



Report on the 1st 'Stakeholder Consultation meet in Puducherry

Awareness programme on e-waste | 4th October, 2016

Organised by

NASSCOM, MAIT and CEAMA

Under the aegis of



Department of Electronics and IT
Ministry of Communications & Information Technology
Government of India

This report is an account of the stakeholder consultation meet in Puducherry on the 4th of October as part of the awareness programme on e-waste for different stakeholders being organised by NASSCOM, MAIT and CEAMA under the aegis of the Ministry of Electronics and Information Technology (MeitY). The awareness campaign will cover 10 cities in all and Puducherry is the second city where a workshop of this nature has been organised after Panjim, to bring key government stakeholders as well as civil society together to present a drop down of the programme and its targeted stakeholders and the expectations that the team of NASSCOM, MAIT and CEAMA have from the stakeholders across the board.

The result of this city stakeholder consultation will be the formation of a city task force comprising of key stakeholders, both from the government and civil society who will be responsible for monitoring the programme which will lead to awareness on e-waste amongst different stakeholders.

Introduction and background

Rapid growth of the electronic industry and high rate of obsolescence of the electronic products lead to the generation of huge quantities of electronic waste (e-waste). The recycling of e-waste in non-formal units by unscientific, unhealthy and non-environmental friendly methods is the key challenge in our society. Like other parts of the world, India is also facing serious challenges due to growing generation of e-waste, lack of awareness of the environmental, social and economic aspects, amongst various stakeholders. The channelization of the e-waste for proper recycling and establishing a system of accountability in e-waste management would only happen if effective awareness could be established among the consumers, manufactures, recyclers, young generations in school, colleges, government & corporate sector.

Towards this, MeitY in partnership with NASSCOM Foundation, MAIT and CEAMA has embarked upon an Awareness Programme on Environmental Hazards of Electronic Waste under the 'Digital India Initiative'. The campaign aims to enhance awareness amongst stakeholders involved in e-waste management in 10 urban areas by organizing workshops/seminars for schools/ colleges/ Resident Welfare Associations (RWAs)/ Bulk Consumers/ Regulatory bodies, media engagement etc, and encouraging environmentally sound recycling through collective effort of all relevant stakeholders in the value chain. The 10 cities are *Bhubaneshwar, Guwahati, Imphal, Indore, Kolkata, Moradabad, Panjim, Patna, Pondicherry and Ranchi*.

As a part of this programme, the city stakeholders will be trained by experts on e-waste and related aspects of it which will help to ensure that the rules which have been framed are implemented across all stakeholders. The stakeholders which have been identified as a part of this programme include the following:

1. Students
2. Youth
3. RWAs and Localities
4. Bulk Consumers
5. Dealers
6. Refurbishers
7. Informal Sector
8. Manufacturers

The programme thus designed has activities planned which can be implemented across stakeholder groups by the task force which will be formed as a part of the stakeholder consultation. Workshops which have been planned will assist in raising awareness levels of different stakeholders.

It is in this context that a multi-stakeholder workshop was planned with the aim of bringing stakeholders together to co-construct a development plan for the city of Puducherry.

Objective

The launch of the programme and the activities which will be conducted under the awareness programme has been preceded by the stakeholder consultation workshop so that there can be a shared understanding developed amongst multiple stakeholders that this programme seeks to reach out to. The workshop helped to ensure that stakeholders across the board were able to ask questions so that a vision for the city could be developed through shared understanding of the stakeholders.

The overall objective of the workshop also included development of a technical strategy for the delivery of different activities and workshops as part of the creating awareness amongst different stakeholders. This will help to ensure that there is an ownership of the programme within stakeholders of the city and ambassadors for the same are created who can work towards long term achievement of goals for generating e-waste awareness within the city.

Activities leading to the change objective for all concerned stakeholders



- Overall vision of the project – everyone talks about the same (all partners) at the end of the 1st year (vision and strategy)
- Start thinking of the city as a unit: traction to come from what you want to change at the city level (helping all stakeholders who are implementing to work together) (vision and strategy)
- Activities that each stakeholders needs to do to achieve the outcomes that the project envisages and hence the impact at each stakeholder level (vision and strategy)

The specific objectives of the stakeholder consultation was to develop a steering structure at the city level with ownership from the local government, government departments and civil society members. The steering committee will form the city task force which will closely monitor the implementation of the programme and also guide the implementing team with suggestions so as to improve the delivery of the activities at the ground level.

The stakeholder consultation meet also helped to set processes to develop a local team of resource persons who will be responsible for the delivery of the programme at the local level. These identified resources through local knowledge of attitudes and practices of e-waste management will be key to successful delivery of the programme in the city of Puducherry.

Methodology of Conducting The Stakeholder Consultation Meet

NASSCOM, MAIT and CEAMA along with MeitY identified key stakeholders in the state including local government, government departments and the state pollution control committee and the state IT department as well as civil society members and organisations who have been working on e-waste in the state of Puducherry. It also included private players in e-waste recycling and manufacturers of electronic items in the state.

Invitation were sent out to all identified stakeholders to attend a stakeholder consultation workshop which was conducted on the 4th of October.

The session plan for the stakeholder consultation workshop was designed as follows

Session plan

Session 1 (60 mins)

Vision of the project and the strategy (each one contributes individually)

- Elements of the strategy which will enable us to achieve the vision
- Inputs from people on strategy

Session 2

Vision of the city and the strategy

- Input presentation on the city as an ecosystem its stakeholders and the dynamics
- What is the vision of the cross organisational team
- What is the strategy that emanates from the vision for each team
- Distilling the strategy to arrive at the activities to operationalize the project at the ground level

Session 3 15 mins for presentation and 30 mins for Q&A

Vision of the stakeholder and the strategy

- Allocate the stakeholder responsibility to the relevant stakeholder which will feature the outputs, outcomes and the impact

The table below gives details about the session:

Agenda	Type of participation	Activity
Overall vision of the project	Individual project teams	NASSCOM Foundation will share their vision of the project and invite others to share their vision
		Mapping of overall goals for the project
Vision for the city		Divide the participants into team and develop a presentation on Think of city as an ecosystem

	Cross Organizational teams (4 teams)	Define the various stakeholders , processes and dynamics within a city
		Develop a city development plan for one model city which can be replicated for other cities

Outputs of the Stakeholder Consultation Meet

The workshop was initially addressed by representatives from NASSCOM and MAIT which laid the platform for discussions on the awareness programme on e-waste. It also ensured to set the context for the stakeholder consultation meet in creating a level of ownership for the programme within key city stakeholders.



The initial address was followed by a session which was conducted by e-waste expert Dr Ashish Chaturvedi. Dr Chaturvedi started with a presentation which looked at co-

constructing a city development plan on e-waste management. The purpose of the presentation was to set the tone of discussions which were to follow

- Allocate the activities possible within the project to the target groups
- Identify the key organizations that could be involved in implementation of the project for the clusters identified in the project
- Identify the team responsible for each of the clusters – one organization from the implementation team plus one local organization.
- Identify key leaders from the day's workshop and invite them for the city task force.

The group work that followed had the following groups being formed with respective stakeholders and representatives from the core team.

- Schools + Colleges
- Bulk Consumer + RWAs Localities
- Dealers + Refurbishers
- Informal Sector + Manufacturer

The grouping of key stakeholder helped to understand the local perspective which is the key to achieve the desired outcomes of the project and create impact. The groups were asked to create slides to present a technical strategy for their stakeholder groups. This innovative technique helped to create a shared understanding within the project team as well as local stakeholders on the nuances of delivery of the project specific to the state of Puducherry.



The group discussions had the following outputs:

Informal Sector and Manufacturers

The potential activities which were identified for the informal sector as a part of the programme were:

- Awareness on hazardous substances in e-waste; workshops, posters, short films, cine stars, street plays
- Scrap shops to be mapped and workshops conducted so that awareness can be created in itinerant buyers
- Medical camps to check health of the informal sector actors

- E-waste collection points in government offices, colored bins in offices for collecting e-waste
- A day in a month to be celebrated as e-waste collection day
- Formation of SHGs of informal sector actors to be given licenses through the PPCC

The group agreed that the implementation of these activities had to be undertaken by an empanelled agency/agencies which would be identified with support of the project team.

The potential activities identified for manufacturers were

- PPCC should issue labelling guidelines for manufacturers so that consumers are aware of
 - Hazardous substances in the product
 - Take back mechanism
 - Deposit that has been taken for the electronic product at the time of purchase to be refunded when the product is given back at end of life
- One or 2 workshops of top brand manufacturers with the tax officials who will not allow the dealers to sell the electronic without implementation of a deposit refund scheme.
- Cable TV scroll and press release on the subject of disposal of e-waste to be funded by manufacturers
- Manufacturers need to tie up with dealers so that dead products can be collected as well; posters at dealer outlets by manufacturers giving this message
- PPCC to enlist all manufacturers
- License issuance by the PPCC every year and visit facilities at least 2 times in a year
- Frequent training on e-waste with an authorised 3rd party to the staff of manufacturing plants

The potential activities identified by the group in charge of the schools and college cluster came up with the following recommendations

- Target Group
- 33 Colleges; 50 Govt. Schools & 15 private schools
- Co-opt Nodal officers from Colleges. 12-15 atleast (list). [NSS/Elections campaigns/eco clubs]
- Schools - Painting competition; Essay writing; Collection drives.
- Colleges – Photography; Street Plays; Collection drives.
- Workshop for school management to socialize tools available for eWaste management
- Dedicated calendar of activities to ensure successful outreach
- Message during morning assembly – other schools
- Use the University / community Radio
- eWaste disposal policy for all Colleges /govt dept. – Govt directive needed.

The group identified for the cluster of bulk consumers and RWAs and localities had the challenging task of ensuring awareness amongst citizens. In order to ensure that citizens across all walks of life could be targeted they divided the city basis different sets of stakeholders

Specific workshops which could be conducted for bulk consumers as a targeted group included

- High-level workshop with top level officer of all line department of Govt with PPCC
- The DSTE & PPCC will issue a notice to all bulk consumers identified during the high- level workshop
- Each line department will identify bulk consumer for the follow up workshop
- A follow up workshop will organised for all bulk consumer
- Separate training workshop for media (cable television, media).
- The activities will culminate in a week long collection drive to demonstrate effective collection mechanism once a year.

Specific workshops which could be conducted for RWAs and localities included the following topics

- A ToT workshop with NGOs
- A state level workshop will be organised by NGOs for DRDA, ICDS, DSTE, 2ULB+5 commune
- The trained NGOs will work with DRDA, ICDS, DSTE, 2 municipality +5 commune panchayat

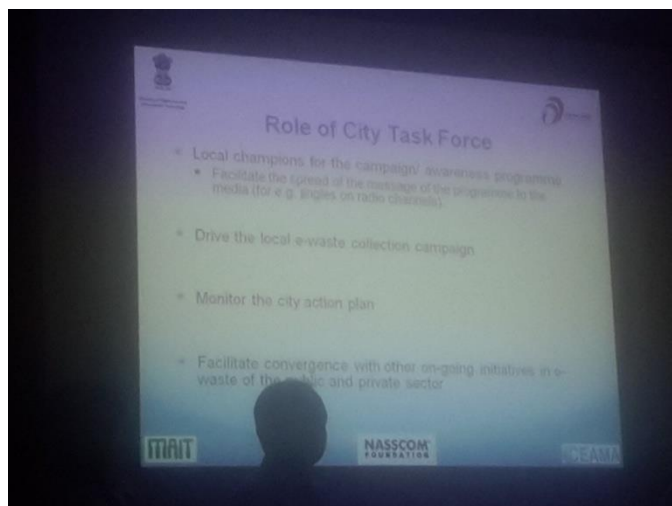
The potential activities identified by dealers and refurbishers included the following

- Mapping of dealers should happen to identify key collection points
- Tie ups with NGOs, women self help groups and dealers to ensure collection at minimum possible cost
- Transportation cost should be borne by dealer in an arrangement between dealer and producer/manufacturer
- Agreements between dealers, producers and recyclers should be there to prevent leakages to informal sector
- Awareness through radio and local TV channels
- Dealers who collect e-waste can be given a special dealer status – Greene mascot could be used to identify it
- Take back program should be made available at the dealers

Function and role of the City Task Force

The city task force which will be formed in consultation with key stakeholders will play a key role in the successful implementation of the project. The key responsibilities include

- Local champions for the campaign/ awareness programme
 - Facilitate the spread of the message of the programme to the media (for e.g. jingles on radio channels)
- Drive the local e-waste collection campaign
- Monitor the city action plan
- Facilitate convergence with other on-going initiatives in e-waste of the public and private sector



Organising collection drives

- Organize a city-wide collection drive towards the end of the year involving all identified stakeholders
- 2-3 day event in partnership with local media
- Tie-up with formal recycler for collection and recycling

Outcomes

The key outcomes of discussions at the stakeholder consultation meet were as follows

- Constitution of city task force
- Profiles of members to be prepared
- PPCC & state IT department will send recommendations of potential participants in the city task force

Action plan for stakeholder groups

- Tabular format for all data captured in the 4 cluster groups presentations
- What will be done and how will it be done
- Next steps for Puducherry

Recommendations

Capacity building workshops should be conducted for all stakeholders present and there is a convergence with the NIELIT programme. Impetus can come if this training is done before the start of the activities so that it can provide a major fillip to the same.

It is important to ensure that recyclers from Tamil Nadu are involved and a mechanism to ensure that the movement of e-waste is not restricted due to tax check points at borders. There should be ToTs conducted in 3 other dominions of Puducherry as well including Karaikal and Mahe.

Reporting

The City level project implementation unit will share monthly progress report with the Project Secretariat (PS) and also share testimonials and impact stories.

Timeline

November 2016-March 2017

Minutes of the meeting

Date: 4th October 10.30 am to 2 pm

Venue: Conference Hall, Puducherry Science Centre and Planetarium

Attendees: Attendees list attached

Subject: Multi-stakeholder consultation meeting for e-waste awareness campaign. :

Presentation Made

- Dr. Dwarkanath opened the session and spoke about the state of e-waste management in Puducherry and the problems faced by Puducherry
- Shrikant Sinha and Tushar Verma gave a presentation on the overall e-waste awareness campaign including the content developed and the model city level plan
- Ashish Chaturvedi gave a presentation on co-constructing a city development plan for Puducherry and forming a city task force. The attendees were divided into four groups. Each group was given task of coming out with a strategy for the target audience.

Points discussed (Needs clarity)

- Dr. Dwarkanath said that MAIT and Govt should sponsor vehicle for collection centres which can be managed by the NGO.
- Dr. Dwarkanath also mentioned that there is a need to strengthen the current recyclers operating in the state.

City Task force

The following people have been identified to drive the initiatives in Puducherry

S. No	Name	Designation	Organisation	Mobile	Email ID
1	S.S Babu	Dy. Director of Agriculture	Department of Agriculture	9442579497	agri.pon@nic.in
2	A. George Stephen Raj		PMSSS	9894992313	magstephen@yahoo.com
3	M. Krishna Kumar	Secretary	Avvaika	9443317544	avvaika@yahoo.com
4	R. Rithesh Chandra	Fire Officer	Fire Station	9940997097	ritheshchandra@gmail.com
5	Dwarkanath	Member Secretary & Director	Puducherry Pollution Control Committee (PPCC)	0413-2201256	ppcc.pon@nic.in
6	Dr. N Ramesh	Executive Engineer	Department of Science & Technology	9443329141	evergreen41@rediffmail.com

List of invitees

S. No	Name	Designation	Organisation	Mobile	Email ID
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2	Dr. Sankha Dip Das	Sicentist MeitY	MeitY	8376975711	dr.sankhadipdas@meity.gov.in
3	Dr. Ashish Chaturvedi	Consultant	MAIT	9810538410	ashish.chaturvedi@outlook.com
4	Shrikant Sinha	CEO	NASSCOM Foundation	9871144955	shrikant@nasscomfoundation.org
5	P. Murugaiyan	Inspector of Factories	Factories Inspectorate	9047699154	murugaiyan.palanipillai@gmail.com
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8	A Arunmozhidevan		Mannadipet Commune	9944341718	arunrashika@gmail.com
9					
10	A. Saint Amos	Revenue Inspector	Ariyankuppam Panchayat	9443603052	
11	P.. Bacamurugan R I	Revenue Inspector	Ariyankuppam Panchayat	9626119838	
12	G. Durai Varadarajan			8438378520	
13	J. Thamizhanban		District Industries Clusters		
14	Rajesh B Nair		The Hindu	9526400414	
15	S. Murugaiyan	Assistant Engineer	Public Works Department		muruganselva@gmail.com
16	K. Nagarajan	DCRS		9442166023	
17	S.S Babu	Dy. Director of Agriculture	Department of Agriculture	9442579497	agri.pon@nic.in
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19	V. Thangamudi Pandian	SI,	Oulgaret Municipality	9442121143	mho.om.pdy@gmail.com
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29	S. Senthil Kumar			7639918915	
30	Dwarkanath	Member Secretary & Director	Puducherry Pollution Control		ppcc.pon@nic.in

			Committee (PPCC) & Department of Science, Technology & Environment		
31	Dr. N Ramesh	Executive Engineer	Department of Science & Technology	9443329141	
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33	V. Kangadran			9894798036	
34	D. D Jody		Women & Child Development	9790050829	
35	M. Sangeetha		Women & Child Development	9797637607	
36	Shrikant Sinha	CEO	NASSCOM Foundation	9871144955	
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41	R. Rajamani		Planet Savers	9484046733	
42	Sri Panduranga	Recycler		9943970201	
43	Tushar Verma	Deputy Director	MAIT	9716841129	tushar@mait.com
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45	Rajalakshmi Rajagopal	Deputy General Manager	NASSCOM Foundation	9966749490	rajalakshmi@nasscomfoundation.org
46	Sandipan Sarangi	Assistant Manager	NASSCOM Foundation	9160001072	sandipan@nasscomfoundation.org

Puducherry e waste program coverage

Sr. No	Date	Publication
1	05.10.2016	The Hindu
2	15.10.2016	Dinabhooni

Figure no. 1: (Article from Hindu)



Figure no. 2: (Article from Dinabhooni)

