



NATIONAL APEX CHAMBER

E-Waste Mass Awareness Programme through Ad Film in Cinema/Theatres (Phase-II)

CAMPAIGN REPORT

**Conducted by PHD Chamber of
Commerce and Industry in association
with Ministry of Electronics and IT
(MeitY), Government of India**

CAMPAIGN REPORT

Table of Contents

S. No.	Particular	Page No.
1	Acknowledgement	4
2	Executive Summary	5
3	Introduction	6
4	Agencies Involved	9
5	Flow of the Project – E- Waste Mass Awareness Programme through Cinema Phase-II	11
6	Concept of the Ad Film – E -Positive	13
7	E- Waste Mass Awareness Programme through Cinema - Phase-II- Schedule	15
7.1	Successful movies – Phase-II – E-Waste Mass Awareness Programme through Cinema	15
7.2	List of Movies where Ad Film on E-Waste Broadcasted	18
7.3	Partners during the campaign	24
7.4	Phase-II – Impact	24
8	Feedback from the viewers	25
9	Overall Feedback - National	26
8.1	City wise Feedback Analysis	30
8.2	City wise Feedback Analysis – Gurgaon	30
8.3	City wise Feedback Analysis – Trivandrum	33
8.4	City wise Feedback Analysis – Gandhinagar	37
8.5	City wise Feedback Analysis – Mumbai	40
8.6	City wise Feedback Analysis – Shimla	44
8.7	City wise Feedback Analysis – Madurai	47
8.8	City wise Feedback Analysis – Delhi	51
8.9	City wise Feedback Analysis – Raipur	54
8.10	City wise Feedback Analysis – Bangalore	58
8.11	City wise Feedback Analysis – Hyderabad	61
9	General feedback of the respondents	65
10	Post Event Activities	65
11	Recommendations and Suggestions	66
12	Organising Team	67
13	Annexure – A	68

ACKNOWLEDGEMENT

It is with great pleasure that we present the post campaign report emerging out of Phase-II of 'E-Waste Mass Awareness Programme through Ad Film in Cinema/Theatres'.

The Phase-II of the campaign started from 22nd September 2018 and ran till 05th November 2018 for a period of 45 days in 24 states including: Andhra Pradesh, Arunachal Pradesh, Gujarat, Haryana, Himachal Pradesh, Jammu and Kashmir, Karnataka, Kerala, Maharashtra, Meghalaya, Sikkim, Nagaland, Punjab, Rajasthan, Tamil Nadu, Telangana, Tripura, Chhattisgarh, Uttarakhand, Andaman & Nicobar Island, Chandigarh, Dadra & Nagar Haveli, Daman and Diu & Delhi.

We are grateful to the members of the Expert Review Committee and all its Committee Members constituted by Ministry of Electronics and IT (MeitY), Government of India who helped in planning and organizing this Campaign.

We would like to thank Ministry of Environment Forest & Climate Change (MoEF&CC) for their logo support in the Campaign.

We would like to acknowledge UFO Moviez India Ltd. for broadcasting of Ad film in the above states for phase-II. Also we would like to thank Indian Television Company for creating the Ad film as per requirements of the organizing team.

Last but not the least, we wish to convey our special thanks to our Principal, Associate as well as Supporting Partners from the Industry for whole heartedly supporting the campaign.

PHD Chamber Team

Report: E- Waste Mass Awareness Programme through Cinema

EXECUTIVE SUMMARY

E-Waste or electronic waste is a rising menace in the country which is defined as 'Waste generated from used electronic devices and household appliances which are not fit for their originally intended use and are destined for recovery, recycling and disposal'. The awareness of disposal of e waste is almost nil in the country whereas E-Waste generation is on a high. According to a recent study in India one out of every two people are unaware about electronic waste and the proper means to dispose it. This is an alarming situation for our country with a population of 1.30 billion people and hence calls for stringent actions.

The EPR (Extended Producer Responsibility) notification in May 2017 is a step towards curbing and containing this E-Waste menace and mandates the industry for making a contribution for the same.

Ministry of Electronics and IT (MeitY), Government of India mandated PHD Chamber to create awareness on safe disposal of the electronics gadgets and devices amongst the consumers through screening of E-Waste Awareness AV film through cinema halls across 24 States. The film was screened once in every show across the theatres / screens of multiplexes all days of the week. MeitY also supported this initiative with 80% of the cost of the campaign and the balance of 20% being funded by the Industry.

Introduction

E Waste: Global Scenario

Emerging economies such as India, China, and countries in Africa are facing the heat of the e-waste being illegally dumped in these countries from the developed countries such as U.S and UK. Most of these electronic products are simply dumped in these countries since no facilities exist for safe recycling of these products.

Only about one-third of the countries of South America, Latin America and the Caribbean have regulatory instruments related to e-waste (Brazil has the most, followed by Argentina, Colombia, Peru, Bolivia, Chile, Mexico and Costa Rica), though others are proposing or actively working on specific legislative bills.

E-Waste in India: Scenario

In India, recycling of e-waste is almost entirely left to the informal sector, which does not have adequate means to handle either the increasing quantities or certain processes, leading to intolerable risk for human health and the environment.

Studies showed that there was a large informal recycling sector active in recycling and recovering materials such as gold, silver, copper and lead from e-waste. On one hand, the informal recycling sector recovered precious metals and materials from waste which would have otherwise gone to the landfill, while also providing employment to thousands of people, mostly unskilled workers. On the other hand, they use extremely hazardous recovery processes and techniques, which not only make for very dangerous working conditions, but also cause widespread environmental damage in the form of air, water and soil contamination.

The challenges are therefore not only environmental but multi-faceted:

- **Political** – Awareness raising for better waste management with local municipal bodies
- **Technical** – State-of-the-art waste management technologies that respond to local needs and characteristics
- **Management** – Especially in the operation and maintenance of waste management infrastructure as well as monitoring and reporting
- **Social** – Reconciling technology choices and local development needs such as employment
- **Economic** – Generation of financial resources, through taxes, fees, subsidies
- **Organizational** – Work organization, and stakeholder networking

Private Sector Initiatives

There are also some private sector initiatives that are solving the problem at a bigger scale. The maximum no. of Registered E-Waste Recyclers/dismantlers in India is present in Karnataka, followed by Tamilnadu Maharashtra and Uttar Pradesh. Some notable contributions among the Registered Private Sector Companies are:

- **Attero Recycling Plant** in Roorkee
- **Green World** in Thane
- **Trackon E Waste Recyclers** in Bangalore
- **Greentek Raman Private Limited** in Greater Noida
- **Trishyiraya Recycling India Private Limited** in Chennai

E –Waste Toxins and Affected Body Parts		
Components	Constituents	Affected Body Parts
Printed circuit boards	Lead and cadmium	Nervous system, kidney, lever
Motherboards	Berillium	Lungs and Skin
Cathode Ray Tube(CRT)	Lead Oxide, Barium and Cadmium	Heart,Liver,Muscles
Switches and flat screen monitors	Mercury	Brain, Skin
Computer Batteries	Cadmium	Kidney, Liver
Cable Insulation/Coating	Polyvinyl Chloride(PVC)	Immune System
Plastic Housing	Bromine	Endocrine

Implications

Environmental and Health Implications

- The workers in the informal sector are exposed to physical injuries, respiratory disorders, asthma, malnutrition, skin diseases, eye irritations etc. and in some cases long term incurable diseases.
- The contact with the chemicals used during the operations, improper ventilation and non usage of personal protection equipments leads to exposure to hazardous chemicals. Also sludge from processing leads to contamination of the water bodies and soil due to brominated flame retardants (BFRs), spent fluids/chemicals, traces of poly chlorinated biphenyls (PCBs) etc.

Socio-Economic Implications

- The e-waste trade chain in India comprises of **aggregators** who purchase scrap from households and businesses, followed by **segregators** who dismantle the components manually and sell off to recyclers who process the waste further for extraction of precious metals.
- The aggregators and segregators also have skills to extend the product's life cycle by reusing the components.

Health Impact

Contamination due to heavy metals to be very high in and around the city. The residents face serious health hazards, including cancer, apart from the industry posing a serious threat to the environment.

There have been several incidents in the city where residents have had to rush out of their houses choking on toxic fumes. In many cases, such incidents have led to hospitalization of people and police raids on illegal e-waste recycling dens.

Government Initiatives

Initiatives have been taken by the Government of India have been significant and they have taken a serious note of the issue. The E – Waste (Management and Handling) Rules that came into effect in 2011 formulated by the Ministry of Environment and Forests (MoEF) requires manufacturers to take responsibility for the end of life recycling of their products, under the Extended Producer Responsibility clause. The law talks about authorizing collection agencies, and register dismantlers and recyclers. It also has provision called the Reduction of Harmful Substances (RoHS), which aims to tackle the problem of E-Waste at the time of manufacture.

Agencies Involved

Broadcaster of Ad film: UFO Moviez

The DAVP empanelled broadcasting agency involved in this campaign was UFO Moviez India Limited. The agency had been selected as the broadcaster of Ad film.

UFO Moviez is India's largest satellite based digital cinema distribution network and in-cinema advertising platform in terms of number of screens.

Some of the central government schemes / programmes which tied up with UFO Moviez to reach out to people through digital medium included

1. Pradhan Mantri Jan Dhan Yojana
2. Swachh Bharat Abhiyan
3. Goods and Services Tax (GST)
4. Beti Bachao Beti Padhao
5. Namami Gangey
6. Skill India
7. Digital Payment
8. Pradhan Mantri Jan Arogya Yojana
9. Pradhan Mantri Ujjwala Yojana
10. Pradhan Mantri Kaushal Vikas Yojana
11. Pradhan Mantri Bhartiya Janaushadhi Pariyojana
12. Pradhan Mantri Gramin Awaas Yojana
13. Pradhan Mantri Rojgar Protsahan Yojana

As per the proposal approved by Ministry of Electronics and IT (MeitY), Government of India the Ad film on 'E-Waste Mass Awareness' created would run in 1998 theatre halls across 24 States & UTs including : Andhra Pradesh, Arunachal Pradesh, Gujarat, Haryana, Himachal Pradesh, Jammu and Kashmir, Karnataka, Kerala, Maharashtra, Meghalaya, Sikkim, Nagaland, Punjab, Rajasthan, Tamil Nadu, Telangana, Tripura, Chhattisgarh, Uttarakhand, Andaman & Nicobar Island, Chandigarh, Dadra & Nagar Haveli, Daman and Diu & Delhi.

The advantage of advertising through the digital medium is

- **Captive Audience**: No remote control, hence maximum recall
- **Transparent**: Electronic logs provided as a proof of screening
- **Wide Reach**: With primarily single screen theatre halls, reach extends to the heartland of India

- **Multiple Language option:** Can show messages in any language depending upon the state where message is to be screened

Creator of the Ad film: Indian Television Company

The DAVP empanelled advertising agency used in this campaign was Indian Television Company.

The Ad Agency based out of Delhi has been working in this field since 1983 and has worked with leading brands in the past from both government as well as private sector. Their clientele includes National Fertilizers Limited, Delhi Police, Customs and Central Excise Department, Government of India, Ministry of Environment Forest & Climate Change (MoEF&CC), Government of India, Ministry of Finance, Ministry of Health & Family Welfare, Government of India, Ministry of Rural Development, Govt. of India, Ministry of Chemical & Fertilizers, Govt. of India, Ministry of Communication & IT, Govt. of India, South Delhi Municipal Corporation (SDMC), Central Board for Secondary Education (CBSE), Apollo Munich Health Insurance, Dr. Lal Pathlabs, Anmol Biscuits, and CRI Pumps among others

For the 'E-Waste Mass Awareness Campaign through Cinema', Bubna Advertising created the 60 second Ad film on scientific and safe disposal of Electronic waste. The Ad film was made in a Master language i.e. English and 8 other regional languages including

- **Hindi** – For screening in theatre halls in states of Andaman & Nicobar, Chhattisgarh, Haryana, Himachal Pradesh, Delhi, Rajasthan, and Uttarakhand
- **Dogri/Kashmiri** – For screening in theatre halls in state of Jammu & Kashmir only.
- **Gujarati** – For screening in theatre halls in state of Gujarat & Dadar and Nagar Haveli
- **Kannada** – For screening in theatre halls in states of Karnataka only
- **Marathi**- For screening in theatre halls in states of Maharashtra and Daman & Diu
- **Malayalam**- For screening in theatre halls in states of Kerala only
- **Punjabi**- For screening in theatre halls in states of Punjab & Chandigarh
- **Tamil**- For screening in theatre halls in states of Tamilnadu only
- **Telegu**- For screening in theatre halls in states of Andhra Pradesh and Telangana only

The **English** Version of the Ad film was screened in the theatre halls of states Arunachal Pradesh, Meghalaya, Nagaland, Sikkim and Tripura.

Flow of the Project – E- Waste Mass Awareness Programme through Cinema/Theatres (Phase-II)

Ministry of Electronics and IT (MeitY), Government of India had approved the campaign for a 45 day period to be conducted in two phases.

Phase-II of the project was conducted from 22nd September 2018 till 05th November 2018 for a period of 45 days.

States Covered under E-Waste Mass Awareness Campaign

The primary objective of the campaign was to reach out to the states which are major contributors to the Electronic Waste and to create awareness amongst the masses in these states.

Following States and UTs were covered under the E- waste Mass Awareness Campaign through Cinema

1. Chhattisgarh
2. Delhi
3. Gujarat
4. Haryana
5. Himachal Pradesh
6. Karnataka
7. Kerala
8. Maharashtra
9. Tamil Nadu
10. Telangana

Cities Covered in the campaign

Since the reach of the campaign was across 24 States and UTs, major cities in these states

- Maharashtra being the largest state amongst the 24 selected States and UTs had maximum theatre halls covered in the campaign. Major cities covered in Maharashtra during the campaign were – **Mumbai, Pune, Nashik, Nagpur, Thane, Sangli, Aurangabad etc.**
- Metro Cities such as Mumbai, Delhi, Chennai, Hyderabad, Bengaluru, Ahmadabad, Pune, Surat, Vizag etc. are covered in the campaign.

- Cities in what is commonly referred as '**Hindi Heartland**' were covered so that the message of the film is far reaching. These cities included **Raipur, Gurgram, Panipath, Delhi, Shimla, Haridwar, Dehradun, Nainital, Jaipur, Jodhpur** etc.
- The campaign reached out to states with high literacy rate including **Kerala and Andaman and Nicobar** with cities like **Thrissur, Alappuzha, Trivandrum, Kochi, Kozhikode** in Kerala and **Port Blair** in Andaman and Nicobar covered in this campaign.
- The campaign had also reached in North East in states of **Arunachal Pradesh, Meghalaya, Nagaland, Sikkim & Tripura**. Arunachal Pradesh had the campaign reaching in places including state capital **Itanagar** as well as major cities like **Along & Jirampur**. The Ad film was also screened at theatre hall in **Gangtok & Shillong**.

Theatre Halls covered in the Campaign

A total of 1998 theatre halls were covered across 24 States and UTs for Phase-II in this campaign. List is enclosed as **Annexure – A** for ready reference (at the back of report)

Concept of the Ad film – E- Positive (E+)

Concept

This idea bring into light that set of people who are dedicated towards the environmental issue of E-waste. So, these set of people are called as E+ves, who are volunteers in spreading awareness about the issue thereby, making people more responsible regarding safe disposal of E- Waste.

Script of the Ad film – English

Video: Film opens with a group of teenagers standing with E+ Badge.

Video: The camera zooms in and we see Kids saying...

We are e-positive

Video: Zoom in, we see a kid with E+ Badge. And other set of kids walking out, audio playing in the background. And the GreenE joins them. (In the background we hear the sound of foot steps.)

Child Voice over (Chorus): Times are changing, we're taking the lead.

Video: Cut to, we see a panoramic shot of nature.

Male Voice Over: To make the environment, stay safe, healthy and green.

Video: Cut to, we see teenagers and general public using different gadgets, devices & electronics equipment.

Male Voice Over: Using gadgets, devices, isn't really harmful, Neither toxic nor stressful.....

Video: Cut to, we see discarded old electronics. Done irresponsibly. Some are with *kabadiwalas*, or just been disposed like that. GreenE gestures to halt this act. (Showcasing the habit of people when it comes to e-waste disposal)

Male Voice Over: But when they break down, and are discarded un-wisely,

Video: Cut to, we see the harmful effects of discarding old electronics irresponsibly. Effecting the environment, water bodies. Our GreenE thumbs down the entire thing.

Male Voice Over: It gets impossible... To stop the fumes Causing serious health hazards.

Video: Cut to, in return effecting health. Our Greene sadly looks over everything.

Male Voice Over: The time is changing..

Video: Cut to, we see children with people of different occupations, taking an oath. Symbolizing no matter what your occupation is, let's work towards managing E-waste, together

Male Voice Over: Let's take the lead
To discard e-waste responsibly, Safeguard the environment and give generation next,

Video: Cut to, We see green healthy environment and health conscious people exercising and jogging in a park

Male Voice Over: A place so healthy and happy.

Video: the background shows the electronic and IT brands partnering this campaign as Associate, Supporting and Principal Partner

Male Voice Over: Discarding electronics irresponsibly has severe effects on environment and health. Don't just sit back. Let's do our bit by reaching out the nearest service centres of Electronics and IT brands.

Video: All kids who appeared in the opening shot are jumping in joy

Chorus (Together they shout): Let's be E Positive

Phase-II – E-Waste Mass Awareness Programme through Cinema/Theatres

Schedule

Phase-II of the campaign was conducted from 22nd September 2018 till 05th November 2018 for 45 days. This 45 days window was selected strategically keeping in mind some of major blockbusters lined up during the period.

Also public holidays including Muharram, Mahatma Gandhi Jayanti, Durga Puja, and Dussehra were falling during the campaign period which led to increase in viewership of the Ad film.

This period had major releases including those of notable Bollywood actors including:

- Rajkumar Rao
- Shahid Kapoor
- Varun Dhawan
- Arjun Kapoor
- Nawazuddin Siddiqui
- Ayushman Khurana
- Kajol
- Fatima Sana Shaikh
- Shraddha Kapoor

Successful movies during Phase-II – E- Waste Mass Awareness Programme through Cinema

1. Stree

Star Cast: Rajkumar Rao, Shraddha Kapoor,
Release Date: - 31st August 2018



Stree is one of the most awaited horror comedy movie which earned 129 Crore in Domestic Box Office.

2. **Badhaai Ho**

Star Cast: Ayushman Khurana, Sanya Malhotra

Release Date: - 19th Oct 2018



The film released on 19th Oct 2018 and is a comedy movie which grossed 116 Crore at domestic box office thereby increased the eyeball for the Ad Film.

3. **Batti Gul Meter Chalu**

Star Cast: Shahid Kapoor, Shraddha Kapoor, Yami Gautam

Release Date: - 21st September



The film released on 21st September 2018 and is based on the life of three friends takes a tragic turn due to an inflated electricity bill, which leads to a courtroom drama and social awakening. The film grossed 74 Crore at domestic box office and attracted yougster.

3. **Sui Dhaga: Made in India**

Star Cast: - Varun Dhawan, Anushka Sharma

Releasing Date: - 28th September 2018



Sui Dhaaga: Made In India, is a heartwarming story of perseverance, self-reliance, pride and the talent of artisans. Sharat Katariya (Director and Story Writer of the Movie) has successfully depicted the daily problems of an average man who is fine with everything in his life. The movie earned 76 Crore in Domestic Box Office.

4. **Andhadhun**

Star Cast: Aayushman Khurana, Radhika Apte, Tabu

Releasing Date- 5th October 2018



The Andhadhun is black comedy crime thriller movie directed by Sriram Raghavan and its Grossed earning is 65 Cr in Domestic Box Office.

List of Movies Where Ad Film on E-Waste Broadcasted in Phase-II

Sl.	Movie Name	Language	Star Cast
1	Bajra Vs Burger	Hindi	Nawazuddin Siddiqui, Tahir Raj Bhasin, Rasika Dugal, Rajshri Deshpande
2	Batti Gul Meter Chalu	Hindi	Shahid Kapoor, Shraddha Kapoor, Yami Gautam
3	Falsafa The Other Side	Hindi	Manmit Joura, Sumit
4	Game Paisa Ladki	Hindi	Zakir Hussain, Deepansh Garg, Sezal Sharma
5	Ishqeria	Hindi	Neil Nitin Mukesh, Richa Chadda
6	Jeetenge Hum.	Hindi Dubbed	Dominic Copper, Austin Stowell
7	Leera The Soulmates	Hindi	Leera Kaljai, Mehul Advani
8	Manto	Hindi	Nawazuddin Siddiqui, Tahir Raj Bhasin, Rasika Dugal, Rajshri Deshpande
9	Pakhi	Hindi	Sumeet Kant Kaul, Anamika Shukla, Pihu
10	Power Unlimited 2	Hindi Dubbed	
11	Bas Ek Aanand Mai Tera	Hindi	Anupam Chauhan, Vaani S. Sharma, Suraj Thakur, Prasad Acharya
12	Falsafa The Other Side	Hindi	Manmit Joura, Sumit
13	Pariyerum Perumal	Hindi	Kathir, Anandhi
14	Pataakha	Hindi	Fatima Sana Shaikh, Mrunal Thakur, Sanya Malhotra
15	Pihu	Hindi	
16	Rashtraputra	Hindi	Aazaad, Ruhi Singh, Anushka, Jamie Lever

17	Sui Dhaaga Made In India	Hindi	Varun Dhawan, Anushka Sharma
18	Ye Bezuban Mohabbat	Hindi	Avi Prakash Sharma, Shubi Bhasker, Mukesh Agrawal, Love Shukla
19	Andhadhun	Hindi	Radhika Apte, Ayushmann Khurrana, Tabu
20	Love Yatri	Hindi	Aayush Sharma, Warina Hussain
21	Lupt	Hindi	Jaaved Jaaferi, Vijay Raaz, Karan Aanand, Niki Walia
22	Yeh Hai Paranormal Ishq	Hindi	Sneha Namanandi, Amit Pundir
23	Fryday	Hindi	Govinda, Varun Sharma, Prabhleen Sandhu, Digangana Suryavanshi
24	Helicopter Eela	Hindi	Kajol, Riddhi Sen
25	Jalebi	Hindi	Rhea Chakraborty, Varun Mitra, Digangana Suryavanshi
26	Maal Road Dilli	Hindi	Jeet, Sony, Mateen Khan
27	Tumbbad	Hindi	Sohum Shah, Ronjini Chakraborty, Anita Date
28	Badhaai Ho	Hindi	Ayushmann Khurrana, Sanya Malhotra
29	Bhaiyyaji Superhit	Hindi	Sunny Deol, Arshad Warsi, Shreyas Talpade, Ameesha Patel, Preity Zinta
30	Kasnpur Ke Sholay	Hindi	Rizwan Aslam, Indrani Latifdar
31	Namastey England	Hindi	Arjun Kapoor, Parineeti Chopra
32	5 Weddings	Hindi	Candy Clark, Bo Derek, Rajkummar Rao, Nargis Fakhri

33	Kaashi â€™ In Search of Ganga	Hindi	Sharman Joshi, Govind Namdev, Manoj Pahwa, Aishwarya Devan
34	Marudhar Express	Hindi	Kunaal Roy Kapur, Tara Alisha Berry, Rajesh Sharma
35	Antharvedham - To The Soul World	Telugu	Amar, Santoshi
36	Bagavat	Gujarati	Anita Raj, Jeet Upendra, Nikhil Parmar
37	Ee Maya Peremito	Telugu	Rahul Vijay, Kavya Thapar
38	Eghantham	Tamil	Vivanth, Niraja
39	Gaddappa Duniya	Kannada	Gaddappa
40	III Smoking Barrels Stories From Far East India	English	Indraneil Sengupta, Subrat Dutta, Shiny Gogoi, Siddharth Boro
41	Iruvudellava Bittu	Kannada	Thilak, Meghanaraj
42	Jhangadgutta	Marathi	Sanjay Khapre, Jayant Savarkar, Kishori Shahane, Jayant Wadkar
43	Kaarni	Kannada	Duniya Rashmi, Niranth
44	Kurukshetram	Telugu Dubbed	Arjun, Prasanna
45	Mane No. 67	Kannada	
46	Medai	Tamil	Kathir, Mohan
47	Nannu Dochukunduvate	Telugu	Sudheer Babu, Nabha Natesh
48	Qismat	Punjabi	Ammy Virk, Sargun Mehta, Guggu Gill
49	Raja Ranguski	Tamil	Sharish, Chandini Tamilarashi
50	Saamy - 2	Tamil	Vikaram
51	Saamy 2D	Telugu Dubbed	Vikaram
52	Tari Maate Once More	Gujarati	Bharat Chawda, Janki Bodiwala, Ojas Rawal, Shraddha Dangar, Hemang Dave, Jolly Rathod, Meera Acharya, Ragi Jani

53	Terminator 2 3D - Judgement Day 2D	Telugu Dubbed	Arnold Schwarzenegger, Linda Hamilton, Robert Patrick
54	Terminator 2 3D - Judgement Day 3D	Telugu Dubbed	Arnold Schwarzenegger, Linda Hamilton, Robert Patrick
55	The Equalizer 2	English	Denzel Washington, Pedro Pascal, Ashton Sanders, Bill Pullman, Melissa Leo
56	The House With a Clock In Its Walls	English	Jack Black, Cate Blanchett, Owen Vaccaro, Renee Elise Goldsberry, Sunny Suljic, Kyle MacLachlan
57	Varathan Sub Title	Malayalam	Fahad Fazil, Aishwarya Lakshmi
58	Alaa Jariginidhi	Telugu	Mahesh, Manjeera
59	Ambi Ning Vayassaytho	Kannada	Ambareesh, Sudeep
60	Chekka Chivantha Vaanam	Tamil	Aravind Swami, Simbu, Vijay Sethupathi, Arun Vijay
61	Devadas	Telugu	Akkineni Nagarjuna, Nani
62	Nawab	Telugu Dubbed	Aravind Swami, Simbu, Vijay Sethupathi, Arun Vijay
63	Aickarakkonathe Bhishaguaranmaar	Malayalam	Vipin Mangalashery, Lalu Alex, Miya Sree
64	Bindhas Jeevan	Marathi	
65	Chalakkudikkaran Changathi	Malayalam	Rajamany, Salim Kumar, Dharmajan Bolgatti
66	DHH	Gujarati	
67	Home Sweet Home	Marathi	Spruha Joshi, Reema, Mohan Joshi, Mrinal Kulkarni, Sumeet Raghvan
68	Idra	Marathi	Mayur More, Sameer Patil, Aarti Mohal
69	Jungle.Com	Malayalam	

70	Lilly	Malayalam	Samyukha Menon, Kannan Nair
71	Mandaram	Malayalam	Asif Ali, Anarkali Marikar
72	My Dear Marthandam	Telugu	Prudhvi Raj, Krishna Bhagwan
73	Parahuna	Punjabi	Kulwinder Billa, Wamiqa Gabbi, Mehtab Virk, Sardar Sohi, Karamjit Anmol, Nirmal Rishi, Harby Sangha
74	Peppermint	English	Jennifer Garner, John Ortiz, John Gallagher Jr., Juan Pablo Raba, Tyson Ritter
75	Afsar	Punjabi	Nimrat Khaira, Tarsem Singh Jassar, Nirmal Rishi, Gurpreet Ghuggi
76	Boyz 2	Marathi	Sumant Shinde, Parth Bhalerao, Pratik Lad, Onkar Bhojane
77	Dakini	Malayalam	Pauly Valsan, Sethulakshmi, Savithiri Sreedharan
78	Drama	Malayalam	Mohanlal, Shaalin Zoya
79	Gattu My Friend	Gujarati	Savaji Mewada, Indira Srimali, Maharshi Solanki, Salim Nagori
80	Hrudayat Something Something	Marathi	Ashok Saraf, Aniket Vishwasrao, Sneha Chavan, Priyanka Yadav, Bhushan Kadu, Ananda Karekar
81	Ieandavi	Telugu	Nandu, Anuradha
82	Paghdi	Gujarati	
83	Raja Vijaya Simha	Telugu Dubbed	Bobby Simha, Kalaiyarasan
84	Suryansh	Gujarati	
85	Thanaha	Malayalam	Sreejith Ravi, Anjaly Aneesh
86	Wonder Boys	Malayalam	Bala, Binu Raghav, Praveen Prem
87	Aravindh Sametha	Telugu	Jr. Ntr, Pooja Hedge

88	Kayamkulam Kochunni	Malayalam	Nivin Pauly, Priya Anand
89	Shubh Lagna Savdhan	Marathi	Subodh Bhawe, Shruti Marathe, Dr. Girish Oak, Nirmitee Sawant, Vidyadhar Joshi
90	Son Of Manjeet Singh	Punjabi	Gurpreet Ghuggi, B.N. Sharma, Karamjit Anmol, Japji Khairaas
91	Tumbbad	Tamil Dubbed	Sohum Shah,Â Ronjini Chakraborty,Â Anita Date
92	Tumbbad	Telugu Dubbed	Sohum Shah,Â Ronjini Chakraborty,Â Anita Date
93	Hello Guru Prema Kosame	Telugu	Ram, Anupama Parmeswaran
94	Adhugo	Telugu	Ravi Babu
95	Family Circus	Gujarati	
96	Sharato Lagu	Gujarati	
97	Johny Johny Yes Papa	Malayalam	Kunchako Boban, Anu Sithara
98	French Viplavam	Malayalam	Sunny Wayne, Lal, Chemban Vinod

Partners during Phase-II – E- Waste Mass Awareness Programme through Cinema

Phase – II of the campaign had significant industry participation where leading electronics industry brands from the industry had participated in the campaign as a part of their EPR (Extended Producer Responsibility) on E-Waste as per the E-Waste Management Rules 2016 of Ministry of Environment, Forest and Climate Change.

Supporting Partners

- Godrej Appliances
- LG Electronics
- Johnson Controls– Hitachi Air Conditioning

Logos of above mentioned companies participating in this campaign were jointly positioned and had 1-2 seconds screen time in advertisement film.

Impact of Phase-II of E- Waste Mass Awareness Programme through Cinema

- Total No of Theatres –1998
- Total Potential Reach Per Show – 10.29 Lakhs
- Total Potential Reach Per Day – 41.18 Lakhs
- Total Potential Reach 45 Days – 18.53 Crore
- Actual Reach Phase II (45 Days)– 14.28 Crore

Source – Ministry of I &B Impact Study

Feedback of the Campaign

Feedback methodology

- PHD Chamber tied up with 10 management colleges in 10 focus states and UTs from different cities in focus states where their students would collect the feedback from the respondents who visit theatres.
- The cities where survey was done included Gurgaon (Haryana), Trivandrum (Kerala), Gandhinagar (Gujarat), Mumbai (Maharashtra), Shimla (Himachal Pradesh), Madurai (Tamil Nadu), Raipur (Chhattisgarh), New Delhi (Delhi), Bangalore (Karnataka), Hyderabad (Telangana),
- Each college has been mandated to collect at least 100 questionnaires from the respondents. Some colleges collected more than 100 questionnaires.
- The colleges which took part in the activity included:
 - Institute Of Business Management & Research, Gurgaon, Haryana
 - UEI Global Hotel Management Institute, Trivandrum, Kerala
 - S. K. Patel Institute of Management & Computer Studies, Gandhinagar, Gujarat
 - H. K. Institute of Management Studies and Research, Mumbai, Maharashtra
 - AP Goyal University, Shimla, Himachal Pradesh
 - Thiagarajar School of Management, Madurai, Tamil Nadu
 - Jagannath International Management School, New Delhi, Delhi
 - Shri Rawatpura Sarkar University, Raipur, Chhattisgarh
 - ISBR Business School, Bangalore, Karnataka
 - IBS Hyderabad, Telangana

Feedback Analysis

A large number of people participated in Research Activity and shared their feedback. Details of city wise feedback forms are as below:

Gurgaon – 200
Trivandrum – 200
Gandhinagar – 400
Mumbai – 232
Shimla – 200
Madurai- 346
Raipur- 200
Delhi- 200
Bangalore- 84
Hyderabad- 464

Total no. of respondents – 2526

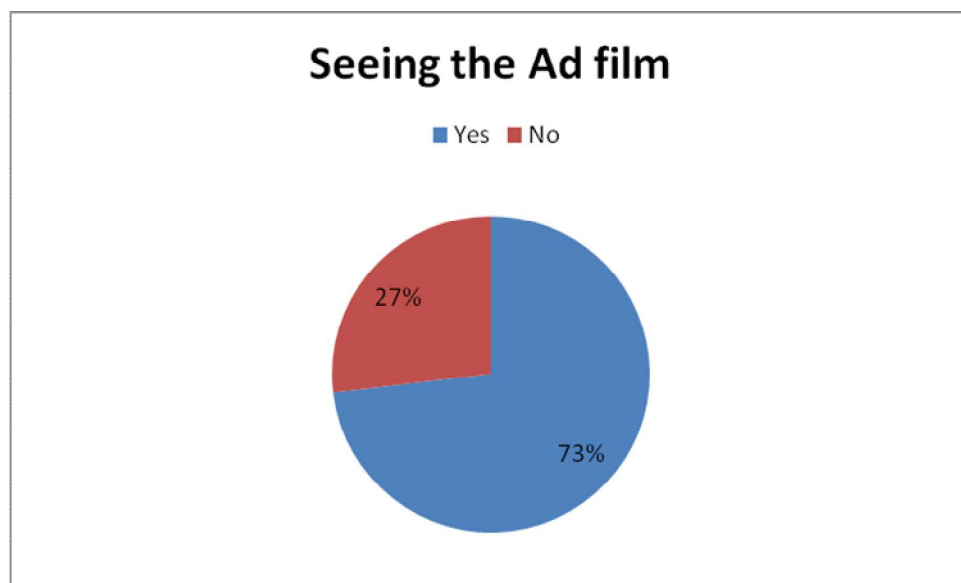
Overall Feedback of the Campaign - National

A sample of **2526** people were surveyed nationally to get a feedback for the Ad film on E- Waste Mass Awareness Campaign

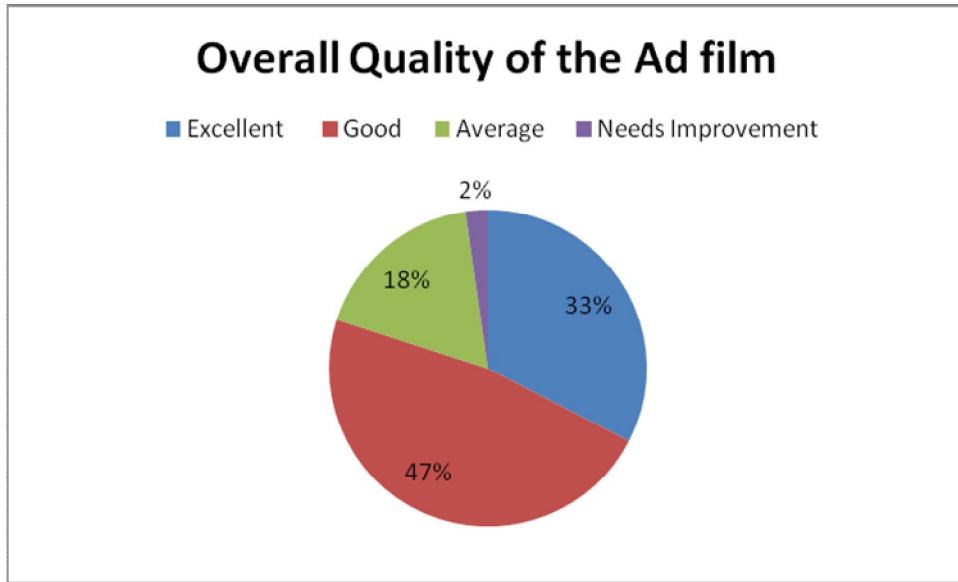
Key Findings

Observations are based on a sample size of **1361** respondents.

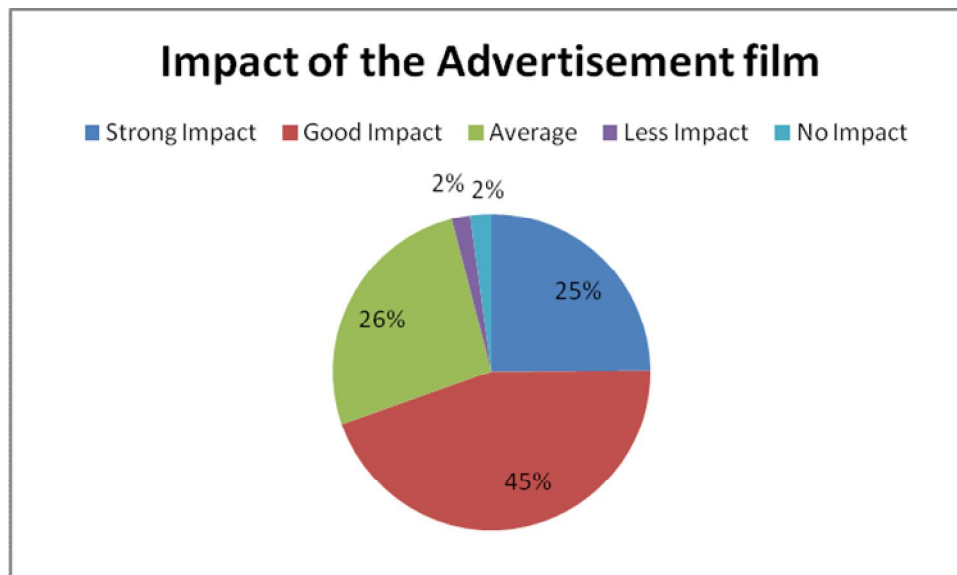
- Around 73% of the respondents saw the Advertisement Film with 27% Respondents missing the Ad film



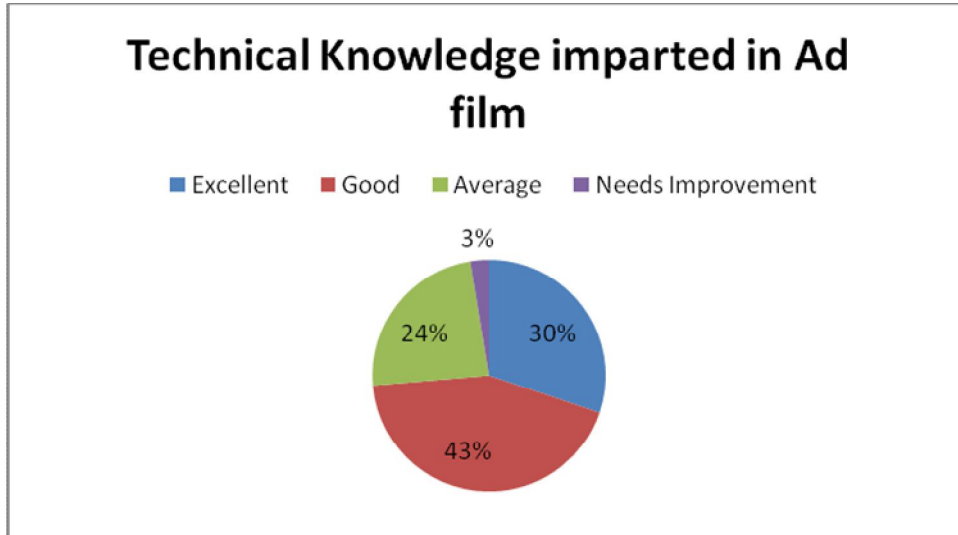
- Around 80 % of the respondents considered overall quality of the Ad film to be excellent/good. 18% respondents mentioned that the quality of Ad film was average and 2% respondents mentioned that the Ad film needs improvement.



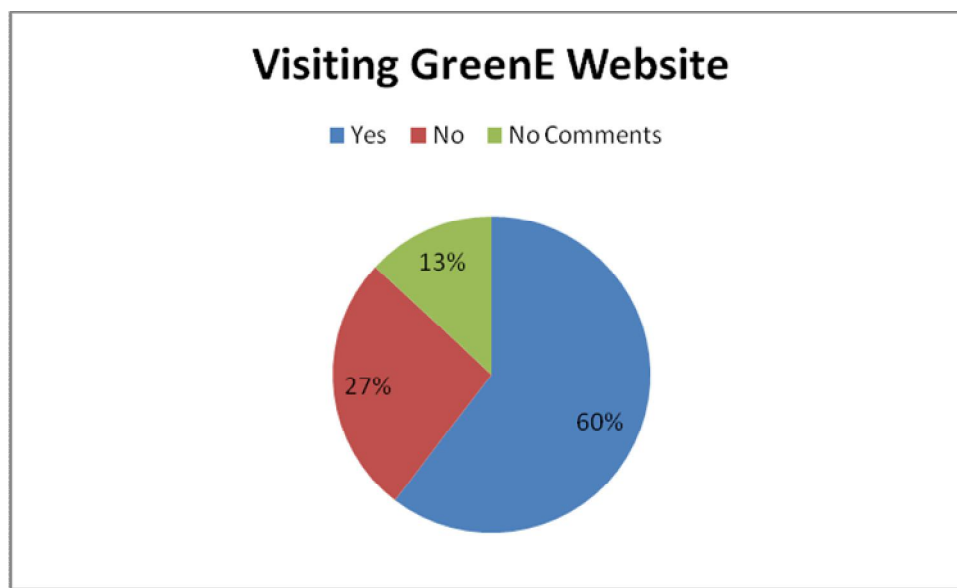
- Around 70% of the respondents were of the view that the Ad film had a Strong/Good Impact through its message. 26% respondents mentioned that the Ad film had an Average impact. 2% respondents mentioned that the Ad film has Less Impact and similar percentage of respondents felt that the Ad film had no impact at all.



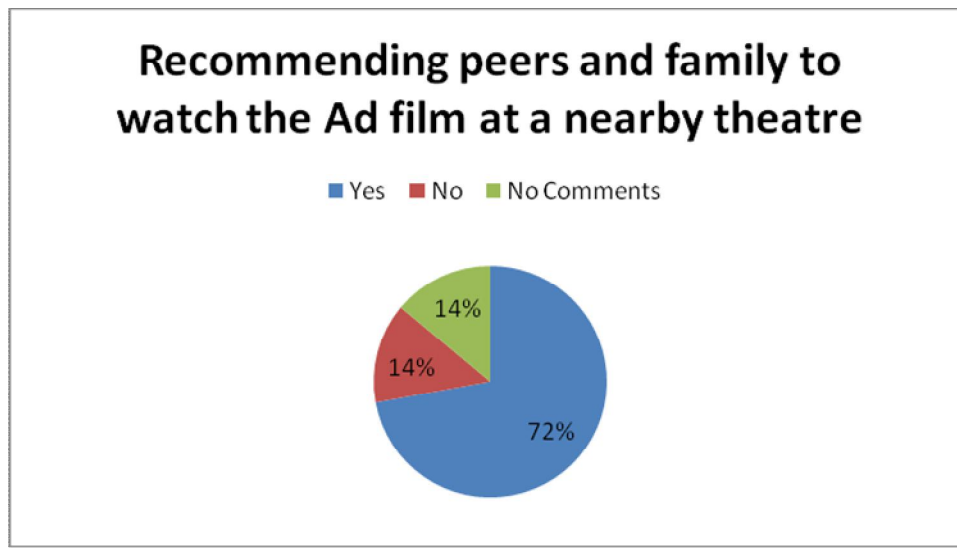
- Around 73 % respondents considered the Technical Knowledge imparted in the Ad film to be Excellent/Good with 24% respondents mentioned that quality of technical knowledge in the Ad film was Average and 3% respondents said that the technical knowledge should be highlighted more effectively and needs improvement.



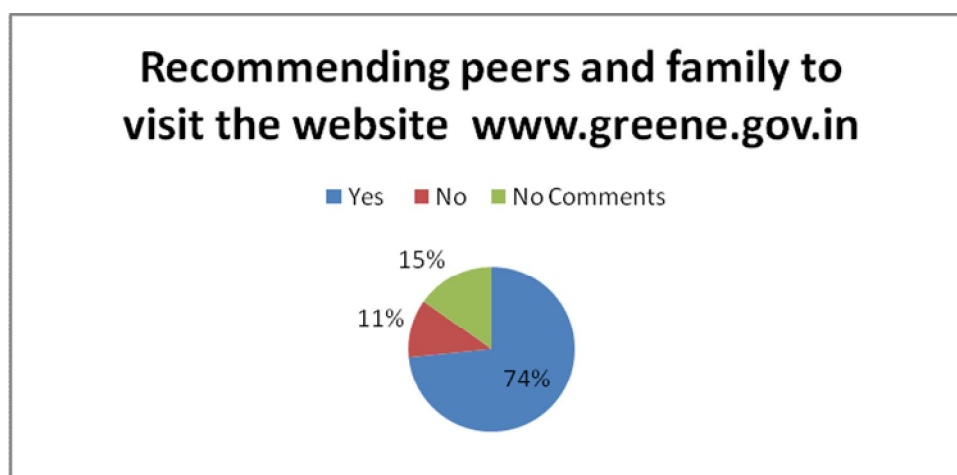
- Around 60 % respondents mentioned that they will certainly visit the website www.greene.gov.in link of which was displayed during the Ad film. 27% respondents said that they won't visit the GreenE Website with 13% respondents declining to comment



- 72% respondents mentioned that they will recommend their family and peers to watch the advertisement at a nearby theatre. 14 % respondents mentioned that they would not recommend their family and peers to watch the E- Waste Ad Awareness film at a nearby Theatre. 14% respondents declined to comment.



- 74 % respondents mentioned that they will recommend their family and peers to visit the website www.greene.gov.in for safe disposal of Electronic Waste with 11% respondents refusing to do the same. 15% respondents declined to comment.



City Wise Feedback Analysis

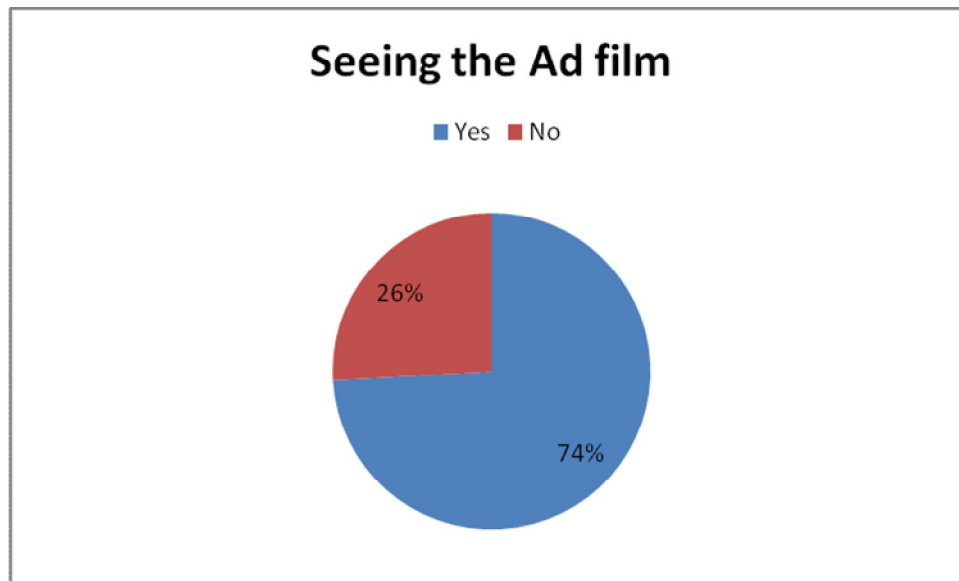
Gurgram- Haryana

A sample of 200 people were surveyed in Gurgram to get a feedback for the Ad film on E- Waste Mass Awareness Campaign

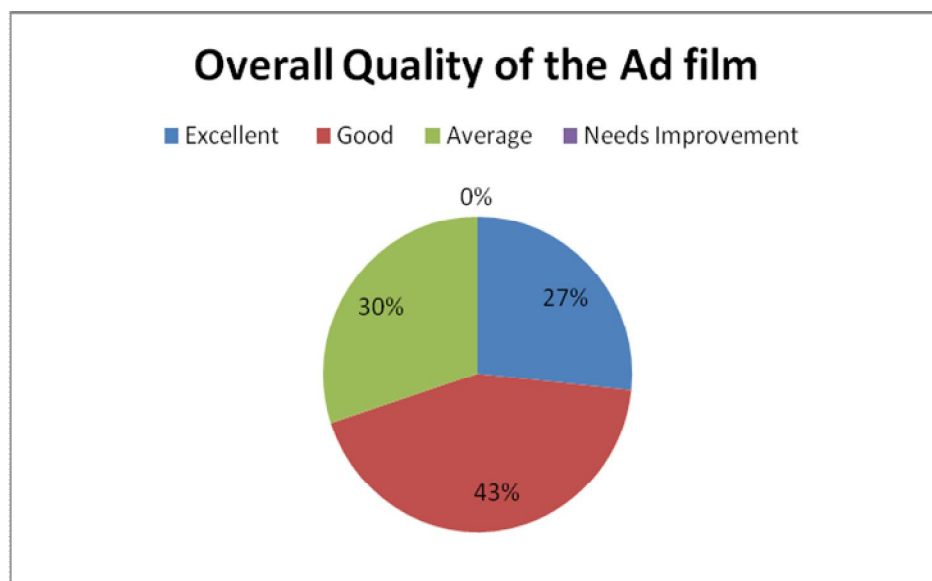
Key Findings

Observations are based on a sample size of 110 respondents

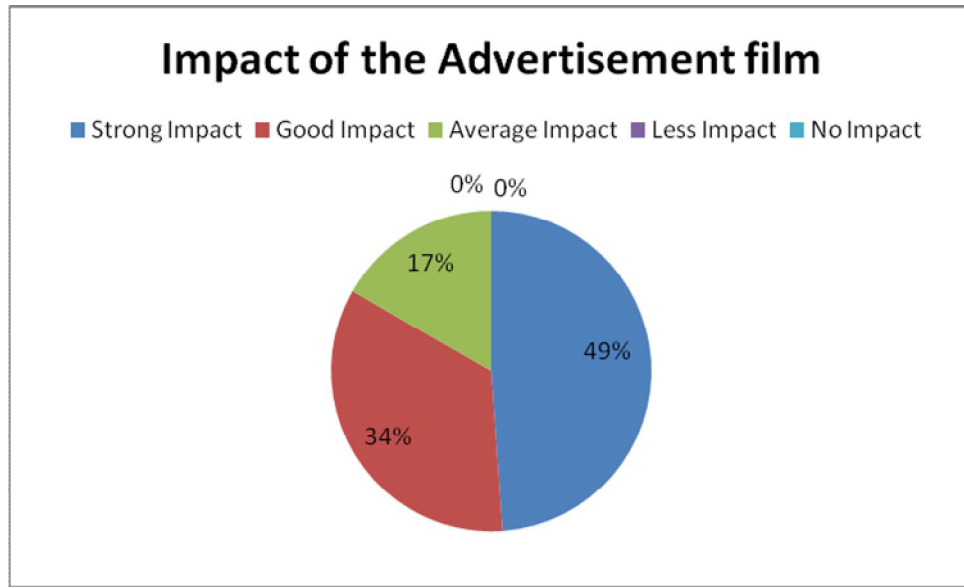
- Around 74% of the respondents saw the Advertisement Film with 26% respondents missing the Ad film



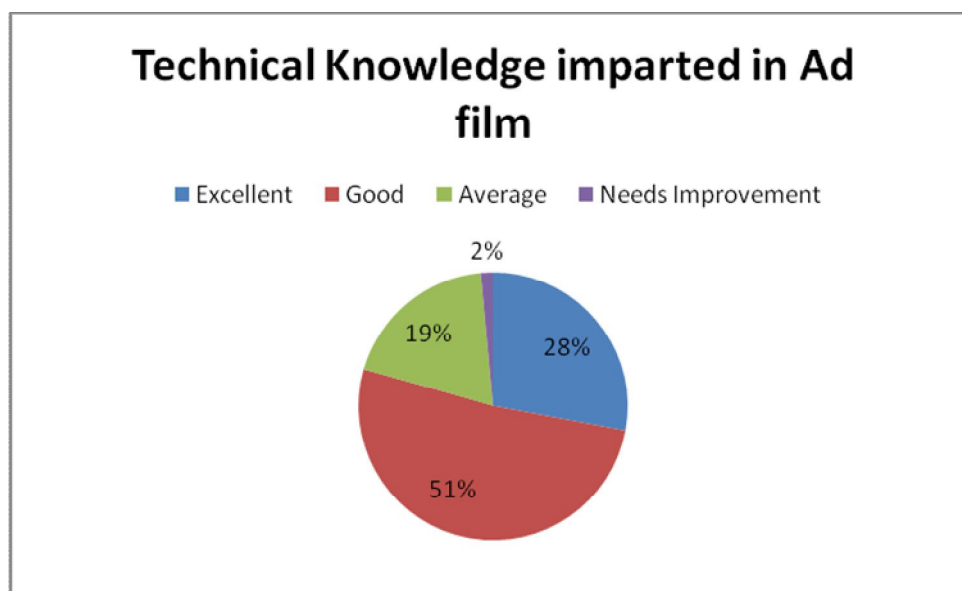
- Around 70 % of the respondents considered overall quality of the Ad film to be excellent/good. 30% respondents mentioned that the quality of Ad film was average.



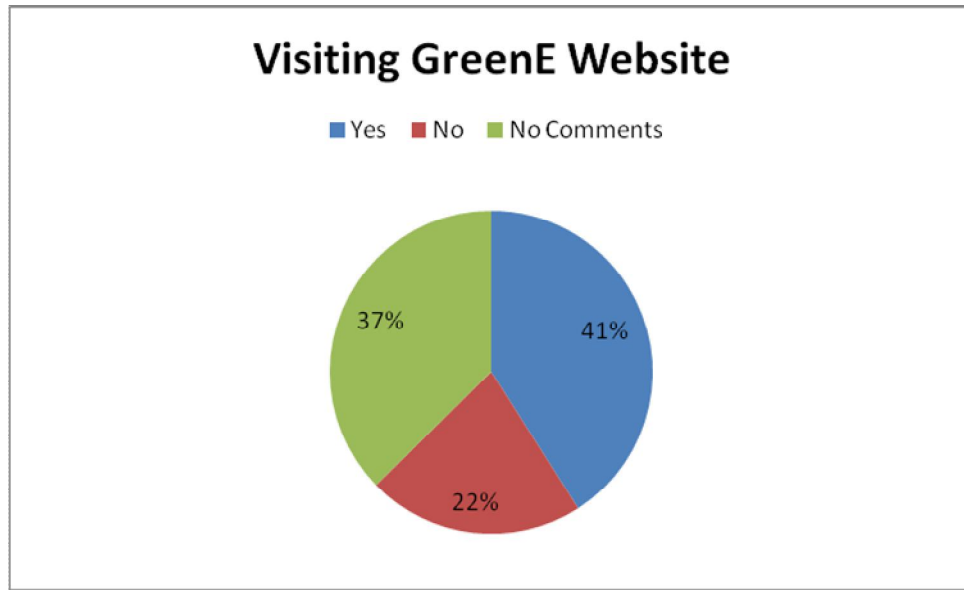
- Around 83% of the respondents were of the view that the Ad film had a Strong/Good Impact through its message. 17% respondents mentioned that the Ad film had an Average impact.



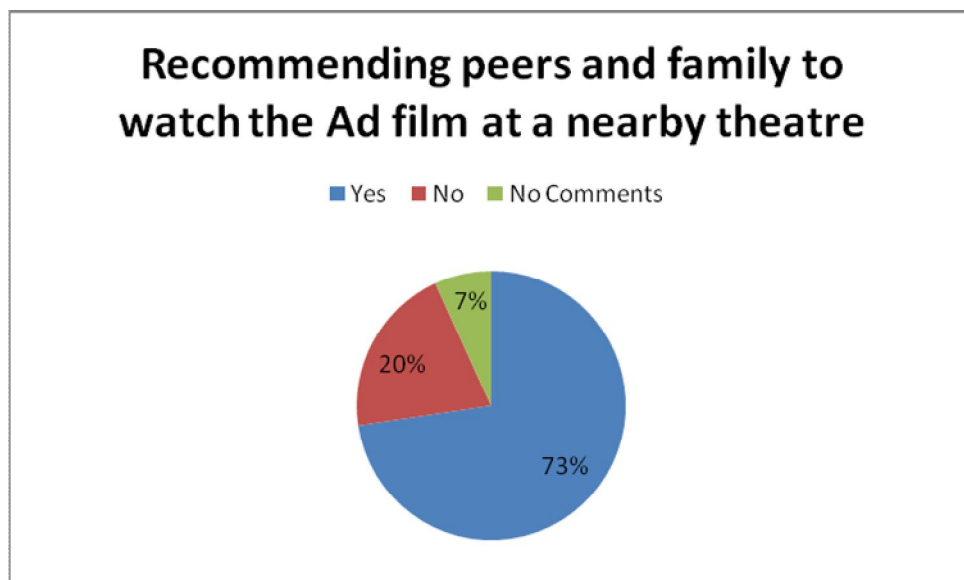
- Around 79 % respondents considered the Technical Knowledge imparted in the Ad film to be Excellent with 25% respondents considering it to be Excellent/Good. 19% respondents mentioned that quality of technical knowledge in the Ad film was Average and 2% respondents said that the technical knowledge should be highlighted more effectively and needs improvement.



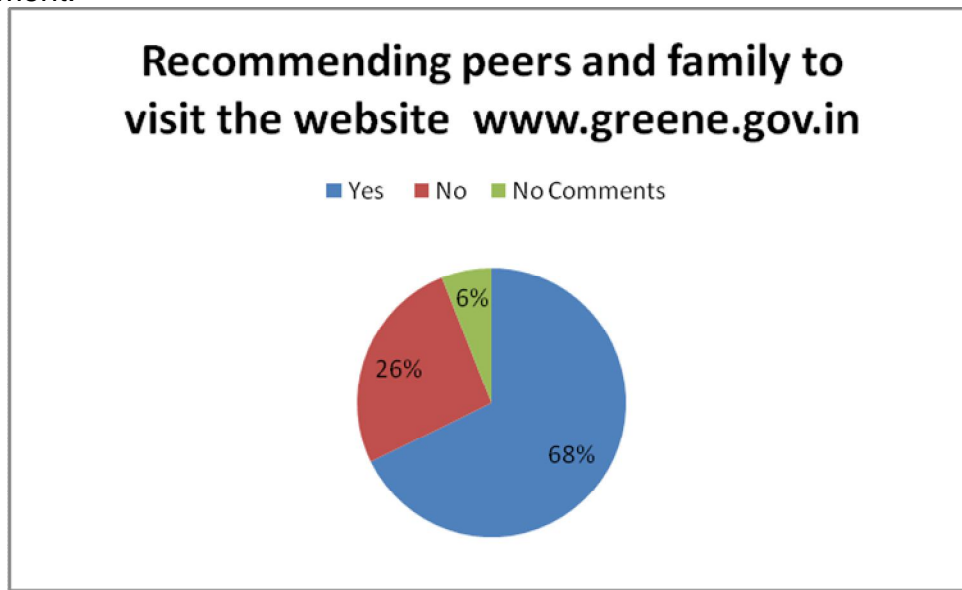
- Around 41% respondents mentioned that they will certainly visit the website www.greene.gov.in link of which was displayed during the Ad film 22% respondents said that they wont visit the GreenE Website with 37% respondents declining to comment



- 73% respondents mentioned that they will recommend their family and peers to watch the advertisement at a nearby theatre. 20% respondents mentioned that they would not recommend their family and peers to watch the E- Waste Ad Awareness film at a nearby Theatre. 7% respondents declined to comment.



- 68 % respondents mentioned that they will recommend their family and peers to visit the website www.greene.gov.in for safe disposal of Electronic Waste with 26% respondents refusing to do the same. 6% respondents declined to comment.



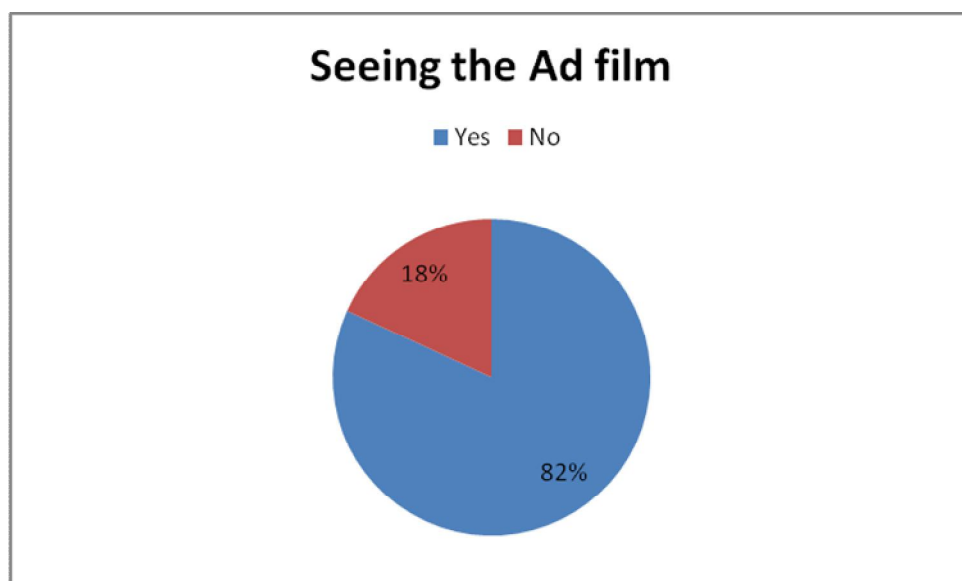
Trivandrum- Kerala

A sample of 200 people was surveyed in Kolkata to get a feedback for the Ad film on E- Waste Mass Awareness Campaign. Largest no. of response was received from this city being a metropolitan.

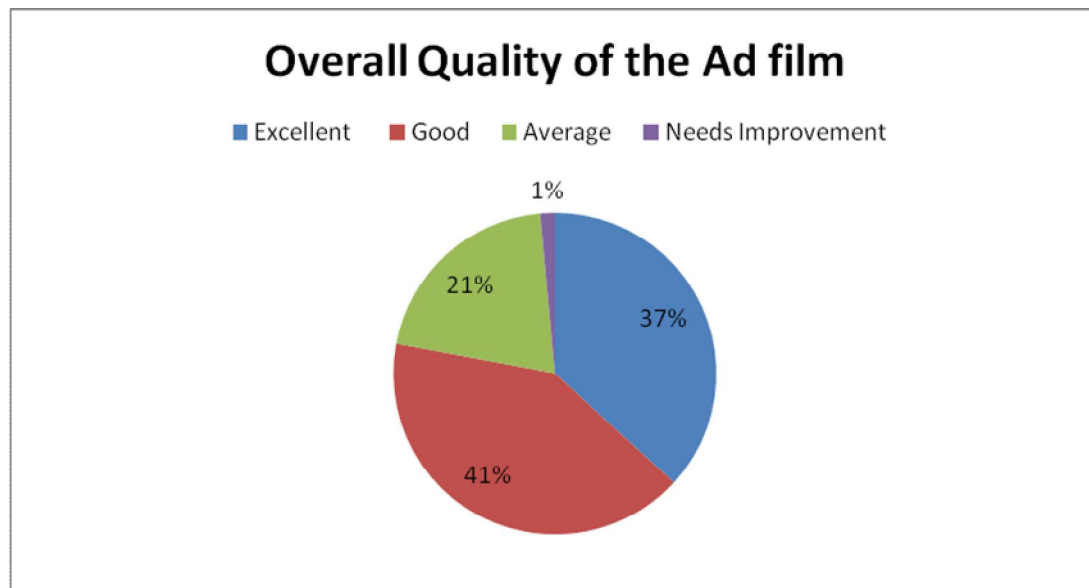
Key Findings

Observations are based on a sample size of 110 respondents

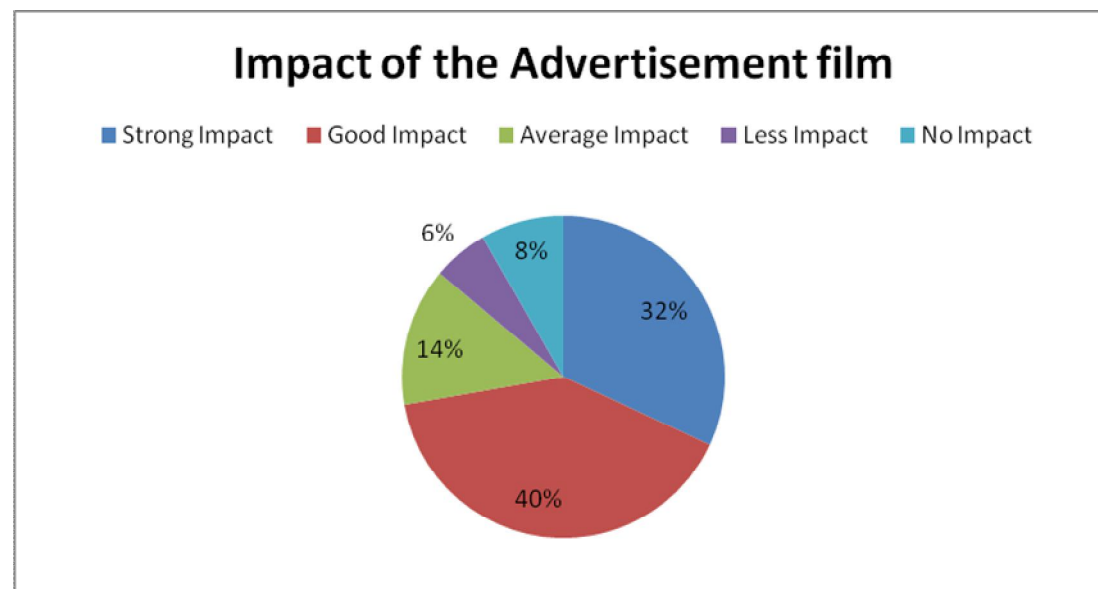
- Around 82% of the respondents saw the Advertisement Film with 18% respondents missing the Ad film



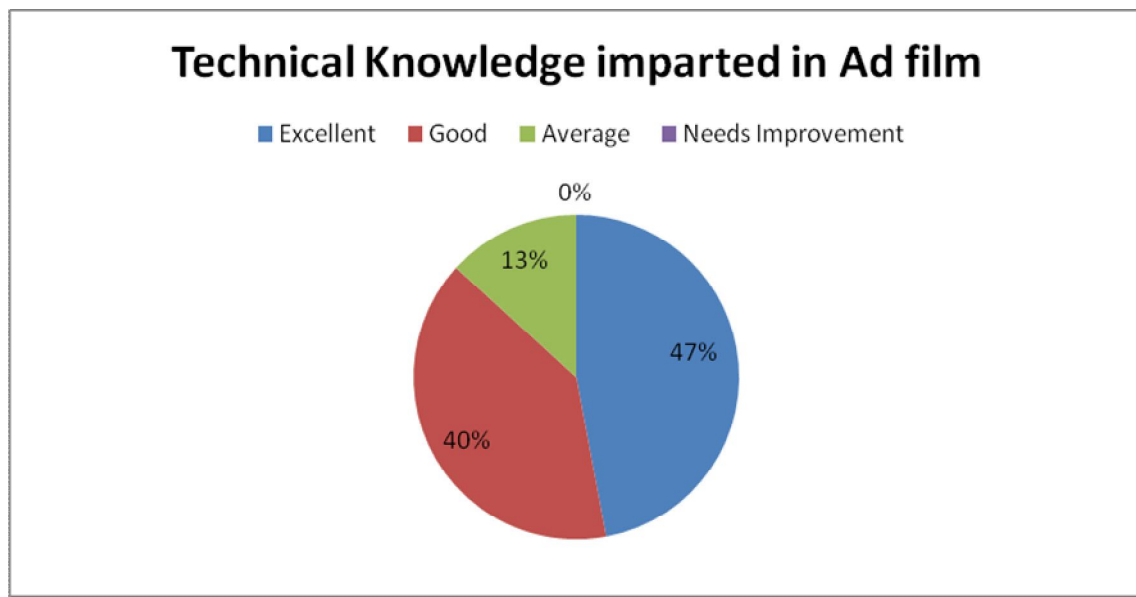
- Around 78 % of the respondents considered overall quality of the Ad film to be excellent/good. 21% respondents mentioned that the quality of Ad film was average and 1% of respondents mentioned that the Ad film needs improvement.



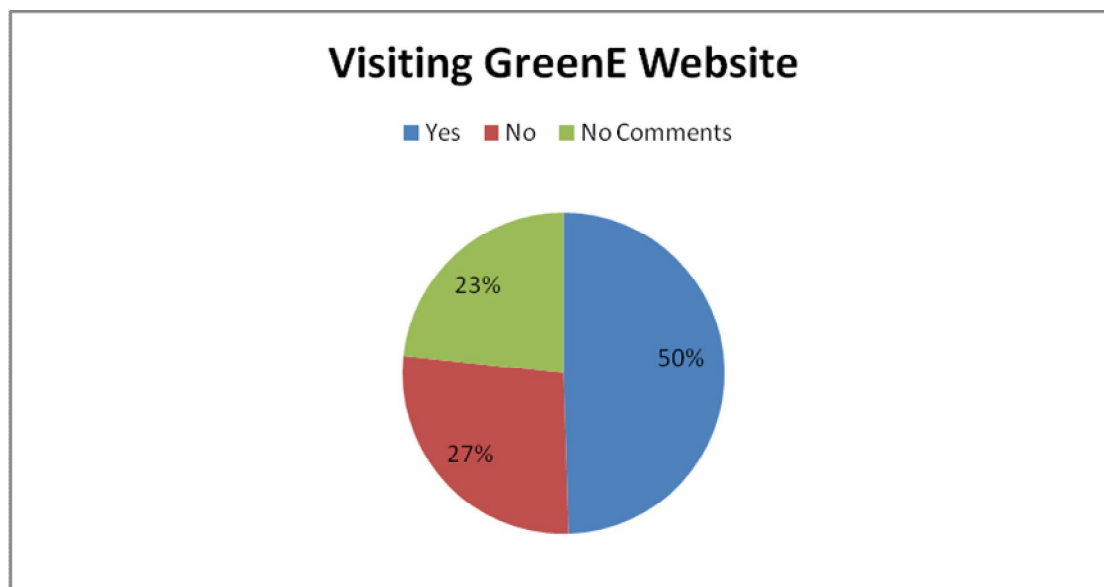
- Around **72%** of the respondents were of the view that the Ad film had a **Strong/Good Impact** through its message. 14% respondents mentioned that the Ad film had an Average impact. 6% respondents each mentioned that the Ad film has Less Impact with 8% of respondents were in view that it had No Impact.



- Around **87%** respondents considered the Technical Knowledge imparted in the Ad film to be **Excellent/Good**. 13% respondents mentioned that quality of technical knowledge in the Ad film was Average.



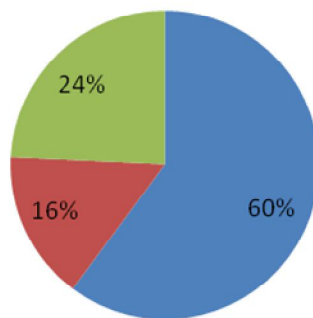
- Around 50% respondents mentioned that they will certainly visit the website www.greene.gov.in link of which was displayed during the Ad film. 27% respondents said that they won't visit the GreenE Website with 23% respondents declining to comment



- 60% respondents mentioned that they will recommend their family and peers to watch the advertisement at a nearby theatre. 16% respondents mentioned that they would not recommend their family and peers to watch the E- Waste Ad Awareness film at a nearby Theatre. 24% respondents declined to comment.

Recommending peers and family to watch the Ad film at a nearby theatre

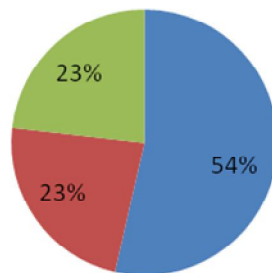
■ Yes ■ No ■ No Comments



- 54 % respondents mentioned that they will recommend their family and peers to visit the website www.greene.gov.in for safe disposal of Electronic Waste with 23% respondents refusing to do the same and same percentage of respondents declined to comment.

Recommending peers and family to visit the website www.greene.gov.in

■ Yes ■ No ■ No Comments



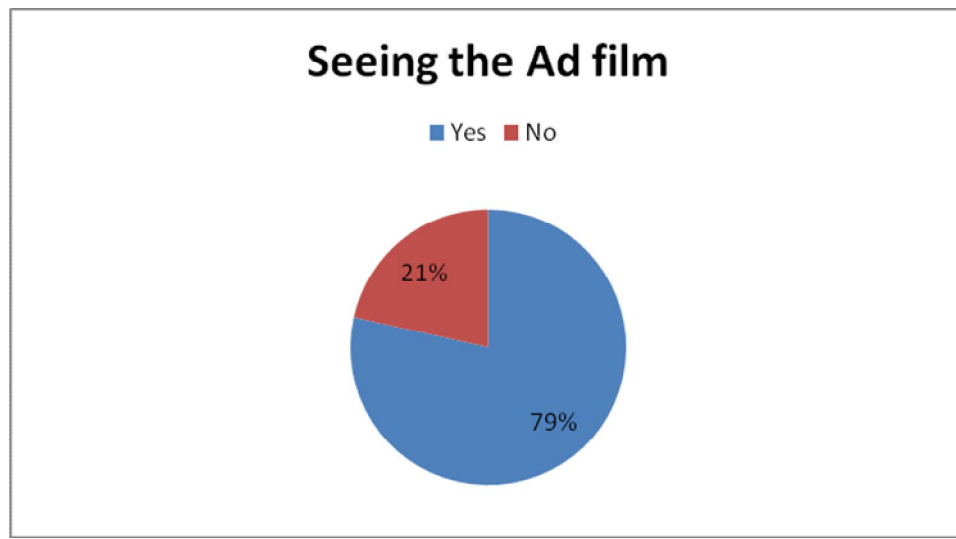
Gandhinagar- Gujarat

A sample of 400 people were surveyed in the city of Gandhinagar to get a feedback for the Ad film on E- Waste Mass Awareness Campaign

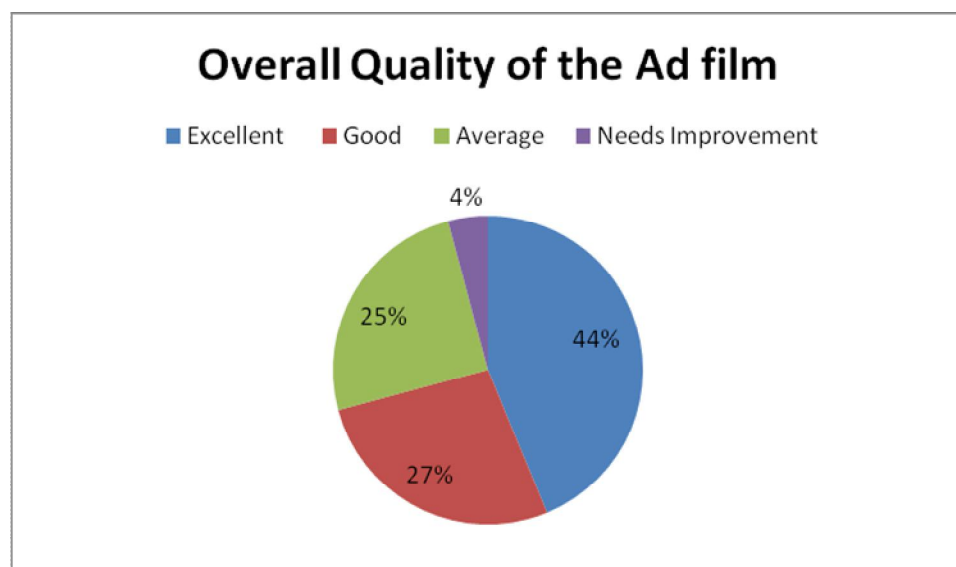
Key Findings

Observations below are based on a sample size of 121 respondents

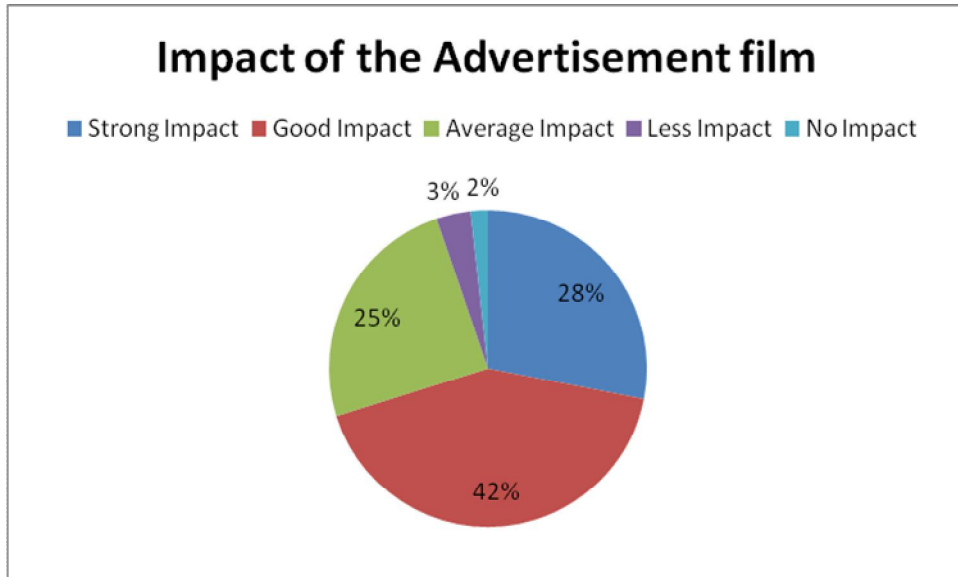
- Around 79% of the respondents saw the Advertisement Film with 21% respondents missing the Ad film



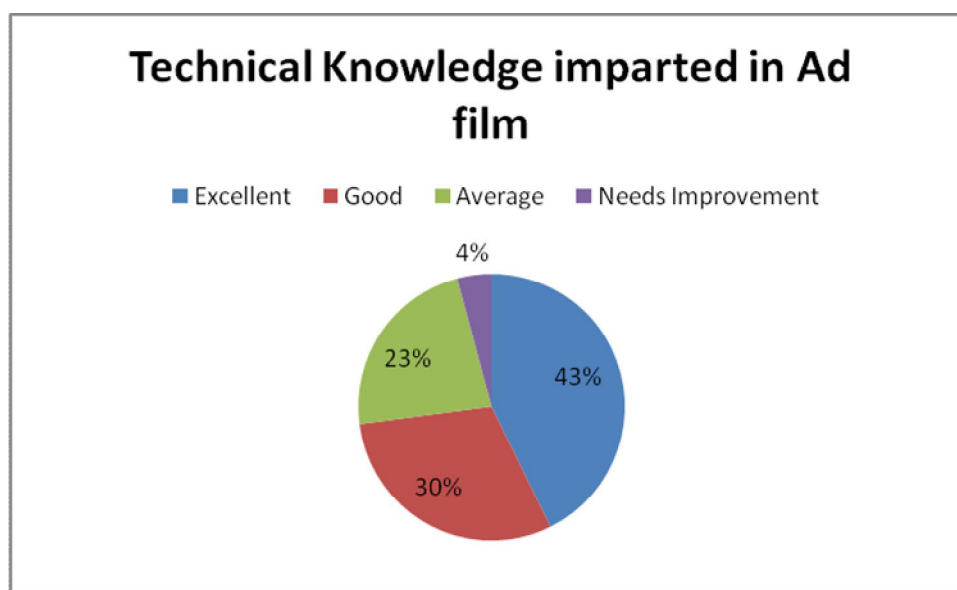
- Around **71%** of the respondents considered overall quality of the Ad film to be **Excellent/Good**. 34% respondents said that the quality of Advertisement was good. 8% respondents mentioned that the quality of Ad film was average and similar percentage of respondents mentioned that the Ad film needs improvement.



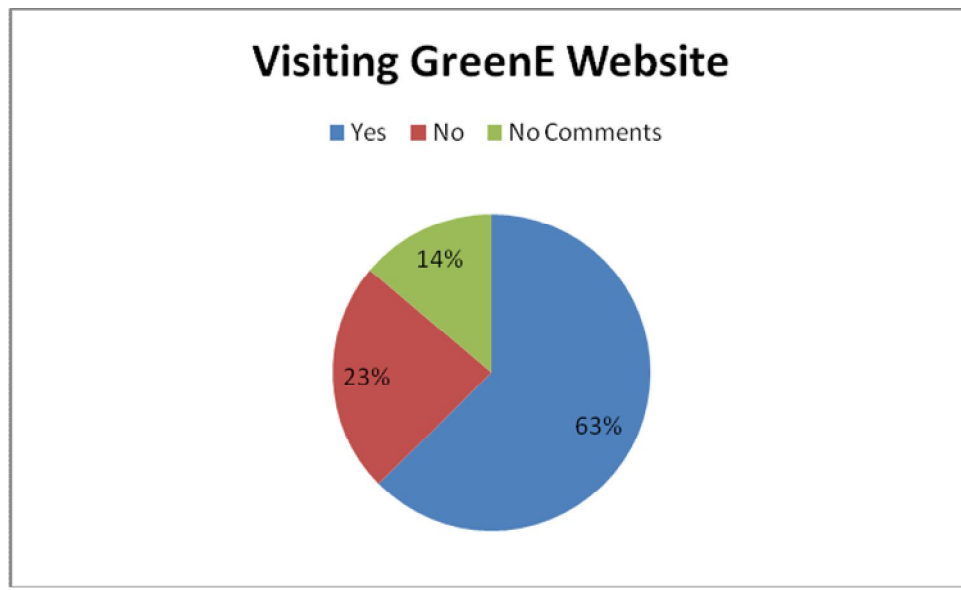
- Around **72%** of the respondents were of the view that the Ad film had a **Strong/Good** Impact through its message. 26% respondents mentioned that the Ad film had an Average impact with 6% respondents thinking that the Ad had less and No Impact respectively.



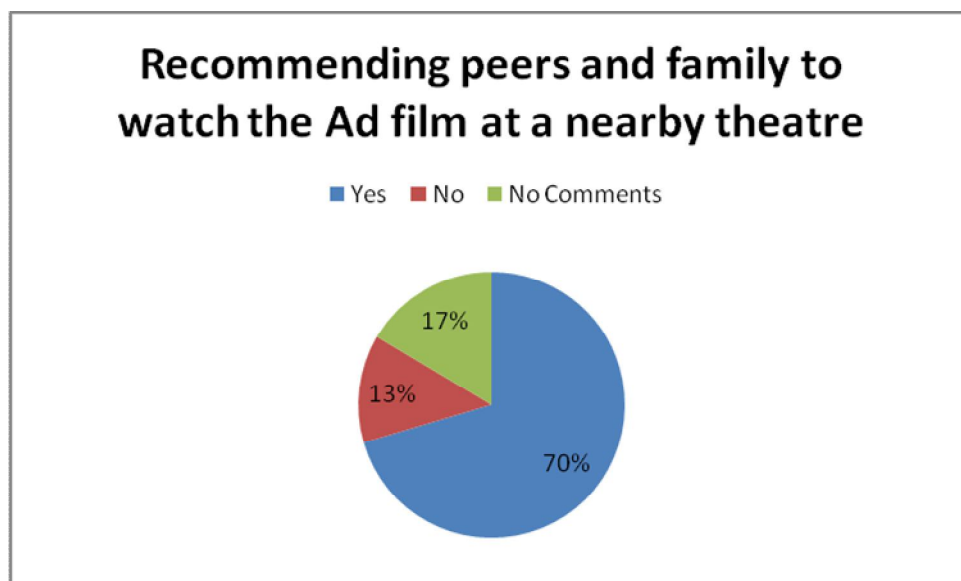
- Around **73%** respondents considered the Technical Knowledge imparted in the Ad film to be **Excellent/Good**. 23% respondents mentioned that quality of technical knowledge in the Ad film was Average and 4% respondents said that the technical knowledge should be highlighted more effectively and needs improvement.



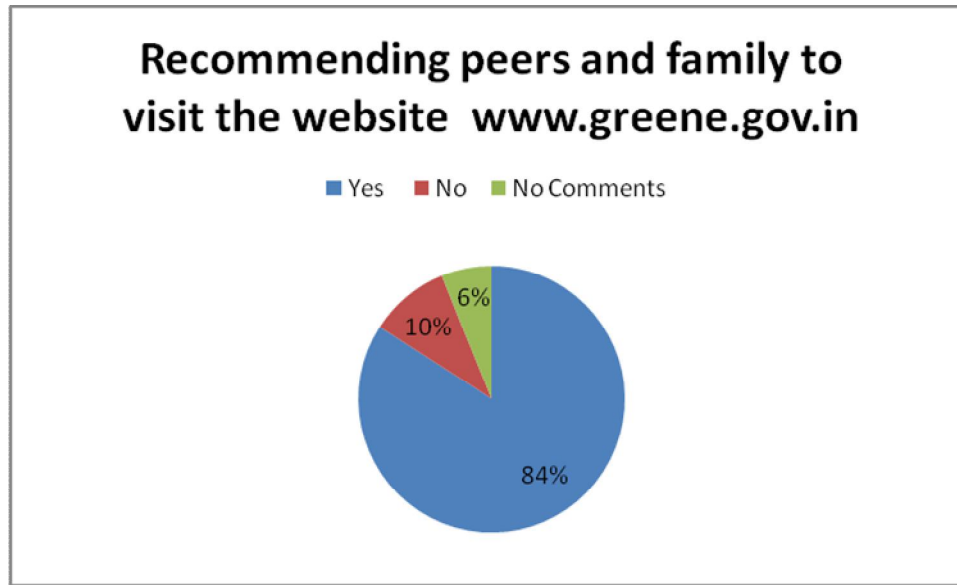
- Around 63 % respondents mentioned that they will certainly visit the website www.greene.gov.in link of which was displayed during the Ad film. 23% respondents said that they won't visit the GreenE Website with 14% respondents declining to comment



- 70 % respondents mentioned that they will recommend their family and peers to watch the advertisement at a nearby theatre. 30 % respondents mentioned that they would not recommend their family and peers to watch the E- Waste Ad Awareness film at a nearby Theatre. 17% respondents declined to comment.



- 84 % respondents mentioned that they will recommend their family and peers to visit the website www.greene.gov.in for safe disposal of Electronic Waste with 10% respondents refusing to do the same. 6% respondents declined to comment.



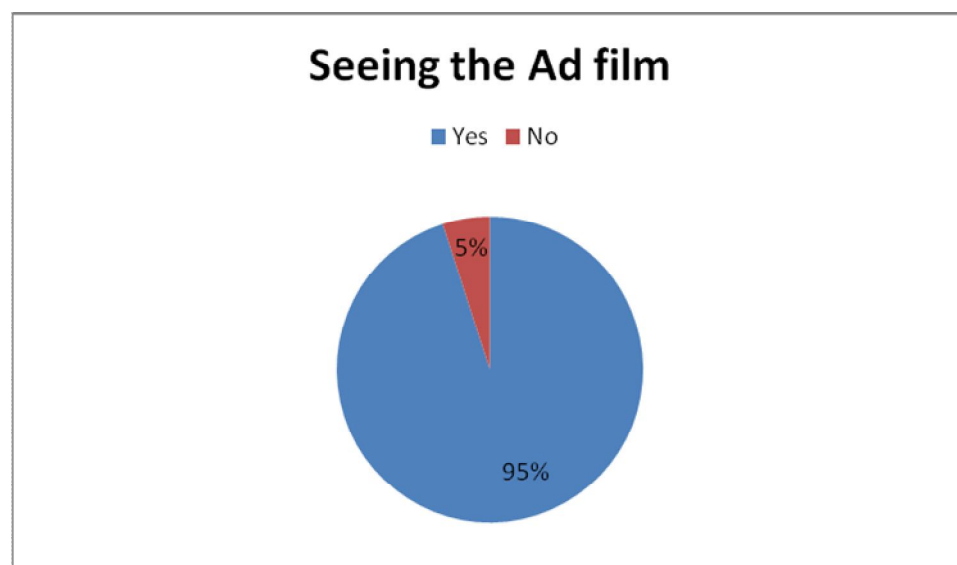
Mumbai-Maharashtra

A sample of 232 people were surveyed in the city of Bhopal to get a feedback for the Ad film on E- Waste Mass Awareness Campaign

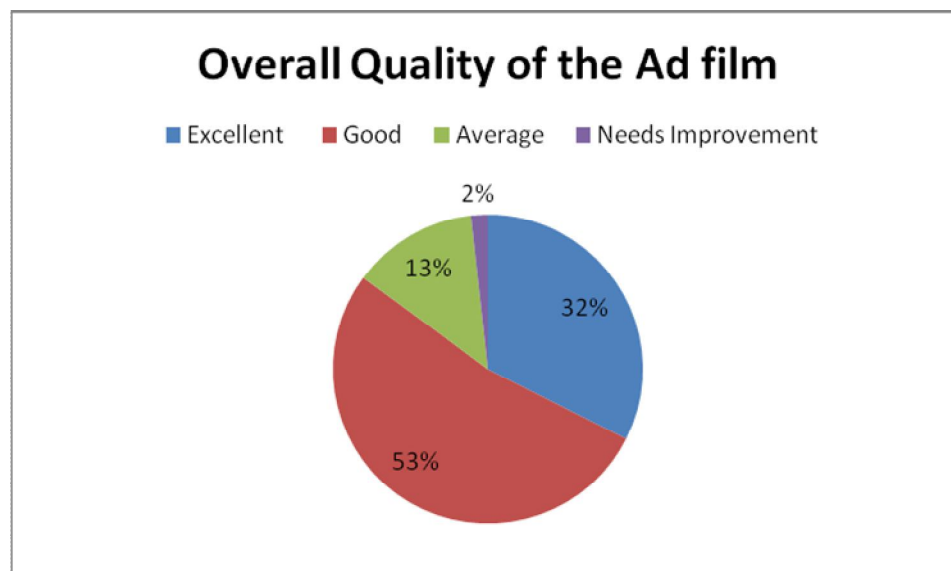
Key Findings

Observations below are based on a sample size of 151 respondents

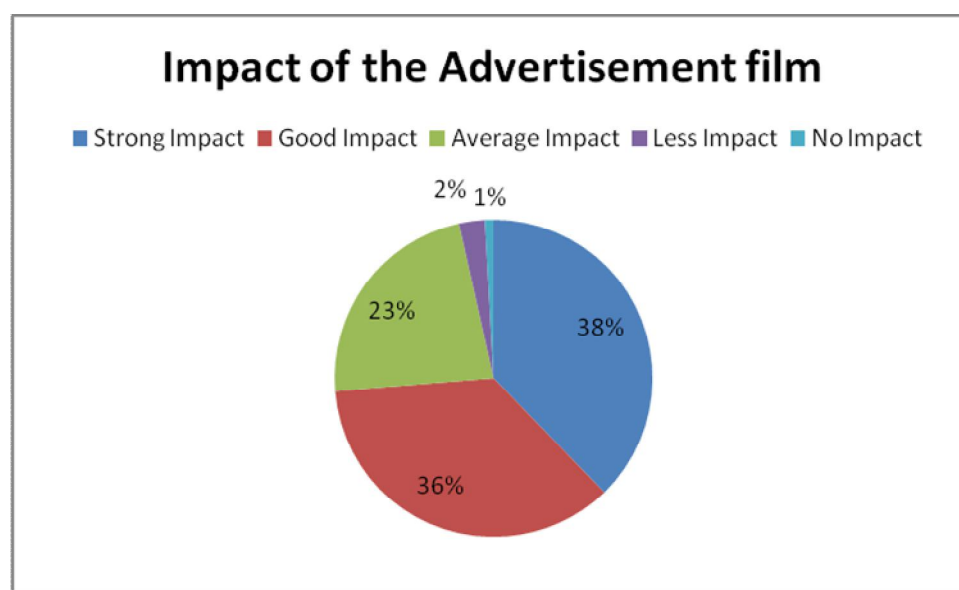
- Around 95% of the respondents saw the Advertisement Film with 5% respondents missing the Ad film



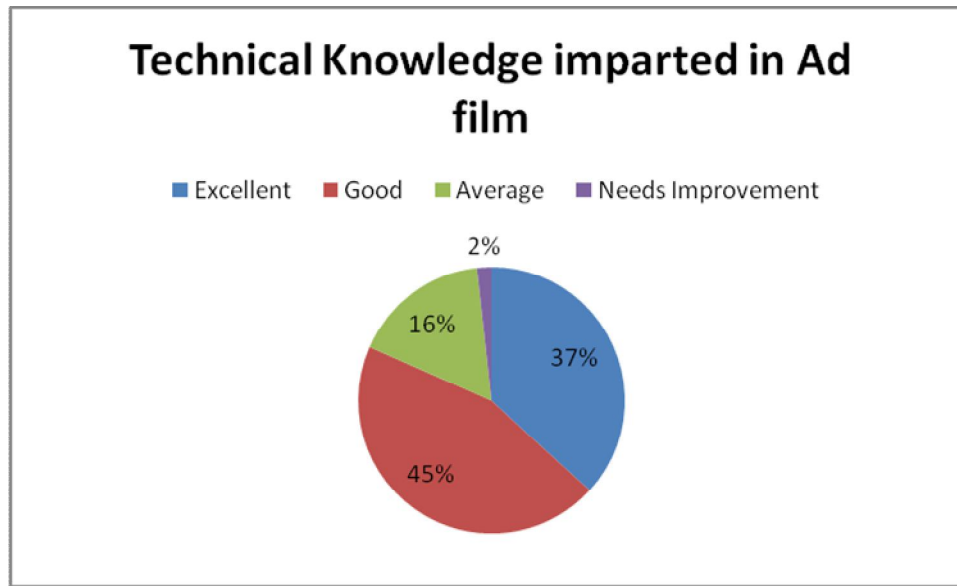
- Around **85%** of the respondents considered overall quality of the Ad film to be **Excellent/Good**. 13% respondents mentioned that the quality of Ad film was average and 2% respondents mentioned that the Ad film needs improvement.



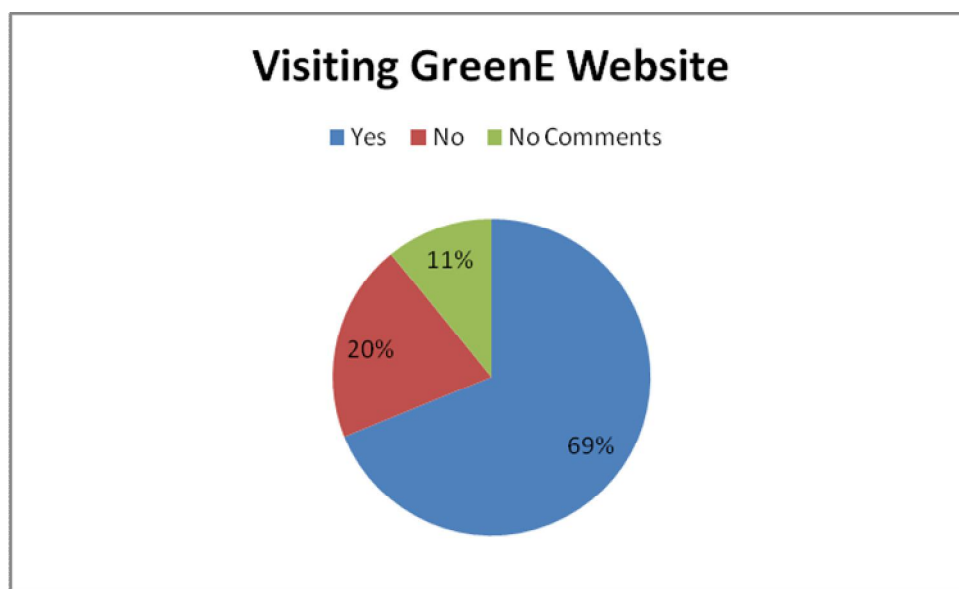
- Around **74%** of the respondents were of the view that the Ad film had a **Strong/Good** Impact through its message. 23% respondents mentioned that the Ad film had an Average impact and 3% of respondents said that the Ad Film have Less or No Impact.



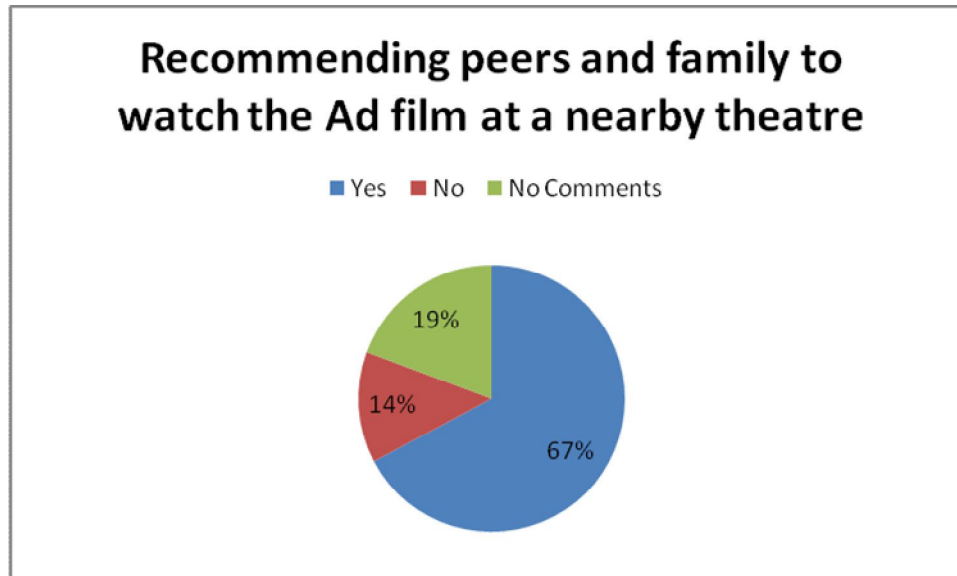
- Around **82%** respondents considered the Technical Knowledge imparted in the Ad film to be **Excellent/Good**. 16% respondents mentioned that quality of technical knowledge in the Ad film was Average and 2% respondents said that the technical knowledge should be highlighted more effectively and needs improvement.



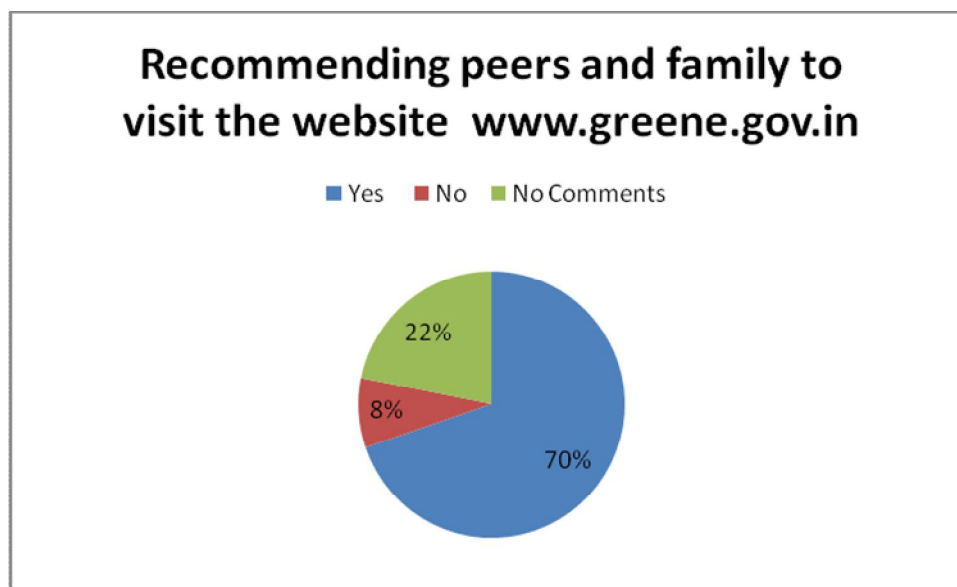
- Around 69 % respondents mentioned that they will certainly visit the website www.greene.gov.in link of which was displayed during the Ad film. 20% respondents said that they wont visit the GreenE Website with 11% respondents declining to comment



- 67 % respondents mentioned that they will recommend their family and peers to watch the advertisement at a nearby theatre. 14% respondents mentioned that they would not recommend their family and peers to watch the E- Waste Ad Awareness film at a nearby Theatre. 19% respondents declined to comment.



- 70% respondents mentioned that they will recommend their family and peers to visit the website www.greene.gov.in for safe disposal of Electronic Waste with 8% respondents refusing to do the same. 22% respondents declined to comment.



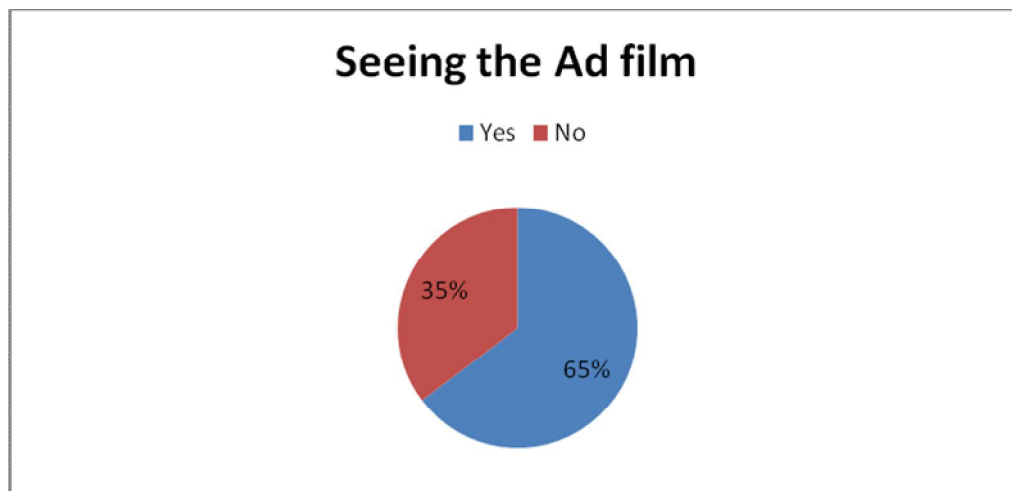
Shimla- Himachal Pradesh

A sample of 200 people were surveyed in the city of Patna to get a feedback for the Ad film on E- Waste Mass Awareness Campaign

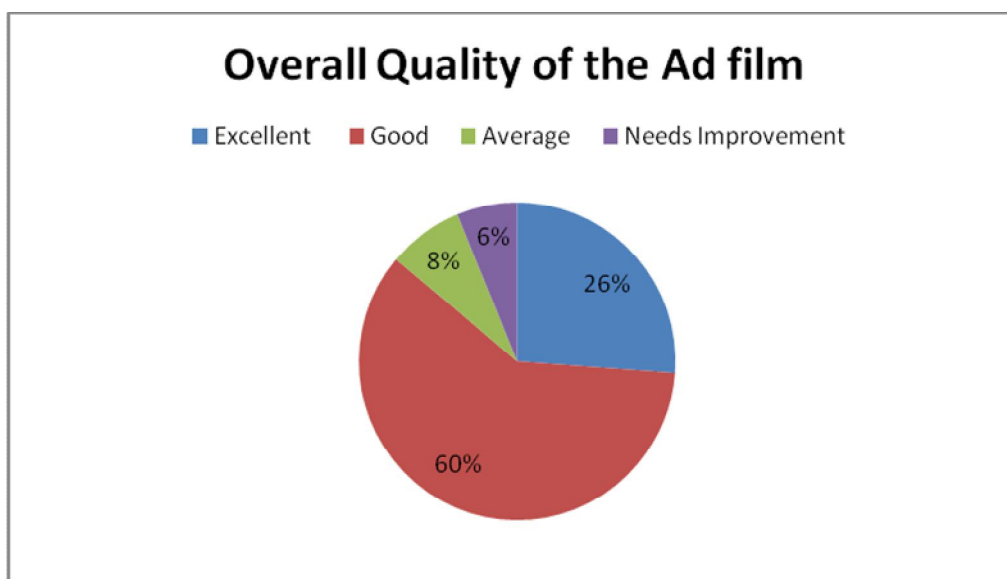
Key Findings

Observations below are based on a sample size of 100 respondents

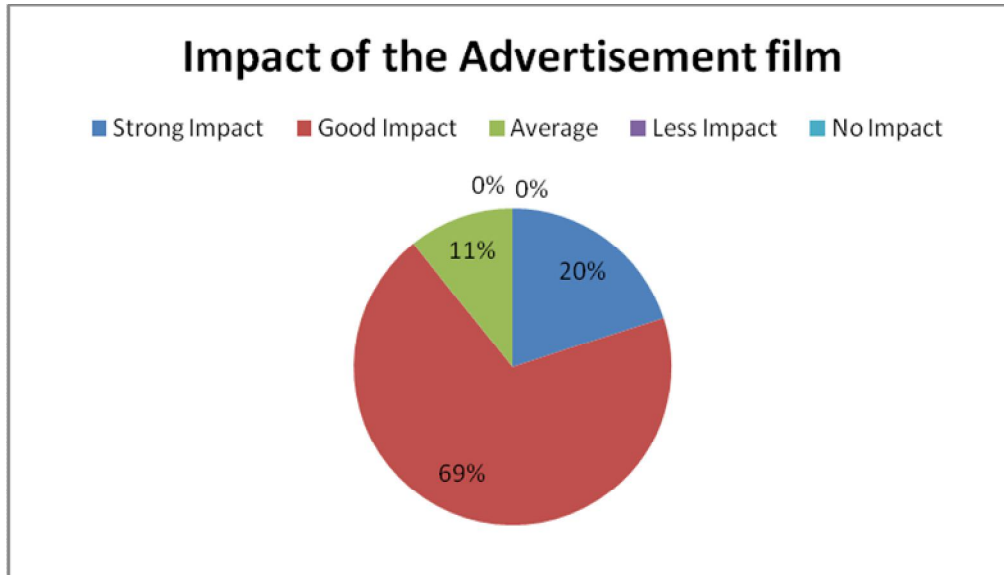
- Around 65% of the respondents saw the Advertisement Film with 35% respondents missing the Ad film



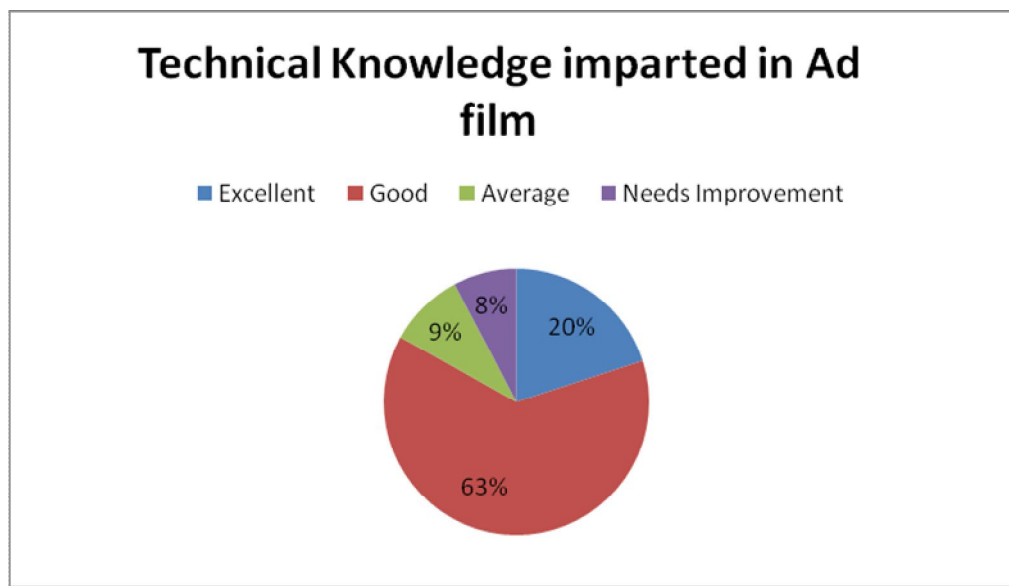
- Around **86%** of the respondents considered overall quality of the Ad film to be **Excellent/Good**. 8% respondents mentioned that the quality of Ad film was average and 6% respondents mentioned that the Ad film needs improvement.



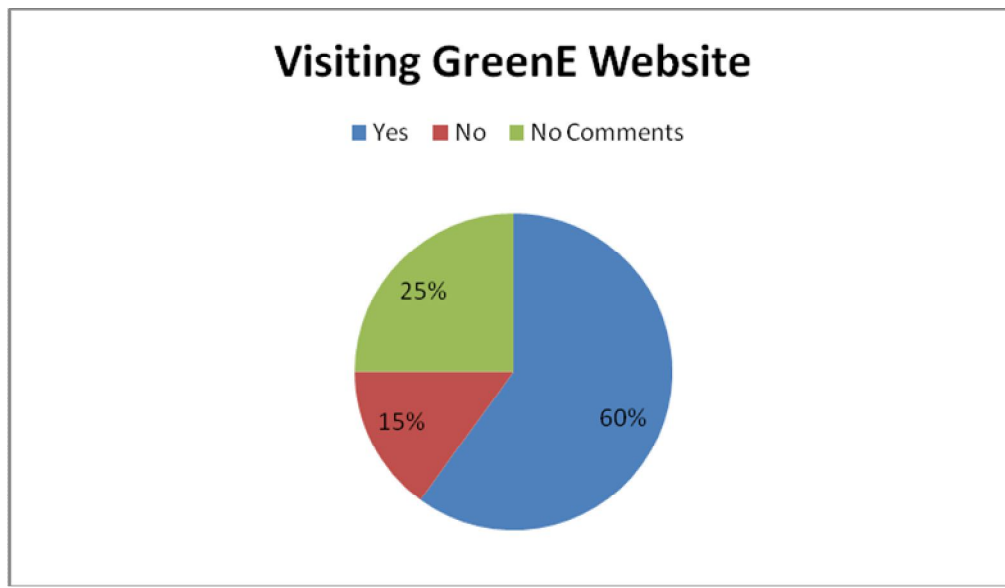
- Around **89%** of the respondents were of the view that the Ad film had a **Strong/Good** Impact through its message. 11% respondents mentioned that the Ad film had an Average impact.



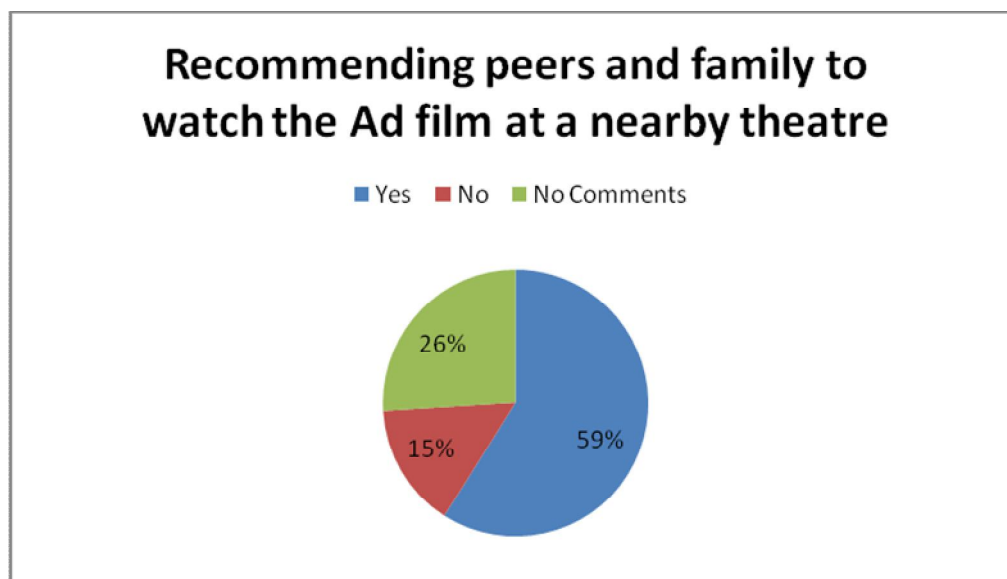
- Around **83%** respondents considered the Technical Knowledge imparted in the Ad film to be **Excellent/Good**. 9% respondents mentioned that quality of technical knowledge in the Ad film was Average and 8% respondents said that the technical knowledge should be highlighted more effectively and needs improvement.



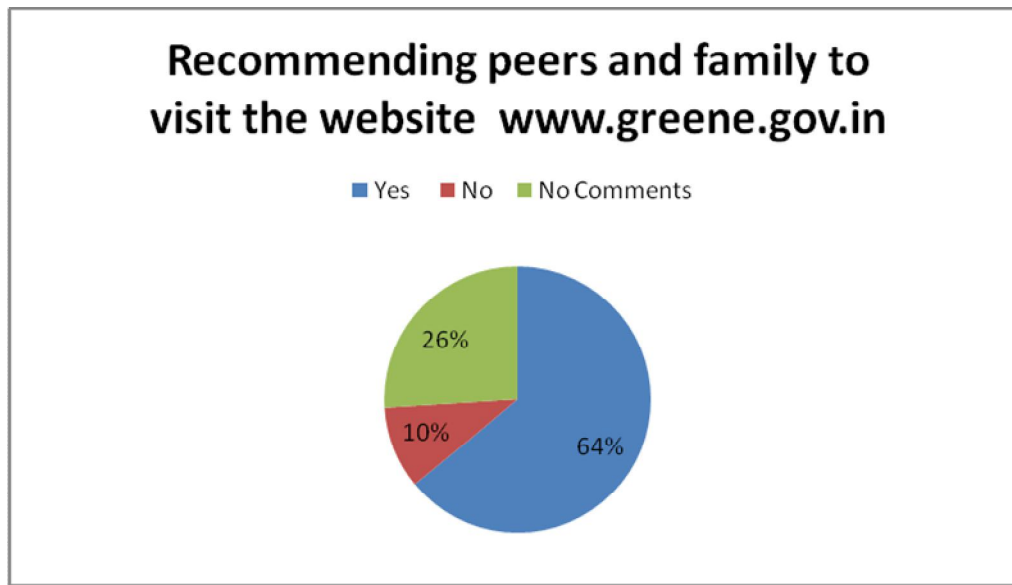
- Around 60% respondents mentioned that they will certainly visit the website www.greene.gov.in link of which was displayed during the Ad film. 15% respondents said that they won't visit the GreenE Website with 25% respondents declining to comment



- 50% respondents mentioned that they will recommend their family and peers to watch the advertisement at a nearby theatre. 15% respondents mentioned that they would not recommend their family and peers to watch the E- Waste Ad Awareness film at a nearby Theatre. 26% respondents declined to comment.



- 64% respondents mentioned that they will recommend their family and peers to visit the website www.greene.gov.in for safe disposal of Electronic Waste with 10% respondents refusing to do the same. 26% respondents declined to comment.



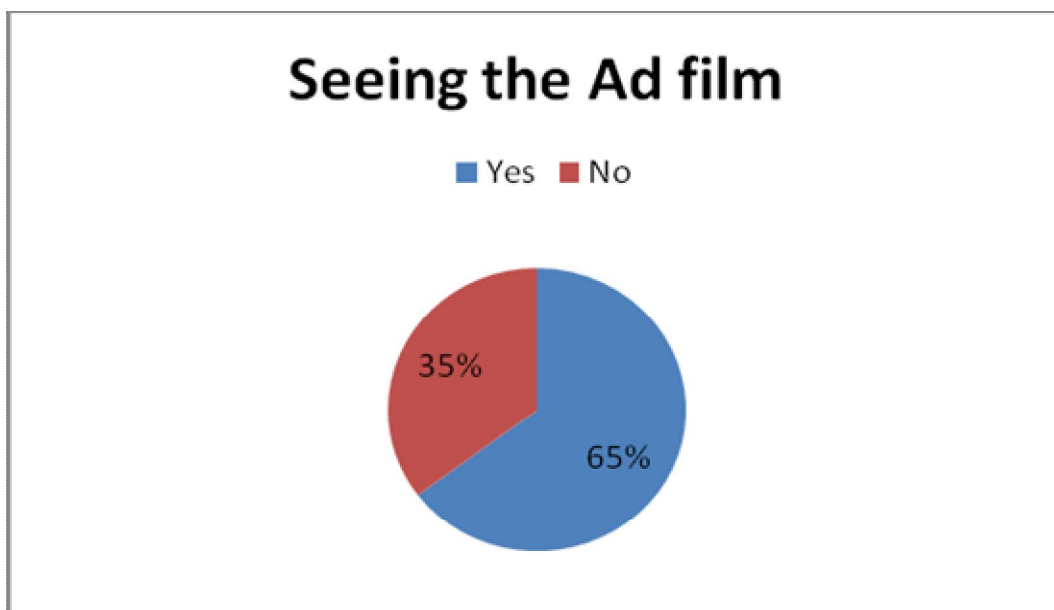
Madurai- Tamilnadu

A sample of 346 people were surveyed in the city of Patna to get a feedback for the Ad film on E- Waste Mass Awareness Campaign

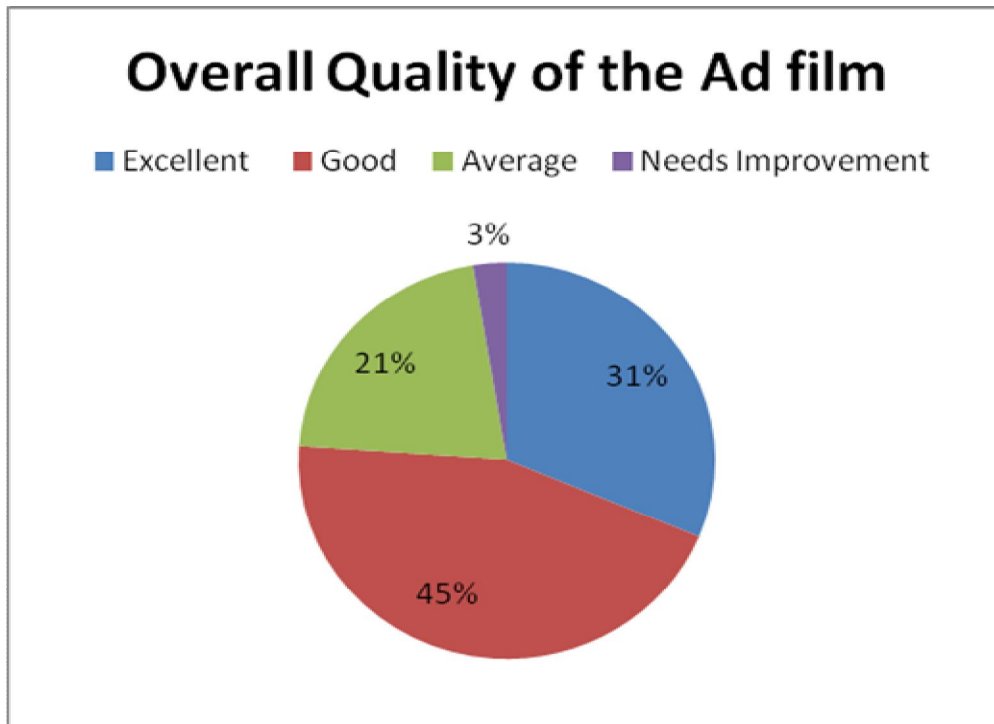
Key Findings

Observations below are based on 346 respondents

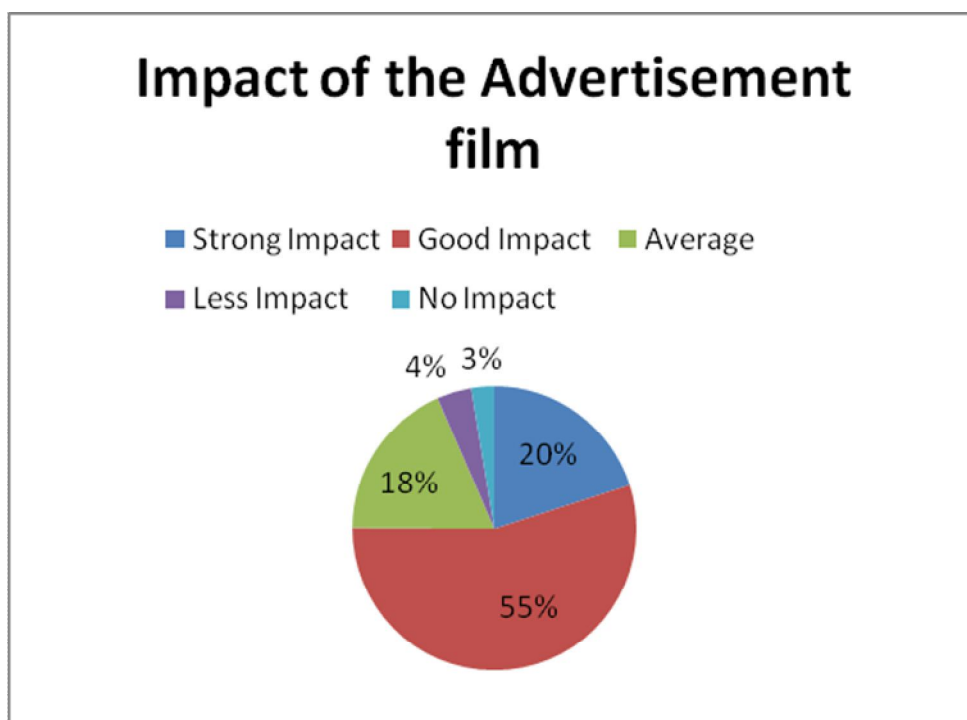
- Around 65% of the respondents saw the Advertisement Film with 35% respondents missing the Ad film



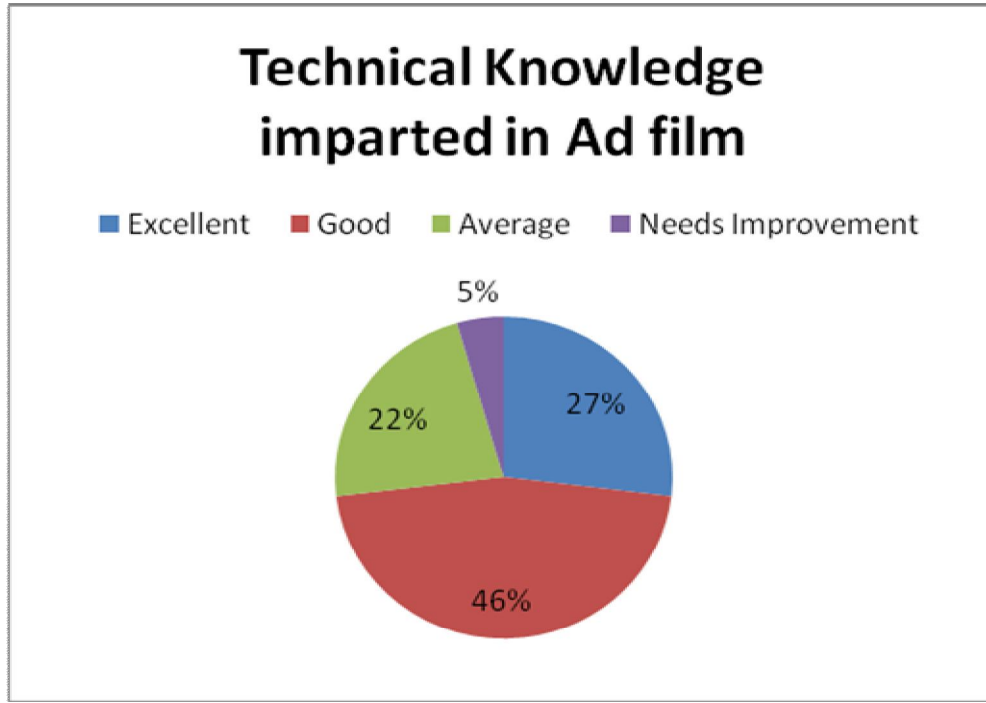
- Around **76%** of the respondents considered overall quality of the Ad film to be **Excellent/Good**. 21% respondents mentioned that the quality of Ad film was average and 3% respondents mentioned that the Ad film needs improvement.



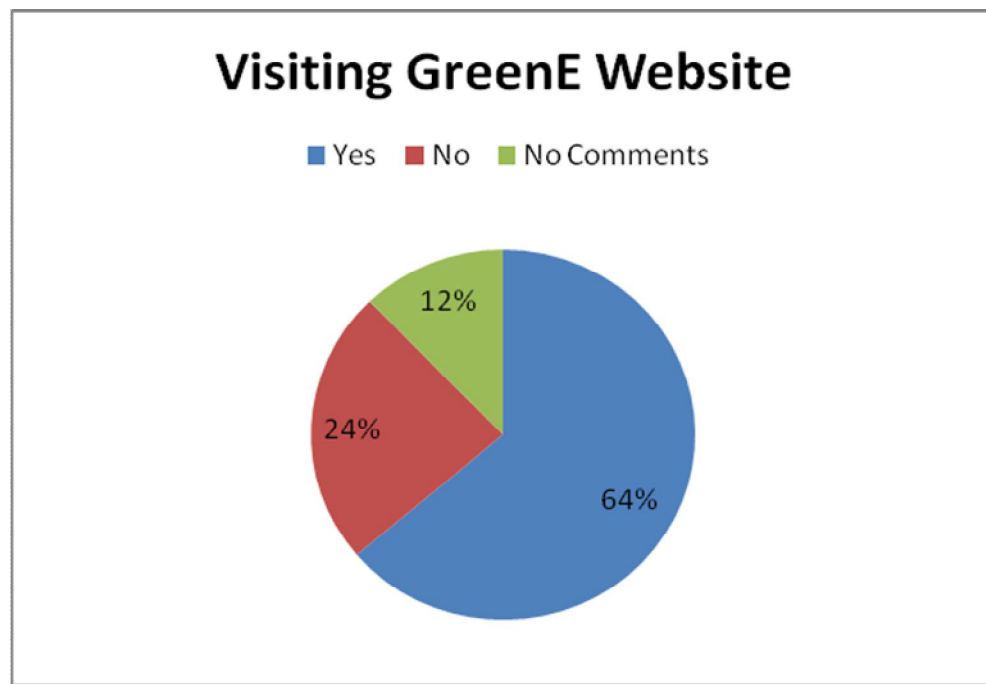
- Around **75%** of the respondents were of the view that the Ad film had a **Strong/Good** Impact through its message. 18% respondents mentioned that the Ad film had an Average impact and 7% of respondents mentioned that ad film had less or No Impact.



- Around **73%** respondents considered the Technical Knowledge imparted in the Ad film to be **Excellent/Good**. **22%** respondents mentioned that quality of technical knowledge in the Ad film was Average and 5% respondents said that the technical knowledge should be highlighted more effectively and needs improvement.



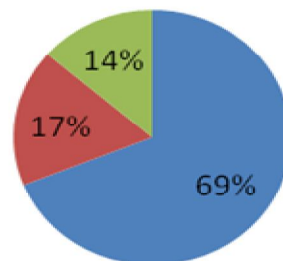
- Around 64% respondents mentioned that they will certainly visit the website www.greene.gov.in link of which was displayed during the Ad film. 24% respondents said that they won't visit the GreenE Website with 12% respondents declining to comment



- 69% respondents mentioned that they will recommend their family and peers to watch the advertisement at a nearby theatre. 17% respondents mentioned that they would not recommend their family and peers to watch the E- Waste Ad Awareness film at a nearby Theatre. 14% respondents declined to comment.

Recommending peers and family to watch the Ad film at a nearby theatre

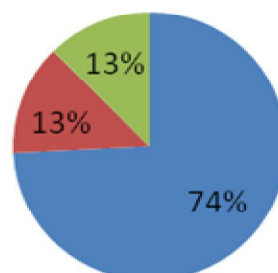
■ Yes ■ No ■ No Comments



- 74% respondents mentioned that they will recommend their family and peers to visit the website www.greene.gov.in for safe disposal of Electronic Waste with 13% respondents refusing to do the same. 13% respondents declined to comment.

Recommending peers and family to visit the website www.greene.gov.in

■ Yes ■ No ■ No Comments



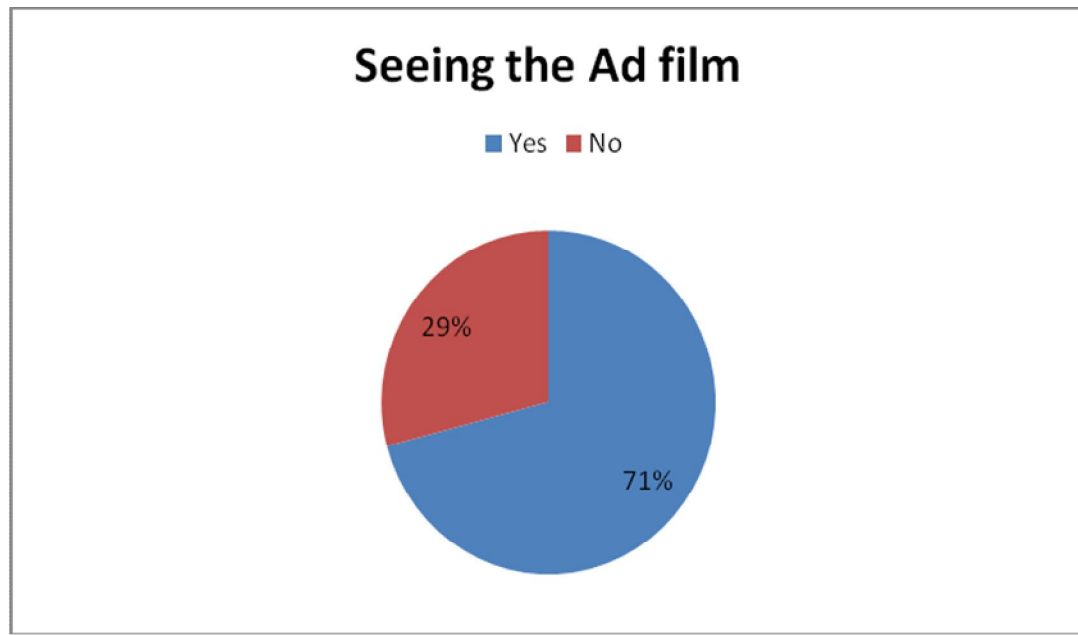
Delhi

A sample of 200 people were surveyed in the city of Patna to get a feedback for the Ad film on E- Waste Mass Awareness Campaign

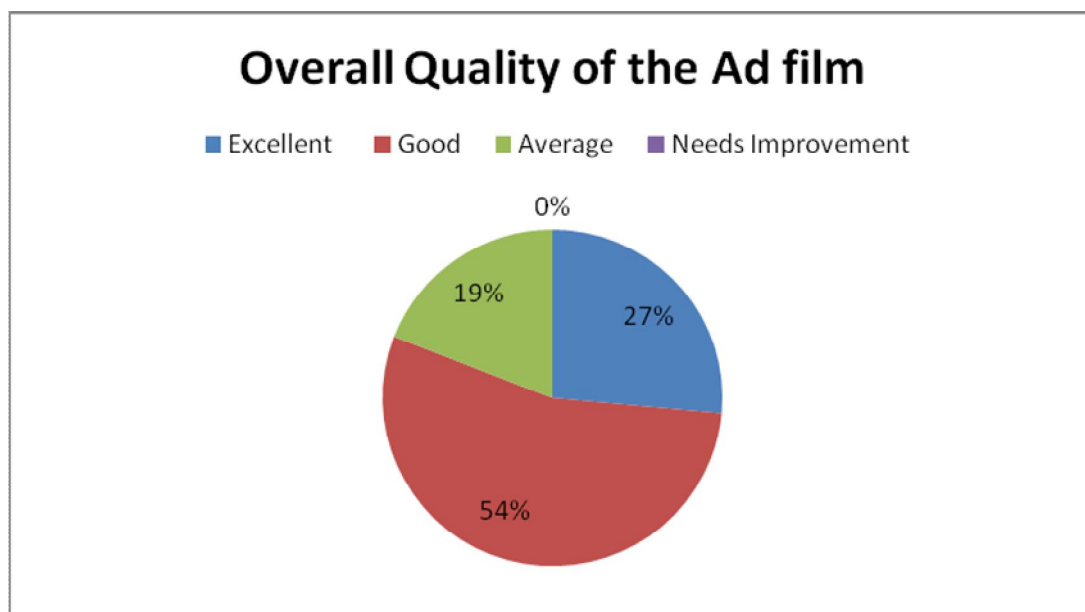
Key Findings

Observations below are based on sample size of 110 respondents

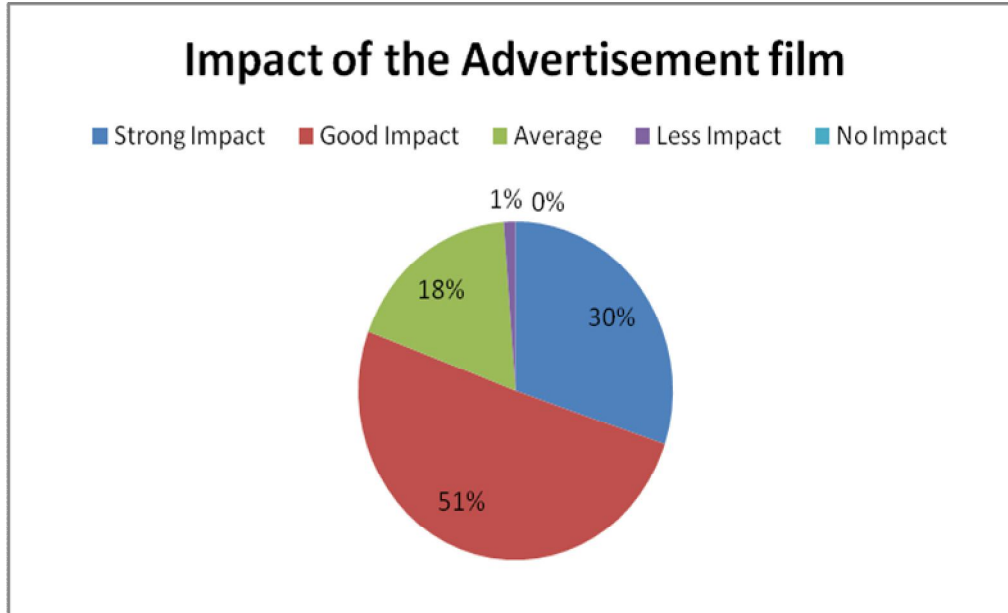
- Around 71 % of the respondents saw the Advertisement Film with 29% respondents missing the Ad film



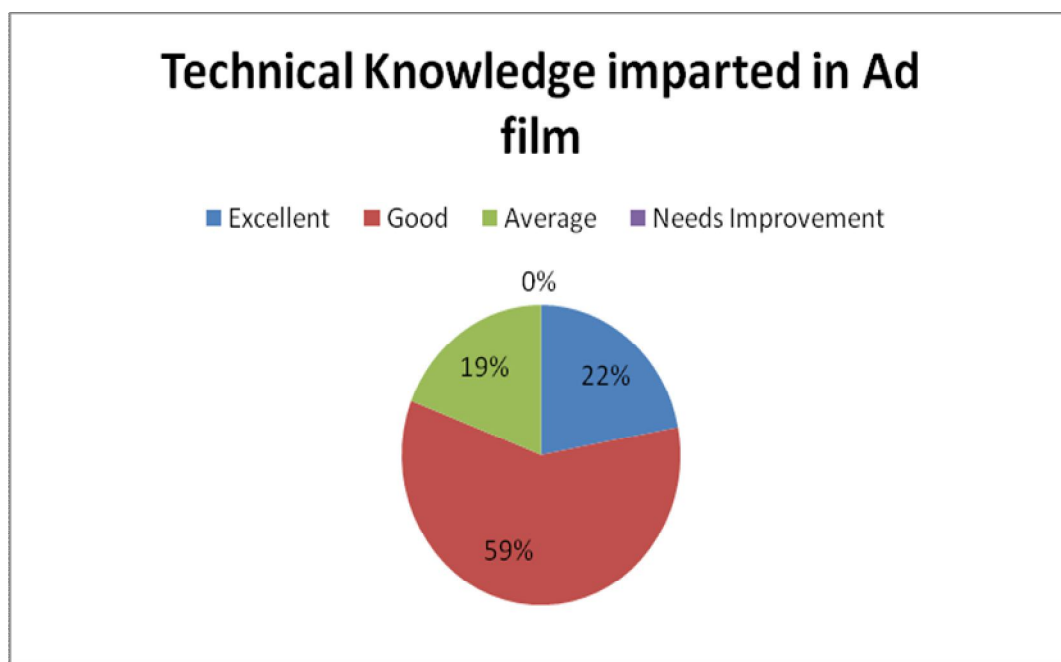
- Around **81%** of the respondents considered overall quality of the Ad film to be **Excellent/Good**. 19% respondents mentioned that the quality of Ad film was average,



- Around **81%** of the respondents were of the view that the Ad film had a **Strong/Good** Impact through its message. 18% respondents mentioned that the Ad film had an Average impact and 1% of respondents mentioned that ad film had less or No Impact.



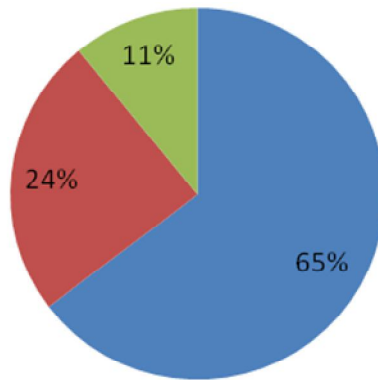
- Around **81%** respondents considered the Technical Knowledge imparted in the Ad film to be **Excellent/Good**. 19% respondents mentioned that quality of technical knowledge in the Ad film was Average.



- Around 65% respondents mentioned that they will certainly visit the website www.greene.gov.in link of which was displayed during the Ad film. 24% respondents said that they won't visit the GreenE Website with 11% respondents declining to comment

Visiting GreenE Website

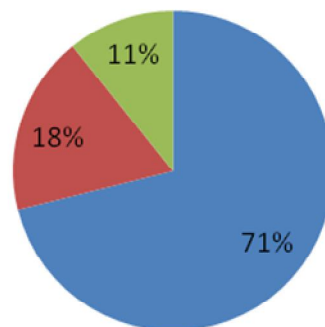
■ Yes ■ No ■ No Comments



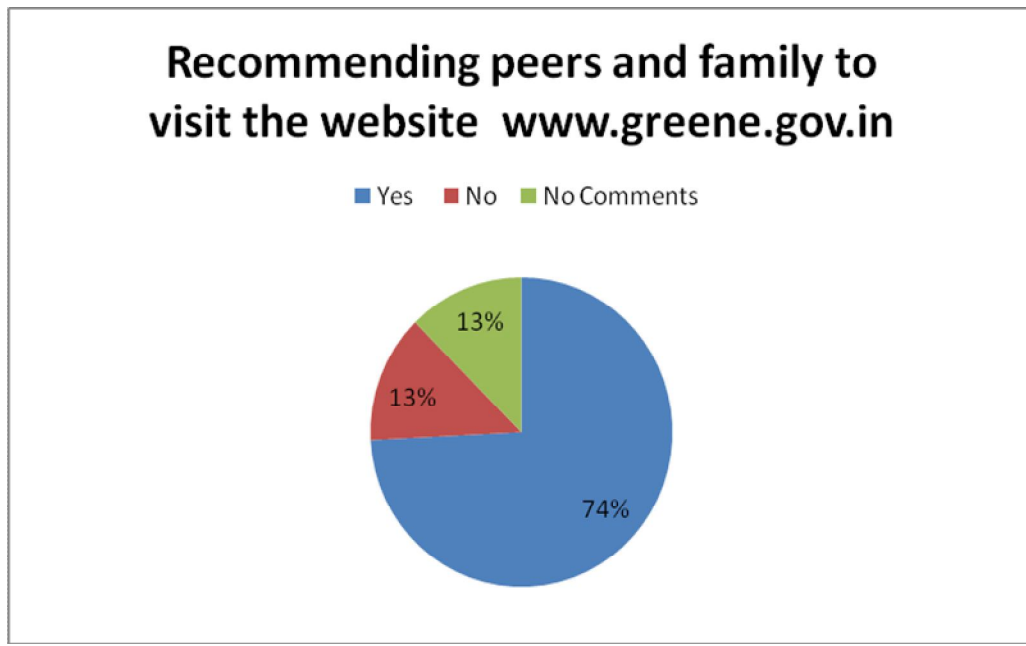
- 71% respondents mentioned that they will recommend their family and peers to watch the advertisement at a nearby theatre. 18% respondents mentioned that they would not recommend their family and peers to watch the E- Waste Ad Awareness film at a nearby Theatre. 11% respondents declined to comment.

Recommending peers and family to watch the Ad film at a nearby theatre

■ Yes ■ No ■ No Comments



- 74% respondents mentioned that they will recommend their family and peers to visit the website www.greene.gov.in for safe disposal of Electronic Waste with 13% respondents refusing to do the same. 13% respondents declined to comment.



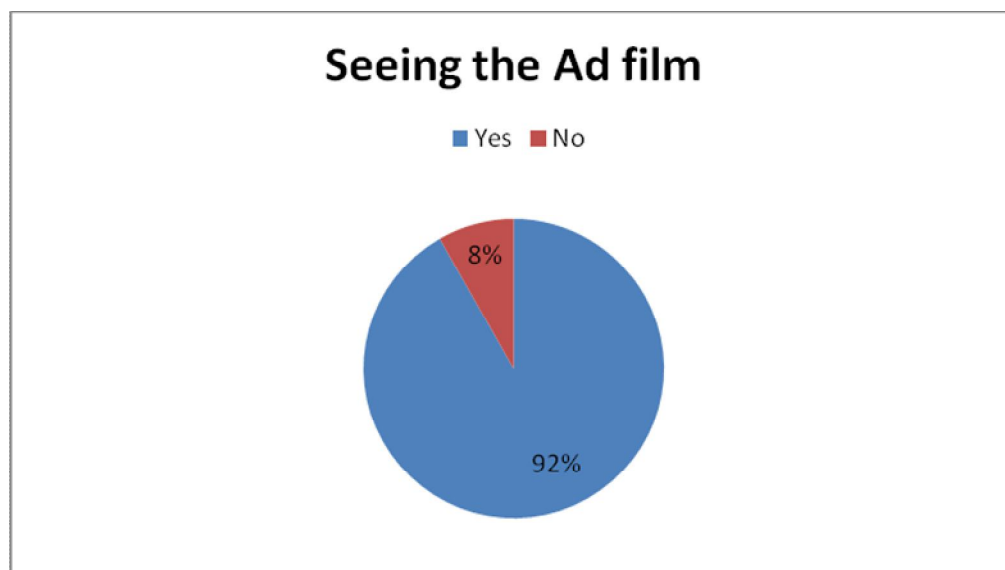
Raipur- Chhattisgarh

A sample of 200 people were surveyed in the city of Patna to get a feedback for the Ad film on E- Waste Mass Awareness Campaign

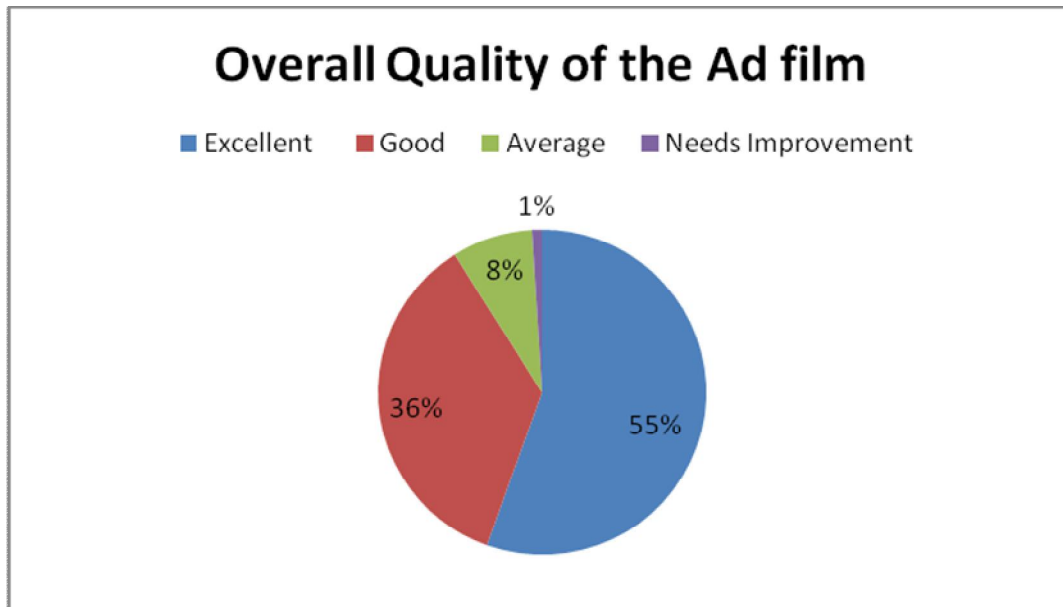
Key Findings

Observations below are based sample of 110 respondents

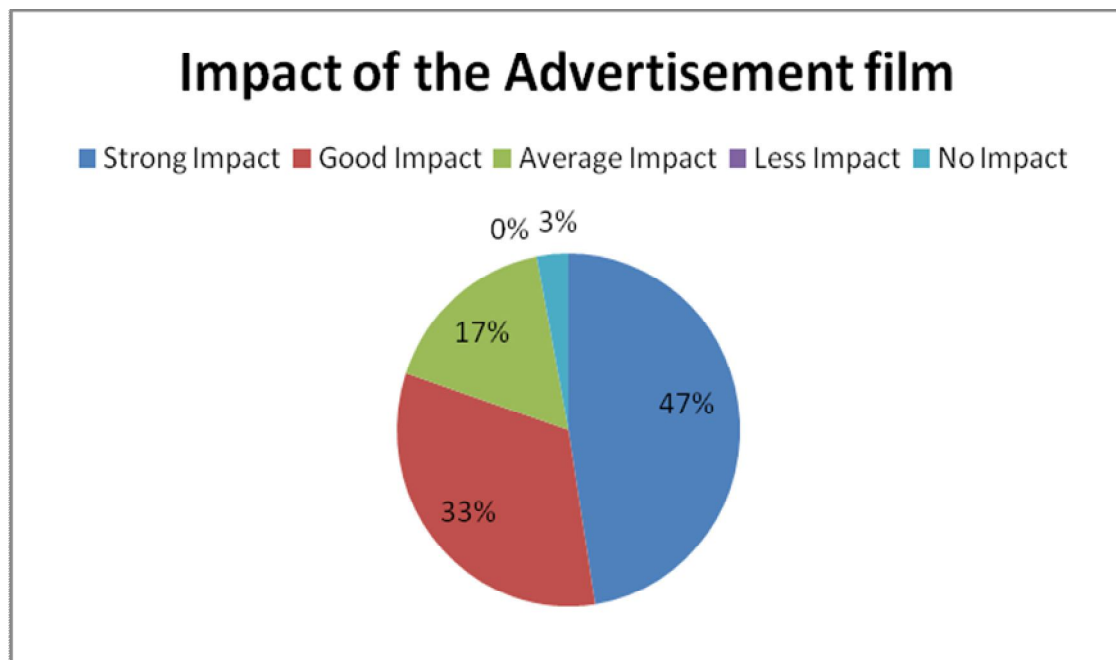
- Around 93% of the respondents saw the Advertisement Film with 8% respondents missing the Ad film



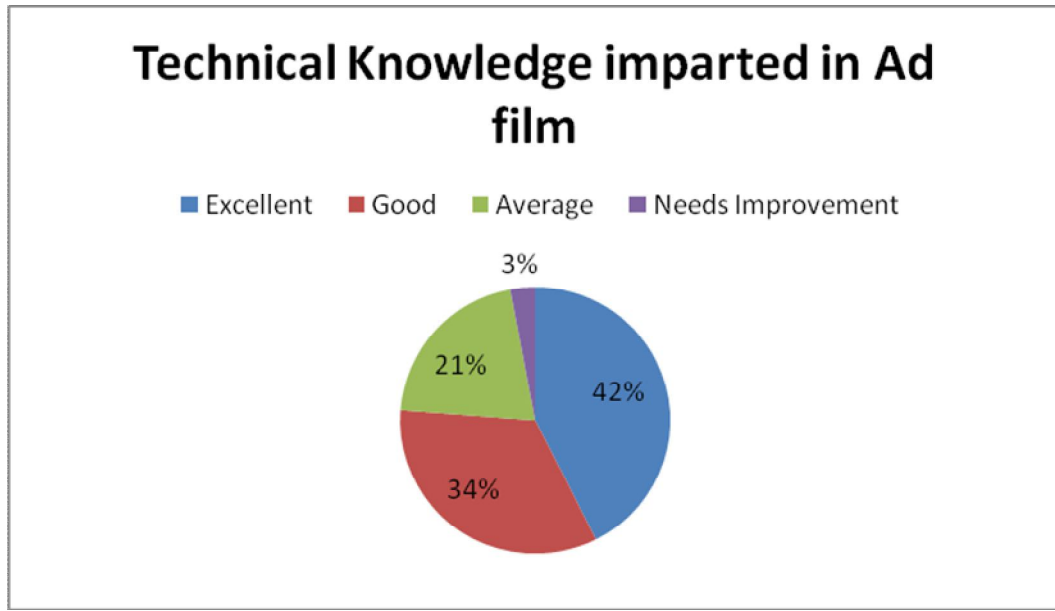
- Around **91%** of the respondents considered overall quality of the Ad film to be **Excellent/Good**. 8% respondents mentioned that the quality of Ad film was average and 1% respondents said that it required improvements.



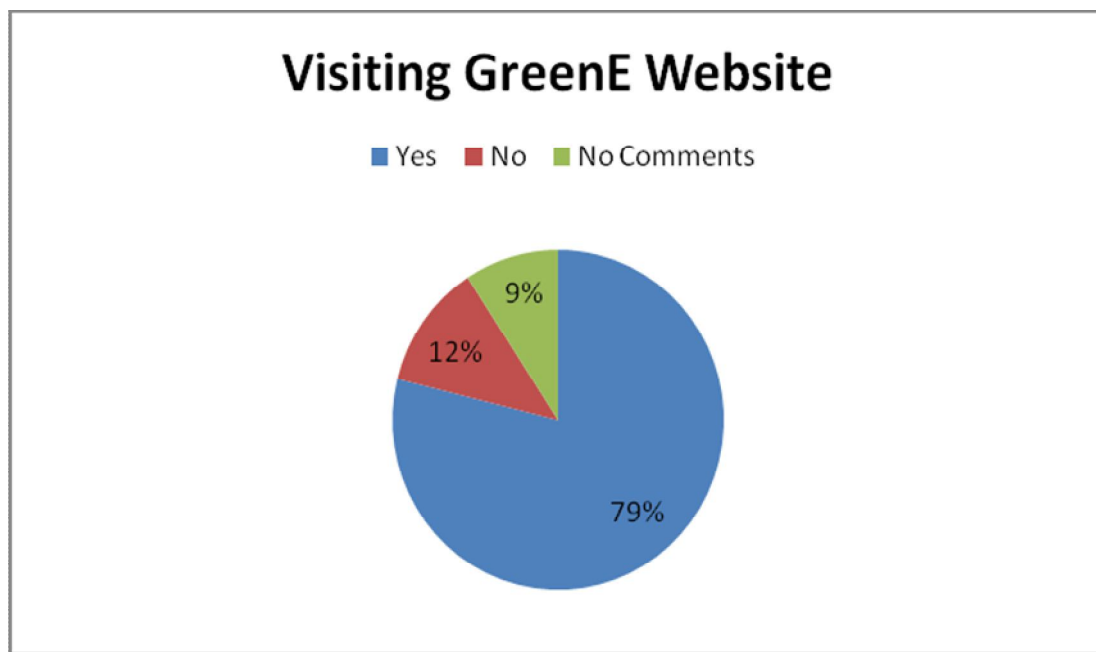
- Around **81%** of the respondents were of the view that the Ad film had a **Strong/Good** Impact through its message. 18% respondents mentioned that the Ad film had an Average impact and 1% of respondents mentioned that ad film had less or No Impact.



- Around **76%** respondents considered the Technical Knowledge imparted in the Ad film to be **Excellent/Good**. 21% respondents mentioned that quality of technical knowledge in the Ad film was Average and 3% of respondents said that ad film needs improvement



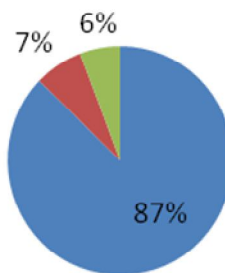
- Around 79% respondents mentioned that they will certainly visit the website www.greene.gov.in link of which was displayed during the Ad film. 12% respondents said that they won't visit the GreenE Website with 9% respondents declining to comment



- 87% respondents mentioned that they will recommend their family and peers to watch the advertisement at a nearby theatre. 7% respondents mentioned that they would not recommend their family and peers to watch the E- Waste Ad Awareness film at a nearby Theatre. 6% respondents declined to comment.

Recommending peers and family to watch the Ad film at a nearby theatre

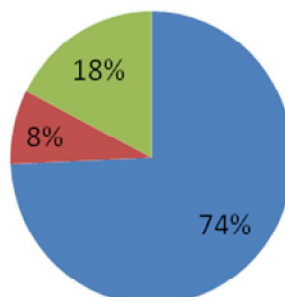
■ Yes ■ No ■ No Comments



- 74% respondents mentioned that they will recommend their family and peers to visit the website www.greene.gov.in for safe disposal of Electronic Waste with 8% respondents refusing to do the same. 18% respondents declined to comment.

Recommending peers and family to visit the website www.greene.gov.in

■ Yes ■ No ■ No Comments



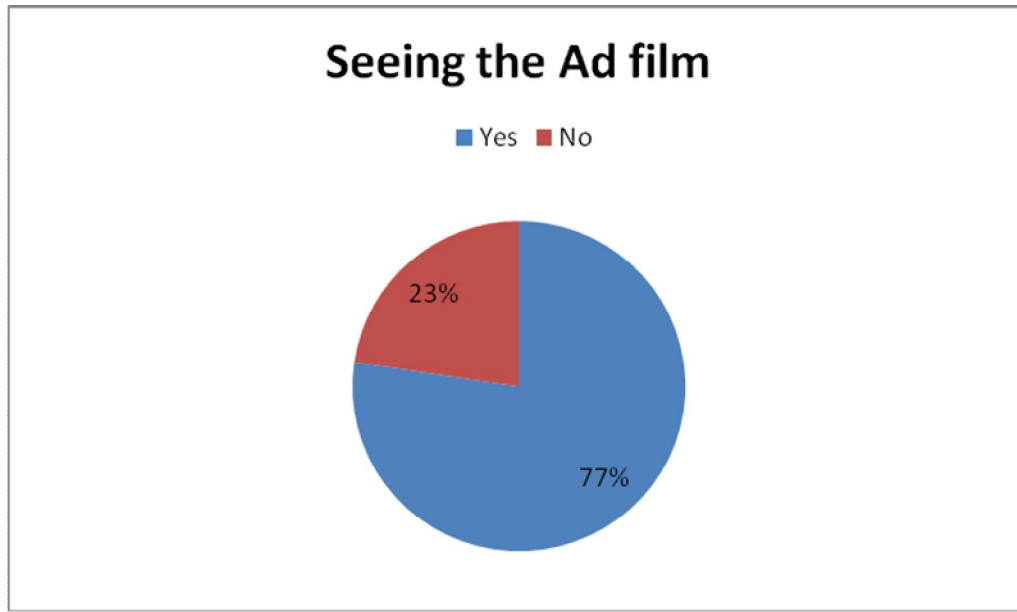
Bangalore- Karnataka

A sample of 84 people were surveyed in the city of Patna to get a feedback for the Ad film on E- Waste Mass Awareness Campaign

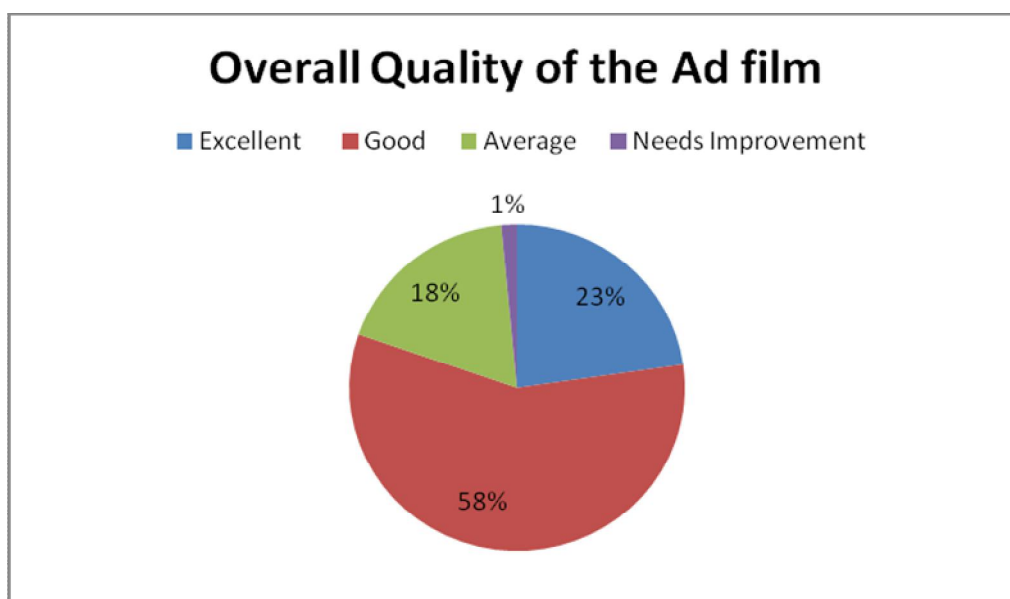
Key Findings

Observations below are based on 84 respondents

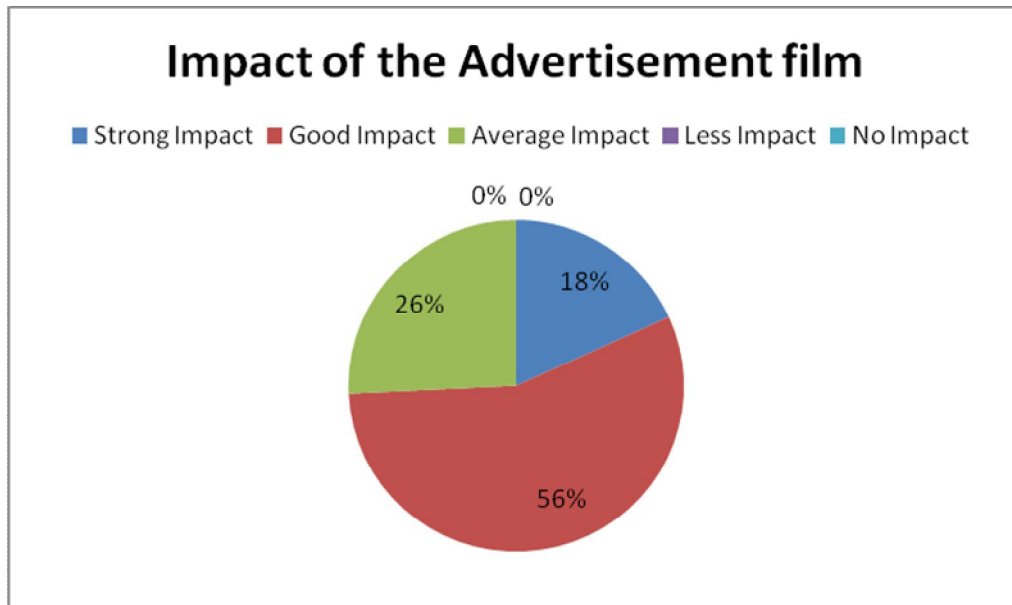
- Around 77% of the respondents saw the Advertisement Film with 23% respondents missing the Ad film



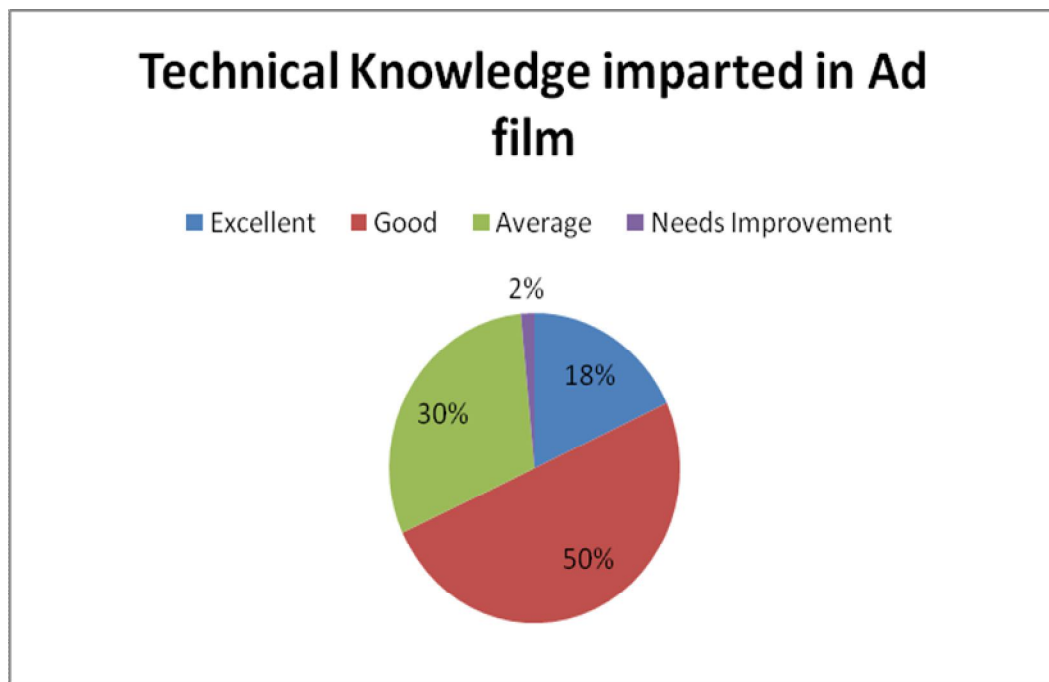
- Around **81%** of the respondents considered overall quality of the Ad film to be **Excellent/Good**. 18% respondents mentioned that the quality of Ad film was average and 1% respondents said that it required improvements.



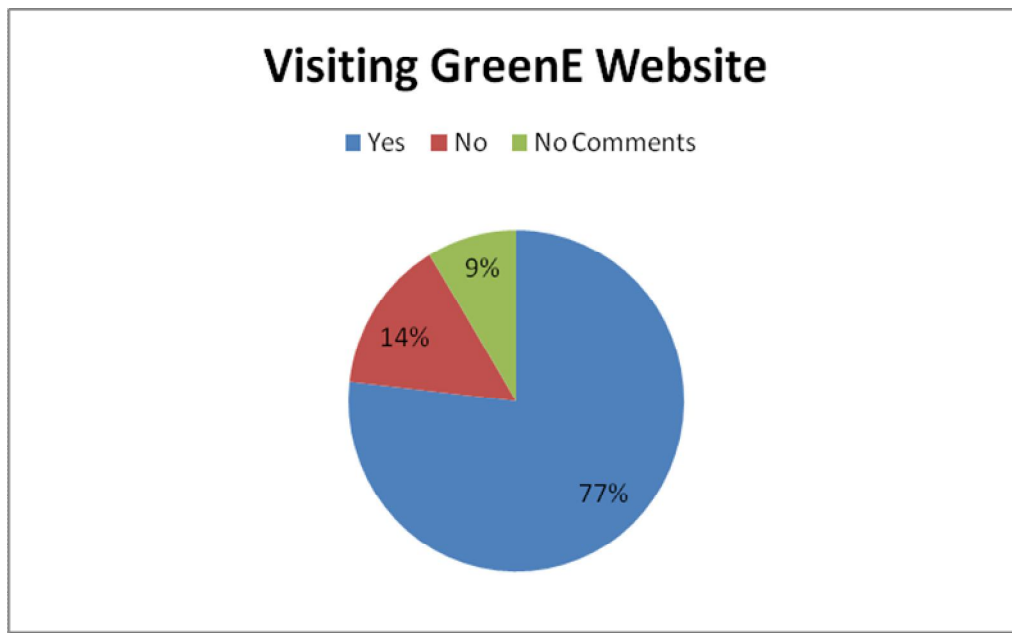
- Around **74%** of the respondents were of the view that the Ad film had a **Strong/Good** Impact through its message. 26% respondents mentioned that the Ad film had an Average impact



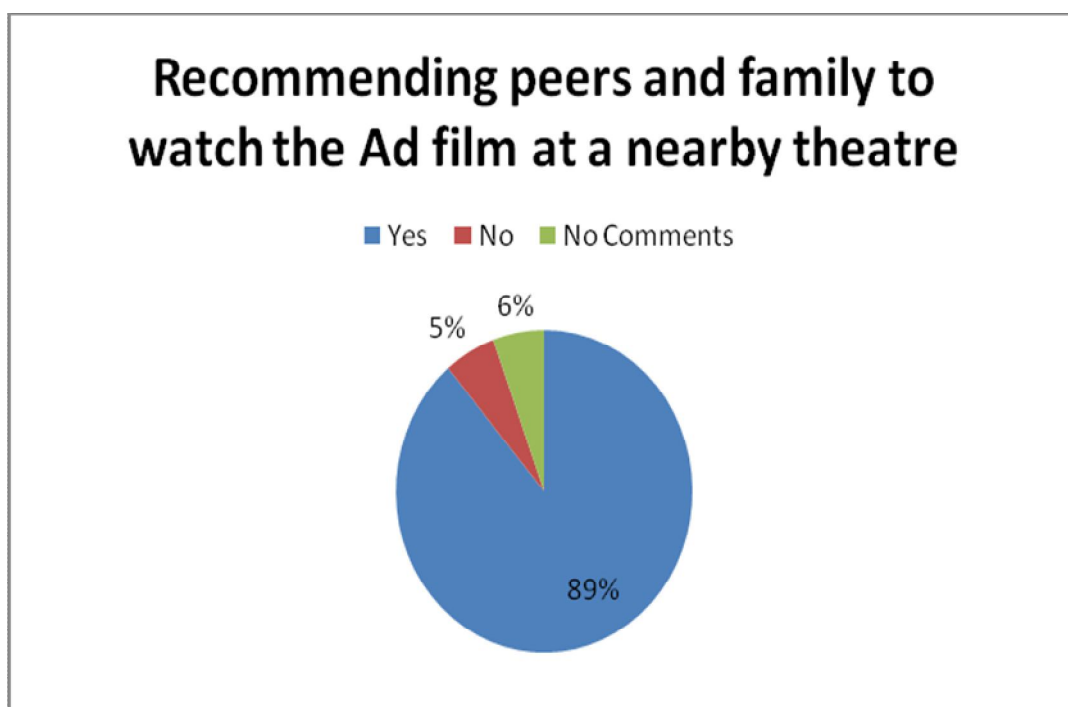
- Around **68%** respondents considered the Technical Knowledge imparted in the Ad film to be **Excellent/Good**. 30% respondents mentioned that quality of technical knowledge in the Ad film was Average and 2% of respondents said that ad film needs improvement



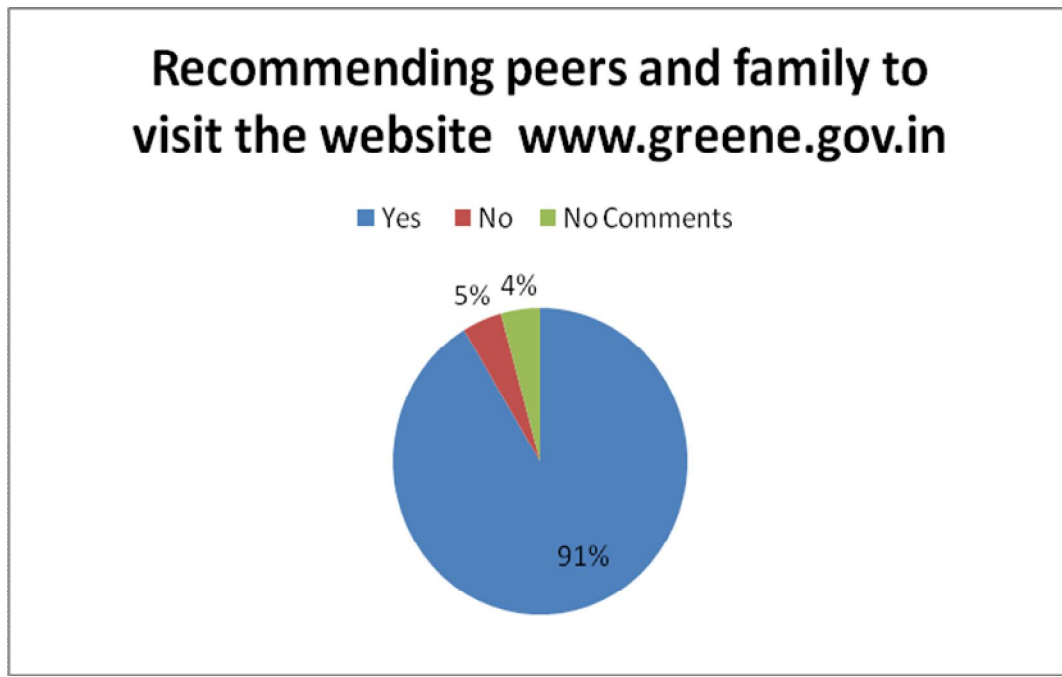
- Around 77% respondents mentioned that they will certainly visit the website www.greene.gov.in link of which was displayed during the Ad film. 14% respondents said that they won't visit the GreenE Website with 9% respondents declining to comment



- 89% respondents mentioned that they will recommend their family and peers to watch the advertisement at a nearby theatre. 5% respondents mentioned that they would not recommend their family and peers to watch the E- Waste Ad Awareness film at a nearby Theatre. 6% respondents declined to comment.



- 91% respondents mentioned that they will recommend their family and peers to visit the website www.greene.gov.in for safe disposal of Electronic Waste with 5% respondents refusing to do the same. 4% respondents declined to comment.



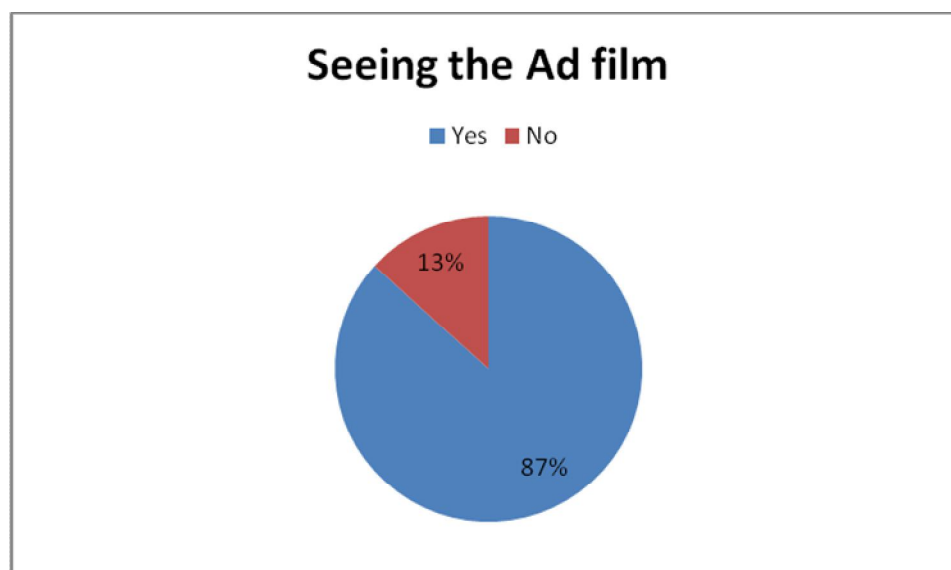
Hyderabad- Telangana

A sample of 465 people were surveyed in the city of Patna to get a feedback for the Ad film on E- Waste Mass Awareness Campaign

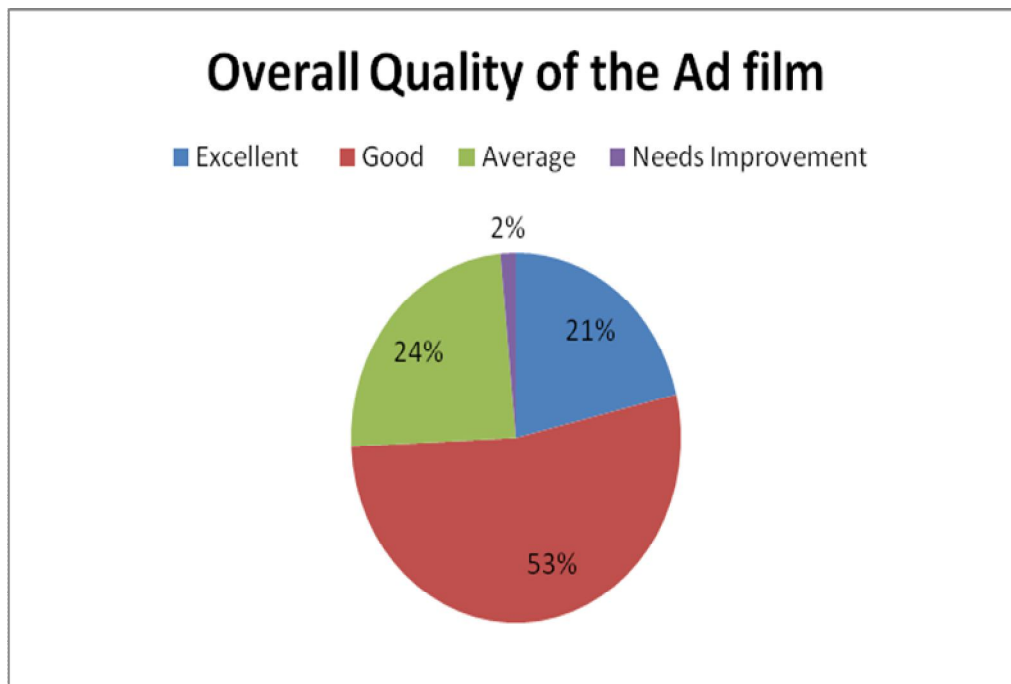
Key Findings

Observations below are based on sample size of 151 respondents

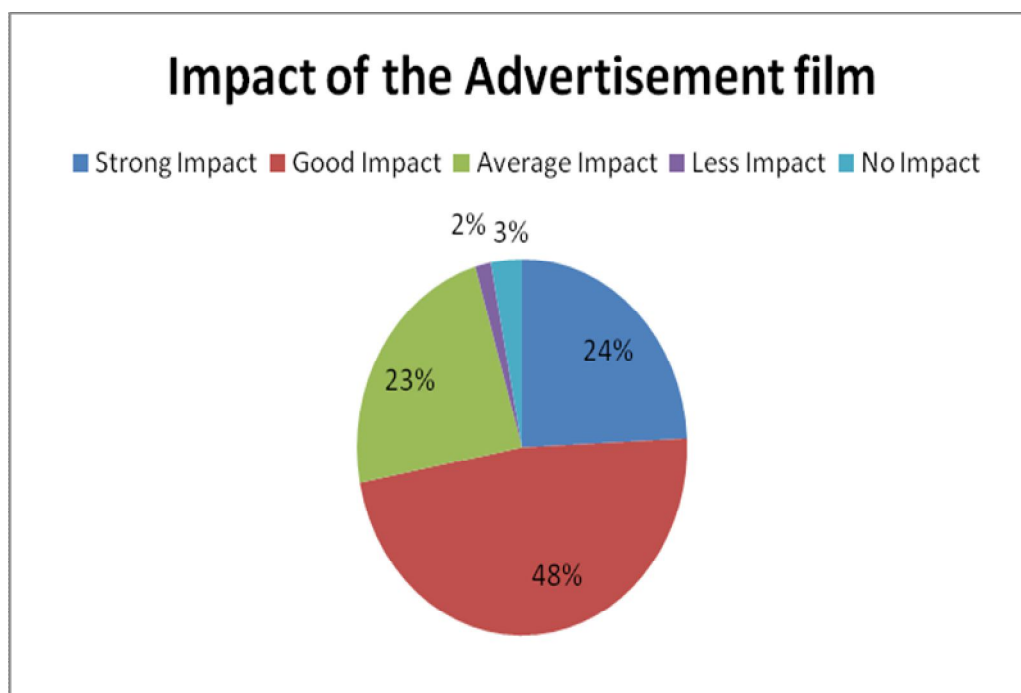
- Around 87% of the respondents saw the Advertisement Film with 13% respondents missing the Ad film



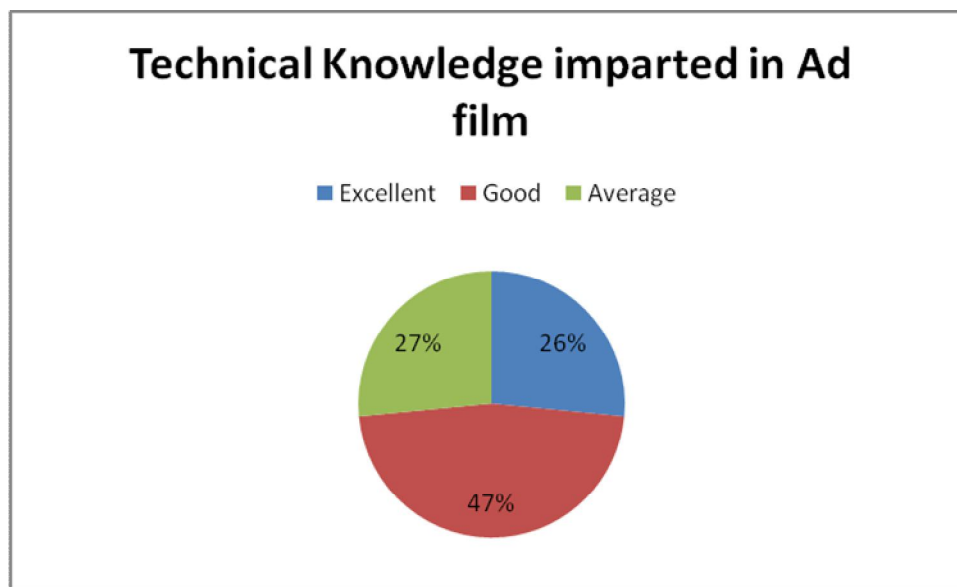
- Around **74%** of the respondents considered overall quality of the Ad film to be **Excellent/Good**. 24% respondents mentioned that the quality of Ad film was average and 2% respondents said that it required improvements.



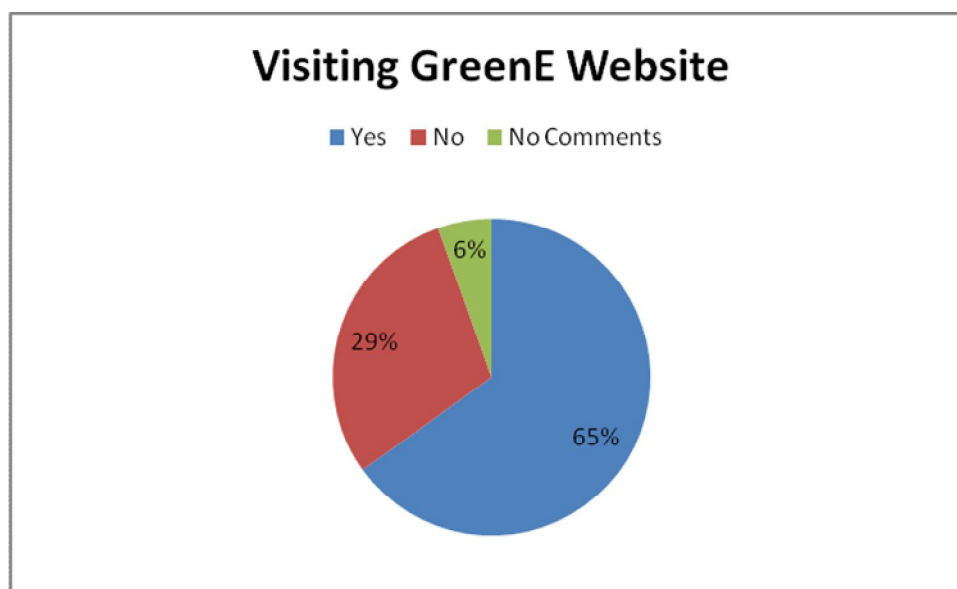
- Around **72%** of the respondents were of the view that the Ad film had a **Strong/Good** Impact through its message. 23% respondents mentioned that the Ad film had an Average impact and 5% of respondents said that Ad Film shows less or no Impact.



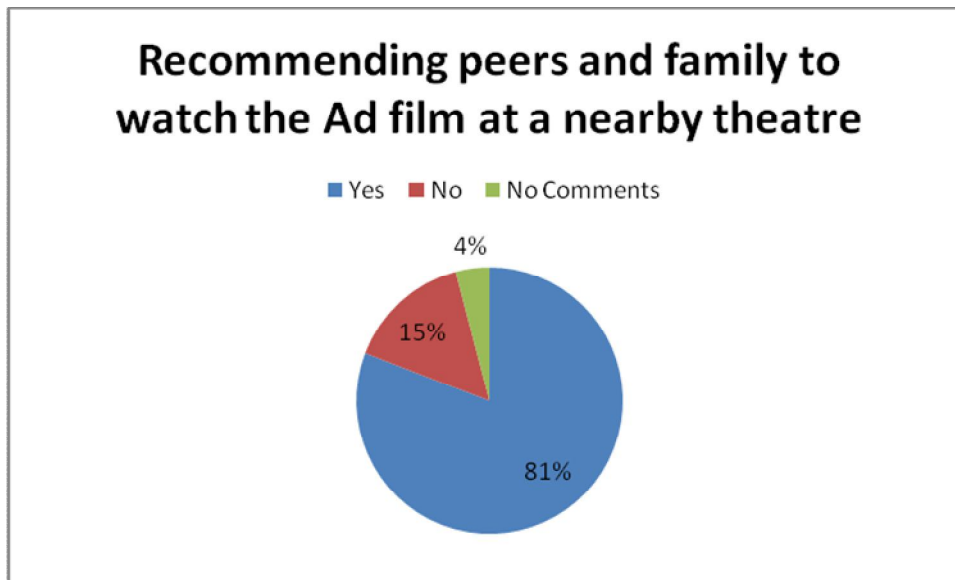
- Around **73%** respondents considered the Technical Knowledge imparted in the Ad film to be **Excellent/Good**. 27% respondents mentioned that quality of technical knowledge in the Ad film was Average.



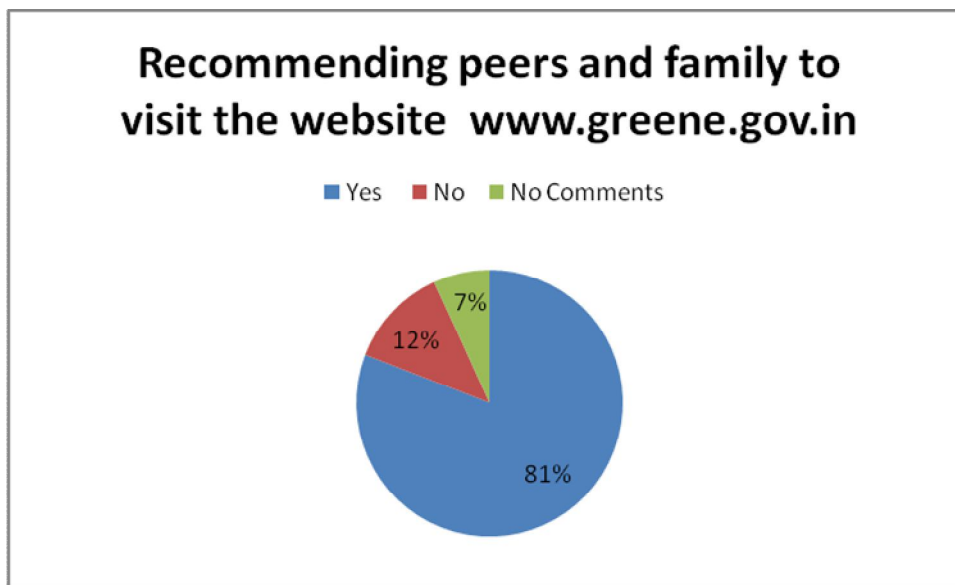
- Around 65% respondents mentioned that they will certainly visit the website www.greene.gov.in link of which was displayed during the Ad film. 29% respondents said that they won't visit the GreenE Website with 6% respondents declining to comment



- 81% respondents mentioned that they will recommend their family and peers to watch the advertisement at a nearby theatre. 15% respondents mentioned that they would not recommend their family and peers to watch the E- Waste Ad Awareness film at a nearby Theatre. 4% respondents declined to comment.



- 81% respondents mentioned that they will recommend their family and peers to visit the website www.greene.gov.in for safe disposal of Electronic Waste with 12% respondents refusing to do the same. 7% respondents declined to comment.



General Feedback of the respondents

Feedback Summary

- The respondents have found the advertisement very informative and knowledgeable.
- The respondents were of the view that the Advertisement pricks their conscience and they would strive for safe disposal of E- Waste as the creative shows kids falling sick.
- The respondents suggested that more theatres must be covered within a particular city to maximise the impact of the campaign.
- The respondents were also of the view that similar ad campaigns must be taken up in future as well for spreading awareness with regards to safe disposal of E-Waste.

Post Campaign Activities

- As advised by Expert Review Committee, Ministry of Electronics and Information Technology, Govt. of India, PHDCCI is approaching various States and UTs for providing support in continuation of E-Waste Mass Awareness Programme in their State
- PHDCCI is approaching Ministry of Urban Development (MoUD), Govt. of India, under Swachh India Mission to extend their support for further continuation of the Campaign.
- PHDCCI is also approaching Central Pollution Control Board (CPCB), Ministry of Environment, Forest & Climate Change (MoEF&CC), Govt. of India for continuation of E-Waste Campaign in India.
- Industries participated in the E-Waste Campaign- Phase-II, is being advised to spread their awareness on E-Waste in their Organisation, Schools, Universities and Society.

Recommendations and suggestions

- Keeping in mind the successful launch and overwhelming response received for the campaign this year too, we would suggest the Ministry of Electronics and IT (MeitY), Government of India to take this campaign nationwide, including all 34 States and UTs of Phase-I and Phase-II jointly for a longer duration so that its impact is far reaching.
- Involvement of popular multiplex franchisees such as PVR & INOX is required for broadcasting the Ad Film, where there is higher occupancy of people which increases the visibility and outreach of the campaign.
- Number of Institutions participating in Research Activity of E-Waste Campaign can be augmented while facilitating local commuting, printing and courier cost incurred in Research Activity.
- Ministry should allow PHDCCI to broadcast Ad Film in local theatres of States and UTs such as Mizoram, Lakshadweep etc. where there is no DAVP approved theatres (as per confirmation given by UFO Moviez).

Organizing Team

Ministry of Electronics and IT (MeitY), Government of India

1. **Dr. Sandip Chatterjee**
Director/Scientist 'F', Ministry of Electronics and IT (MeitY), Govt. of India
2. **Ms. Priyanka Porwal**
Senior Project Associate – PMU (Project Management Unit), Ministry of Electronics and IT, Govt. of India

PHD Chamber

1. **Mr. Vivek Seigell**
Principal Director, PHD Chamber
2. **Mr. Sagar Raj Upadhyay**
Senior Assistant Secretary, PHD Chamber

PHD CHAMBER OF COMMERCE AND INDUSTRY

PHD House, 4/2 Siri Institutional Area, August Kranti Marg, New Delhi-110016

Desk: 91-11-49545454 Fax: 91-11-26855450, Website: www.phdcci.in

ANNEXURE – A

List of Theatres Covered in Phase-II of 'E-Waste Mass Awareness Programme through Cinema/Theatres'