pedagogies (discussion, explanation, audio-visual Demonstration):



1. E-waste awareness drive for the residents of Anand Lok RWA (Sadiq Nagar, Delhi).



2. E-waste awareness drive for the parents, students and teachers of St. Angel's School (Rohini Delhi)



3. Online awareness session for youth on E-waste (with the support of Youth for Seva: YFS NGO)



4. E-waste awareness drive for the students and teachers of APJ Public School (Ghaziabad, U.P.)

During these e-waste awareness drives, the beneficiaries were also informed about the ongoing Mission LiFE. Our team even motivated them to take a 'Green Resolution for LiFE'. A total of six hundred forty (640) beneficiaries participated in these four e-waste awareness drives.

GREEN MESSAGE BY GREEN LEADER

For motivating the people to take up green actions or lifestyle, we have felt the need to recognise the green leaders (who have been leading in the area of sustainability) and to persuade them to share their green message with others. So, on the occasion of Global Recycling Day (18th March, 2023), Mr. Sanjay Mehta (President, Material Recycling Association of India: MRAI) has shared the Green message with us for its wider dissemination through our social media platforms, to promote collective actions for environmental conservation and protection.

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WOMEN AS GREEN CHANGE MAKERS

Happy Women's Day

To acknowledge the role of women as green change-makers, our team has organised an online activity to motivate them to join our #BeAGreenWarrior campaign. These women participants have shared their green resolutions (via video and text entries) for managing the e-waste in their everyday lives.

CONTRIBUTION AS GREEN STAKEHOLDER

H.M.E. team was invited as a green stakeholder by the Km. Mayawati Govt. Girls Post Graduate College (Badalpur, U.P.) during their 2nd IQAC meeting on 15th March, 2023. During this meeting, our team has provided various inputs on campus sustainability for institutional improvement. We have also informed the college staff and other stakeholders about the Mission LiFE, new E-waste management rules (2022) and the need for e-waste management. The college authorities even showed their enthusiasm to collaborate with us and conduct an e-waste awareness drive for their students in the upcoming session.



DIGITAL SPACE FOR GREEN CAMPAIGNING

Through regular social media creatives and informational videos, our digital space (LinkedIn, Twitter, Facebook & Instagram) has been actively mobilising the people to #BeAGreenWarrior for a Greener Planet!



WHAT'S NEXT: OUR UPCOMING GREEN ACTIVITIES

For the next quarter (April-June: 2023), our team has planned the following activities under the banner of #BeAGreenWarrior:

1. On campus E-waste awareness session for the students and staff of Army Institute of Education (AIE), Greater Noida.
2. E-waste awareness session for the field supervisors, site engineers and managerial staff of Larsen & Toubro (Delhi).
3. On campus E-waste awareness session for the students and staff of Apeejay Stya University (ASU), Gurugram.
4. E-waste awareness session for the students and staff of St. Andrews Public School, Ghaziabad (U.P.)
5. E-waste awareness drive for the residents and members of RWAs of Central Delhi, with the active support of MCD Ambassador of Central Delhi Zone.
6. Online initiative #KnowTheRules to raise awareness about the New E-Waste Management Rules (2022) & its Amendment Rules (2023).
7. Special events on the occasion of World Earth Day (22nd April, 2023) and World Environment Day (5th June, 2023).



H.M.E-WASTE MANAGEMENT

We are here for you, to help you out!



We are just a call away!



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