



Report on the 1st 'Stakeholder Consultation meet in Panjim'

Awareness programme on e-waste | 15th September, 2016

Organised by

NASSCOM, MAIT and CEAMA

Under the aegis of



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

This report is an account of the stakeholder consultation meet in Panjim on the 15th of September 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 Panjim is the first city where a workshop of this nature has been organised 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 Panjim.

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 Panjim.

Methodology of Conducting The Stakeholder Consultation Meet

NASSCOM, MAIT and CEAMA along with MeitY identified key stakeholders in the city including local government, government departments and the state pollution control board and the state IT department as well as civil society members and organisations who have been working on e-waste in the state of Goa. 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 15th of September.

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 city of Panjim.

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:

- Sensitisation workshops with waste pickers and kabadi- walas (T-shirts, videos, posters, pamphlets in local language nukkad natak) – bags for waste collection/ stickers/ other merchandise for kids
- Visuals/ case studies – negative as well as positive stories
- Medical camps for the informal sector workers – video/ talk
- Meetings with scrap shops/ yard, Public Transport Buses – Advertisements
- Potential formation of a cooperative/ association of waste pickers/ kabadiwalas involved in collection of e-waste
- Mapping of scrapyards/ scrapshops – collectorate can do it with the help of tehsildar (end of October)
- Verification whether there is an association of scrapdealers (end of October)
- Identify the persons/ master trainers – mix of government and non-government (collectorate, PCC, SWM Cell of CCP/ MC, Department of Panchayat, NGO, IT, GSUDA) – convergence with NIELIT – End of October
- Tie-up with a media house for the entire campaign – Director or Information and Publicity, Entertainment Society of Goa should be involved. – Middle of November

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

- GSPCB to provide the list of registered manufacturers
- Workshop for manufacturers organized by MAIT and CEAMA jointly with GSPCB inviting marketing and supply chain management staff from manufacturers
- Follow-up workshop on action taken; organized jointly with State Pollution Control Board.
- Provide technical advice to Manufacturers for engaging their employees and customers
- Suitable awareness raising material should be displayed within the facilities of the manufacturer – should be included in their EPR plan

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

- 4 cluster covering the entire 100 institutions
- Each cluster will have 25 institutions
- Cluster will have a nodal officer from CCP, Education Department (5 members with single point of contact)
- Each school should have a coordinator/teacher
- ToT for nodal officers
- Training for school coordinators
- 100 institutions (schools + colleges)
- Department of Education will appoint about the nodal officer for each the cluster for coordinator
- Nodal officer will help in identification of school coordinators (Teacher & Provost) from each schools
- The School Coordinators will undergo a training on e-waste management
- The School co-ordinators will initiate the training.
- The School Coordinators will receive a certificate from local
- The training should cover topics on condemnation and waste reduction
- An award competition will instituted among schools on e-waste management
- Master trainer/Departments would assist and resolve the trainings
- Initiatives can be shared online



The group decided that the a competition will be launched for schools and each school will be given a month to conduct training of students.

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

- 2 separate sets of stakeholders identified
 - IT Nodal officers for government departments and institutions and private companies
 - For localities and RWAs the set of stakeholders include
 - Block Level Officer (BLO)
 - Talathi at the panchayat level (Gram sevak)
 - Secretary of societies
 - IT literate person as appointed by the sarpanch or ward councilor as applicable
 - Mandals and clubs in local areas
 - Mahila Mandal in local areas (SHG)

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

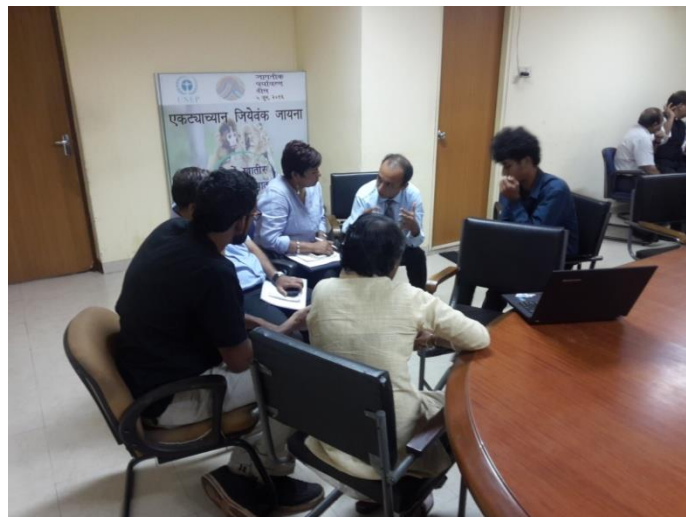
- Toxic substances in e-waste
- Health and safety hazards related to improper handling of e-waste
- Environmental effects of improper handling of e-waste
- Disposal agencies
- Rules and regulations for e-waste management

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

- Toxic substances in e-waste
- Health and safety hazards related to improper handling of e-waste
- Environmental effects of improper handling of e-waste
- Disposal agencies

Specific activities which could be conducted for bulk consumers as suggested are

- Posters at offices
- E-waste collection drive with employees
- E-waste collection bins in premises



Specific activities which could be conducted for citizens in RWAs and localities include

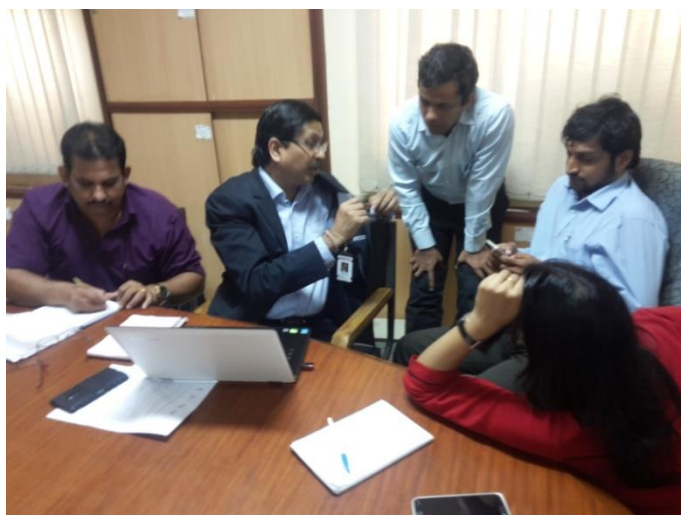
- Messages and whatsapp through mobile numbers available through cellular networks
- Whatsapp groups of all trainers to sync activities across areas
- Hoardings at bus stops, local gathering areas, markets, joggers parks, garden areas
- Posters
- Street plays
- Radio jingle in local FM in local language
- Promotional film in local language in local news and cable film network
- Mega collection drive in societies across Panjim and local areas
- Advertisement in local newspaper on the awareness programme
- Interviews in local newspaper by members of the task force
- Advertisement on government buses

The timelines for these activities suggested were as follows

- Appointment of citizen stakeholders by the city task force along with municipal councilors, sarpanch and BLOs (end of october)
- 2 workshops – one each for bulk consumers and chosen representatives for societies (November post the ToT)
- A nodal officer from the GSPCB to be appointed for monitoring and reviewing progress by bulk consumers (October/November)
- Authorised agencies to be nominated for waste disposal an conveyed to bulk consumers (October/November)

The potential activities identified by dealers included the following

- Posters/ Pamphlets
- Pop-up in markets/ Nukkad Natak
- Workshops in partnership with Market association
- Display project movies in their showrooms



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
- GSPCB & MC 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 Panjim

Recommendations

There was a repeated emphasis on the fact that the focus on the city of Panjim is too narrow and Goa being a small state the focus should broaden.

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.

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: 15th September 10.30 am to 2 pm

Venue: Conference Hall, Goa State Pollution Control Board

Attendees: Attendees list attached

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

Points discussed:

Background

Presentation Made

- Shrikant Sinha and Anwar Shirpurwala 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 Panjim. The attendees were divided into four groups. Each group was given task of coming out with a strategy for the target audience.

After the introduction, we asked the attendees for their comments on rolling out the program. Following points are the key highlights from those discussion

- Sandipan Sarangi from NASSCOM Foundation give a brief about the program and introduced the team
- Sachin Ambe from Corporation of City of Panjim shared his previous experience of raising awareness about solid waste management among the people. He also mentioned that it is essential that the awareness campaign covers the definition of e-waste along with the different categories
- Sachin Ambe also mentioned that Panjim has localities instead of active Resident Welfare Associations.
- Deepak Desai Commissioner City Corporation of Panaji mentioned that it is important to include the city markets for the awareness campaign and collection drives
- Dominic Fernandes, Officer on Special Duty Solid Waste Management Cell spoke about state initiatives in solid waste management. He mentioned that the state has set up a solid waste management facility and also has a shed for collection and storage of tubelights.
- Dominic Fernandes mentioned that the tubelights are a major cause of concern in Panjim and they are looking at support from industries for the setting up the recycling facilities.
- Dominic Fernandes mentioned that they have engaged all the schools and colleges in the past for program and suggested that we can institute an award competition for schools and colleges.
- Lorna Fernandes, Secretary GOACAN mentioned that Department of Civil Supplies and Consumer Affairs may have fund for raising awareness on e-waste management
- Dominic Fernandes mentioned that Department of Industries, has a program on registration of scrap yard dealers and a database for scrap dealers.
- Ashish Chaturvedi that the project team will coordinate with SWM cell to select the members of city task force for the implementation program.

City Task force

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

| Name | Organisation | Designation | Email ID | Phone no |
|-------------------|-------------------------------|--|--|------------|
| Dominic Fernandes | SWM Cell, DST Goa | OSD-SWM & Director-GSRSC | dominicfern@gmail.com | 9822157775 |
| Lorna Fernandes | GOACAN | Secretary | goacan@gmail.com | 9822180182 |
| Sachin Ambe | Corporation of City of Panaji | Head, Waste Management Cell | office@ccpgoa.com | 9423587478 |
| Abhinav Apte | SWM Cell, DST Goa | General | swmcell.goa@gmail.com | 7767812921 |
| Connie Fernandes | GSPCB | Scc | goapcb@rediffmail.com | 8390908201 |
| Elsa Fernandes | Goa Polytechnic, Panaji | Head of the Department, Computer Dept. | elsafernandes99@gmail.com | 9822130241 |
| Ashley Pereira | GSPCB | GSPCB | ashley@gspcb.in | 8806668630 |

List of attendees at the stakeholder consultation meet organised in the city of Panjim

| Name | Organisation | Designation | Email ID | Phone no |
|---------------------|--|--|--|-------------|
| Ashley Delaney | Group Tenplus | Propreiter | ashley@grouptenplus.com | 9823118321 |
| Jagdish S Hosamane | GSUDA | Chief Project Officer | jagdish@gmail.com | 9420690084 |
| Vijaykumar | GSUDA | Dy. Chief Project Officer | vij526@gmail.com | 9422437436 |
| Shrikant Lawande | Corporation of City of Panaji | Jr. Engineer | office@ccpgoa.com | 9403687475 |
| Sheru A Shirodkar | Collectorate, North Goa | Deputy Collector | sheru-aisha@rediffmail.com | 7775097744 |
| Dominic Fernandes | SWM Cell, DST Goa | OSD-SWM & Director-GSRSC | dominicfern@gmail.com | 9822157775 |
| Dipak S Desai | Corporation of City of Panaji | Commissioner | office@ccpgoa.com | 9422059555 |
| Tushar Verma | MAIT | Dy. Director | tushar@mait.com | 9716841129 |
| Lorna Fernandes | GOACAN | Secretary | goacan@gmail.com | 9822180182 |
| Clive Paiva | Corporation of City of Panaji | City Project Associate | clivepaiva@gmail.com | 8007712662 |
| Sachin Ambe | Corporation of City of Panaji | Head, Waste Management Cell | office@ccpgoa.com | 9423587478 |
| Abhinav Apte | SWM Cell, DST Goa | General | swmcell.goa@gmail.com | 7767812921 |
| Connie Fernandes | GSPCB | Scc | goapcb@rediffmail.com | 8390908201 |
| Priyanka Porwal | MeitY, New Delhi | Senior Project Associate | priyanka.porwal21@gmail.com | 8130978198 |
| Gregory Jacques | Corporation of City of Panaji | Community Organiser | gregorbangat@yahoo.co.in | 9850461761 |
| Elsa Fernandes | Goa Polytechnic, Panaji | Head of the Department, Computer Dept. | elsafernandes99@gmail.com | 9822130241 |
| Sivanand N Naik | Directorate of IT, Goa | Technical Assistant (IT) | shivanand.naik@nic.in | 9832162229 |
| Nijanand Vasta | Directorate of IT, Goa | Manager (Technical) | nijanand.vasta@nic.in | 9049577077 |
| Ashley Pereira | GSPCB | GSPCB | ashley@gspcb.in | 8806668630 |
| Sandipan Sarangi | NASSCOM Foundation | Assistant Manager | sandipan@nasscomfoundation.org | 9160001072 |
| Shrikant Sinha | NASSCOM Foundation | CEO | shrikant@nasscomfoundation.org | 9871144955 |
| Anwar Shirpurwala | MAIT | Executive Director | anwar@mait.in | 8800644773 |
| Dr. Shankha Dip Das | MeitY, New Delhi | | | |
| Baycom Gomes | | Managing Director | mcl@bavishgoa.com | 98224886662 |
| Sanjit Rodrigues | Goa State Industrial Development Corporation (GSIDC) | Managing Director | sanjitrodrigues@gmail.com | 9822123738 |
| Ashish Chaturvedi | MAIT | Consultant | ashish.chaturvedi@outlook.com | 9810538410 |
| Gautam Mehra | MAIT | Consultant | gautam.mehra@strategosadvisory.com | 9811010419 |

Panjim e-waste program coverage

| | | |
|---|------------|---------------------|
| 1 | 16.09.2016 | Nav Hind Times, Goa |
|---|------------|---------------------|

Figure no. 1: (Article from Nav Hind)

'Goa's electronic waste is manageable'

■ NT NETWORK

PANAJI
Electronic waste generated in Goa is at manageable levels compared to other states and most of it is in the form of tube lights, CFL bulbs, according to NASSCOM Foundation.

Foundation CEO, Shrikant Sinha, said that the best way to dispose electronic waste is through segregation at the collection stage and give the task of disposal to professional agencies. Under the new electronic waste rules manufacturers have the responsibility of educating consumers and of taking back the electronic waste of their own companies. However 90 per cent of the electronic waste does not come back to the



Participants at the technical workshop on electronic waste held at GSPCB office, Patto, Panaji on Thursday

manufacturer as the unorganized sector is in charge of waste disposal, pointed out Sinha. With the local 'kabaddiwalla' being uneducated and unaware of the right method of disposal, the clearance of electronic waste is in hazardous manner. Electronic waste through segregation can be productively utilised, he explained.

The NASSCOM Foundation in partnership with MAIT held a workshop on Thursday to create awareness on environmental hazards of electronic waste under the 'Digital India Initiative'. The half-day work at the Goa State Pollution Control Board (GSPCB) office in Patto was attended by stakeholders in waste management.

Sinha said that Goa due its small size can easily tackle electronic waste and could be a trend setter in the country.

NOTICE

General Public is hereby informed that my client wish to purchase from **MR. JUDE ANTHONY D'SOUZA**, Bachelor s/o late Joseph Edvino D'souza R/O Villa Dajiro, H. No. 434, Mollar, Corlim, Tiswadi, Goa a Plot No. 6 adm. 270 Sq.mts. of "GOFNICHEM BHATT" description No.8958 at pg. 196 of Bk. B-23(NEW) & Matriz 107 & S. No. 122/1 of Village Corlim and bounded on East:By plot No. 7, West by open space, North By 8 mts. wide Rd. & South by plot S. No. 122/2.

This plot No.6 was purchased by late Edvino Joseph D'souza married to Inacina D'Souza from Mr. Gilberto Antonio Domingos Esmael Pereira and his wife Mrs. Laura Pereira, vide Deed of Sale dt.15/10/90 presented before the Sub-Registrar of Ilhas, Panaji Goa U/Sr.No.1056/90.

Mrs. Inacina D'Souza died on 11/6/1995 and Mr. Edvino Josep D'souza expired on 3/2/2011 leaving behind Mr.Jude Anthony D'souza as their only son and