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
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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
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

<table>
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<tr>
<th>Components</th>
<th>Constituents</th>
<th>Affected Body Parts</th>
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<tr>
<td>Printed circuit boards</td>
<td>Lead and cadmium</td>
<td>Nervous system, kidney, lever</td>
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<tr>
<td>Motherboards</td>
<td>Berillium</td>
<td>Lungs and Skin</td>
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<td>Computer Batteries</td>
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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. Swachch 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


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 Tamil Nadu 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 & Jairampur. 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 Movie Poster](image)

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

Report: E-Waste Mass Awareness Programme through Cinema
2. **Badhaai Ho**  
   **Star Cast:** Ayushman Khurana, Sanya Malhotra  
   **Release Date:** - 19\(^{th}\) 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 youngster.
3. **Sui Dhaaga: 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

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<th>Movie Name</th>
<th>Language</th>
<th>Star Cast</th>
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<tbody>
<tr>
<td>1</td>
<td>Bajra Vs Burger</td>
<td>Hindi</td>
<td>Nawazuddin Siddiqui, Tahir Raj Bhasin, Rasika Dugal, Rajshri Deshpande</td>
</tr>
<tr>
<td>2</td>
<td>Batti Gul Meter Chalu</td>
<td>Hindi</td>
<td>Shahid Kapoor, Shradha Kapoor, Yami Gautam</td>
</tr>
<tr>
<td>3</td>
<td>Falsafa The Other Side</td>
<td>Hindi</td>
<td>Manmit Joura, Sumit</td>
</tr>
<tr>
<td>4</td>
<td>Game Paisa Ladki</td>
<td>Hindi</td>
<td>Zakir Hussain, Deepansh Garg, Sezal Sharma</td>
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<td>5</td>
<td>Ishqeria</td>
<td>Hindi</td>
<td>Neil Nitin Mukesh, Richa Chadda</td>
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<td>6</td>
<td>Jeetenge Hum.</td>
<td>Hindi Dubbed</td>
<td>Dominic Copper, Austin Stowell</td>
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<tr>
<td>7</td>
<td>Leera The Soulmates</td>
<td>Hindi</td>
<td>Leera Kaljai, Mehul Advani</td>
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<td>8</td>
<td>Manto</td>
<td>Hindi</td>
<td>Nawazuddin Siddiqui, Tahir Raj Bhasin, Rasika Dugal, Rajshri Deshpande</td>
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<td>9</td>
<td>Pakhi</td>
<td>Hindi</td>
<td>Sumeet Kant Kaul, Anamika Shukla, Pihu</td>
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<td>10</td>
<td>Power Unlimited 2</td>
<td>Hindi Dubbed</td>
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<td>11</td>
<td>Bas Ek Aanand Mai Tera</td>
<td>Hindi</td>
<td>Anupam Chauhan, Vaani S. Sharma, Suraj Thakur, Prasad Acharya</td>
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<td>12</td>
<td>Falsafa The Other Side</td>
<td>Hindi</td>
<td>Manmit Joura, Sumit</td>
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<td>Pariyerum Perumal</td>
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<td>Kathir, Anandhi</td>
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<td>Pataakha</td>
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<td>Varun Dhawan, Anushka Sharma</td>
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<td>Ye Bezuban Mohabbat</td>
<td>Hindi</td>
<td>Avi Prakash Sharma, Shubi Bhasker, Mukesh Agrawal, Love Shukla</td>
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<td>19</td>
<td>Andhadhun</td>
<td>Hindi</td>
<td>Radhika Apte, Ayushmann Khurrana, Tabu</td>
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<td>Love Yatri</td>
<td>Hindi</td>
<td>Aayush Sharma, Warina Hussain</td>
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<td>Hindi</td>
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<td>Govinda, Varun Sharma, Prabhleen Sandhu, Digangana Suryavanshi</td>
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<td>Helicopter Eela</td>
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<td>Jalebi</td>
<td>Hindi</td>
<td>Rhea Chakraborty, Varun Mitra, Digangana Suryavanshi</td>
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<td>26</td>
<td>Maal Road Dilli</td>
<td>Hindi</td>
<td>Jeet, Sony, Mateen Khan</td>
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<td>27</td>
<td>Tumbbad</td>
<td>Hindi</td>
<td>Sohum Shah, Ronjini Chakraborty, Anita Date</td>
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<td>28</td>
<td>Badhaai Ho</td>
<td>Hindi</td>
<td>Ayushmann Khurrana, Sanya Malhotra</td>
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<td>29</td>
<td>Bhaiyyaji Superhit</td>
<td>Hindi</td>
<td>Sunny Deol, Arshad Warsi, Shreyas Talpade, Ameesha Patel, Preity Zinta</td>
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<td>Kasnpur Ke Sholay</td>
<td>Hindi</td>
<td>Rizwan Aslam, Indrani Laffdar</td>
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<td>31</td>
<td>Namastey England</td>
<td>Hindi</td>
<td>Arjun Kapoor, Parineeti Chopra</td>
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<td>32</td>
<td>5 Weddings</td>
<td>Hindi</td>
<td>Candy Clark, Bo Derek, Rajkummar Rao, Nargis Fakhri</td>
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<td>Movie Title</td>
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<td>Cast Names</td>
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<td>Kaashi Û“ In Search of Ganga</td>
<td>Hindi</td>
<td>Sharman Joshi, Govind Namdev, Manoj Pahwa, Aishwarya Devan</td>
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<td>Marudhar Express</td>
<td>Hindi</td>
<td>Kunaal Roy Kapur, Tara Alisha Berry, Rajesh Sharma</td>
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<td>Antharvedham - To The Soul World</td>
<td>Telugu</td>
<td>Amar, Santoshi</td>
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<td>36</td>
<td>Bagavat</td>
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<td>Anita Raj, Jeet Upendra, Nikhil Parmar</td>
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<td>Ee Maya Peremito</td>
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<td>Rahul Vijay, Kavya Thapar</td>
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<td>Eghantham</td>
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<td>Vivanth, Niraja</td>
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<td>Gaddappanna Duniya</td>
<td>Kannada</td>
<td>Gaddappa</td>
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<td>III Smoking Barrels Stories From Far East India</td>
<td>English</td>
<td>Indraneil Sengupta, Subrat Dutta, Shiny Gogoi, Siddharth Boro</td>
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<td>Iruvudellava Bittu</td>
<td>Kannada</td>
<td>Thilak, Meghanaraj</td>
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<td>Kannada</td>
<td>Duniya Rashmi, Niranth</td>
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<td>44</td>
<td>Kurukshetram</td>
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<td>Arjun, Prasanna</td>
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<td>Medai</td>
<td>Tamil</td>
<td>Kathir, Mohan</td>
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<td>Nannu Dochukunduvate</td>
<td>Telugu</td>
<td>Sudheer Babu, Nabha Natesh</td>
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<td>Qismat</td>
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<td>Ammy Virk, Sargun Mehta, Guggu Gill</td>
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<td>Raja Ranguski</td>
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<td>Sharish, Chandini Tamilarashi</td>
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<td>Saamy - 2</td>
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<td>Vikaram</td>
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<td>Saamy 2D</td>
<td>Telugu Dubbed</td>
<td>Vikaram</td>
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<td>Tari Maate Once More</td>
<td>Gujarati</td>
<td>Bharat Chawda, Janki Bodiwala, Ojas Rawal, Shraddha Dangar, Hemang Dave, Jolly Rathod, Meera Acharya, Ragi Jani</td>
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<td>Terminator 2 3D - Judgement Day 2D</td>
<td>Telugu Dubbed</td>
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<td>Terminator 2 3D - Judgement Day 3D</td>
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<td>The Equalizer 2</td>
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<td>The House With a Clock In Its Walls</td>
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<td>Alaa Jariginidhi</td>
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<td>Chekka Chivantha Vaanam</td>
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<td>Aickarakkonathe Bhishaguaranmaar</td>
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<td>Chalakkudikkaran Changathi</td>
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<td>DHH</td>
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<td>Home Sweet Home</td>
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<td>Lilly</td>
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<td>Mandaram</td>
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<td>Asif Ali, Anarkali Marikar</td>
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<td>My Dear Marthandam</td>
<td>Telugu</td>
<td>Prudhvi Raj, Krishna Bhagwan</td>
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<td>Parahuna</td>
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<td>Kulwinder Billa, Wamiqa Gabbi, Mehtab Virk, Sardar Sohi, Karamjit Anmol, Nirmal Rishi, Harby Sangha</td>
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<td>74</td>
<td>Peppermint</td>
<td>English</td>
<td>Jennifer Garner, John Ortiz, John Gallagher Jr., Juan Pablo Raba, Tyson Ritter</td>
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<td>Boyz 2</td>
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<td>Sumant Shinde, Parth Bhalerao, Pratik Lad, Onkar Bhojane</td>
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<td>Dakini</td>
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<td>Drama</td>
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<td>Gattu My Friend</td>
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<td>Savaji Mewada, Indira Srimali, Maharshi Solanki, Salim Nagori</td>
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<td>Hrudayat Something Something</td>
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<td>Ashok Saraf, Aniket Vishwasrao, Sneha Chavan, Priyanka Yadav, Bhushan Kadu, Ananda Karekar</td>
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<td>Ieandavi</td>
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<td>Paghdi</td>
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<td>Boby Simha, Kalaiyarasan</td>
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<td>Raja Vijaya Simha</td>
<td>Telugu Dubbed</td>
<td>Bobby Simha, Kalaiyarasan</td>
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<td>Suryansh</td>
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<td>Sreejith Ravi, Anjaly Aneesh</td>
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<td>Bala, Binu Raghav, Praveen Prem</td>
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<td>Jr. Ntr, Pooja Hedge</td>
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<td>Aravindha Sametha</td>
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<td>Kayamkulam Kochunni</td>
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<td>Nivin Pauly, Priya Anand</td>
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<td>Shubh Lagna Savdhan</td>
<td>Marathi</td>
<td>Subodh Bhave, Shruti Marathe, Dr. Girish Oak, Nirmitee Sawant, Vidyadhar Joshi</td>
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<td>Son Of Manjeet Singh</td>
<td>Punjabi</td>
<td>Gurpreet Ghuggi, B.N. Sharma, Karamjit Anmol, Japji Khairaas</td>
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<td>Tumbbad</td>
<td>Tamil Dubbed</td>
<td>Sohum Shah, Ronjini Chakraborty, Anita Date</td>
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<td>Tumbbad</td>
<td>Telugu Dubbed</td>
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<td>Hello Guru Prema Kosame</td>
<td>Telugu</td>
<td>Ram, Anupama Parmeswaran</td>
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<td>Adhugo</td>
<td>Telugu</td>
<td>Ravi Babu</td>
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<td>Family Circus</td>
<td>Gujarati</td>
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<td>Sharato Lagu</td>
<td>Gujarati</td>
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<td>Johny Johny Yes Papa</td>
<td>Malayalam</td>
<td>Kunchako Boban, Anu Sithara</td>
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<td>98</td>
<td>French Viplavam</td>
<td>Malayalam</td>
<td>Sunny Wayne, Lal, Chemban Vinod</td>
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</tbody>
</table>

Report: E- Waste Mass Awareness Programme through Cinema
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

![Seeing the Ad film](chart.png)
• 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.

![Overall Quality of the Ad film](chart1.png)

• 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.

![Impact of the Advertisement film](chart2.png)

Report: E-Waste Mass Awareness Programme through Cinema
- 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.

![Technical Knowledge imparted in Ad film](chart1)

- Around 60% respondents mentioned that they will certainly visit the website [www.greene.gov.in](http://www.greene.gov.in) link of which was displayed during the Ad film. 27% respondents said that they wont visit the GreenE Website with 13% respondents declining to comment.

![Visiting GreenE Website](chart2)
• 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.

![Pie chart showing recommendation preferences](chart1.png)

• 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.

![Pie chart showing website visit preferences](chart2.png)
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

![Seeing the Ad film](chart)

- 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.

![Overall Quality of the Ad film](chart)

Report: E-Waste Mass Awareness Programme through Cinema

30
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.

![Visiting GreenE Website Pie Chart](image)

• 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.

![Recommending peers and family to watch the Ad film at a nearby theatre Pie Chart](image)
• 68% respondents mentioned that they will recommend their family and peers to visit the website [www.greene.gov.in](http://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.

![Overall Quality of the Ad film](image1)

• 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.

![Impact of the Advertisement film](image2)
• 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.

![Technical Knowledge imparted in Ad film](image)

• 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 wont visit the GreenE Website with 23% respondents declining to comment.

![Visiting GreenE Website](image)
• 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.

![Pie chart showing recommendations for watching the ad film at a nearby theatre](chart1.png)

• 54% respondents mentioned that they will recommend their family and peers to visit the website [www.greene.gov.in](http://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.

![Pie chart showing recommendations for visiting the website](chart2.png)
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

![Seeing the Ad film](image)

- 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.

![Overall Quality of the Ad film](image)
• 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.

![Impact of the Advertisement film](image1)

• 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.

![Technical Knowledge imparted in Ad film](image2)
Around 63% respondents mentioned that they will certainly visit the website [www.greene.gov.in](http://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.

![Overall Quality of the Ad film](chart)

• 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.

![Impact of the Advertisement film](chart)
• 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.

![Technical Knowledge imparted in Ad film](chart1)

• 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.

![Visiting GreenE Website](chart2)
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

![Seeing the Ad film](image)

- 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.

![Overall Quality of the Ad film](image)
• 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.

![Impact of the Advertisement film](chart1.png)

• 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.

![Technical Knowledge imparted in Ad film](chart2.png)
• 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 wont visit the GreenE Website with 25% respondents declining to comment.

![Visiting GreenE Website](image1)

• 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.

![Recommending peers and family to watch the Ad film at a nearby theatre](image2)
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.

![Overall Quality of the Ad film](chart)

- 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.

![Impact of the Advertisement film](chart)
• 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.

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.
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

![Seeing the Ad film](image)

- 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,

![Overall Quality of the Ad film](image)
• 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**.

![Impact of the Advertisement film](image)

• 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**.

![Technical Knowledge imparted in Ad film](image)

Report: E-Waste Mass Awareness Programme through Cinema
• 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](image)

• 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](image)
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.

![Overall Quality of the Ad film](image1)

• 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.

![Impact of the Advertisement film](image2)
• 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.

![Technical Knowledge imparted in Ad film](chart.png)

• Around 79% respondents mentioned that they will certainly visit the website [www.greene.gov.in](http://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.

![Visiting GreenE Website](chart.png)
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.

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.
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

![Seeing the Ad film](chart)

- 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.

![Overall Quality of the Ad film](chart)
• 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**.

![Impact of the Advertisement film](image)

- 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.

![Technical Knowledge imparted in Ad film](image)
• 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.

![Visiting GreenE Website](image1)

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.

![Recommending peers and family to watch the Ad film at a nearby theatre](image2)
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

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Report: E-Waste Mass Awareness Programme through Cinema

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• 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.

![Overall Quality of the Ad film](image)

• 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.

![Impact of the Advertisement film](image)
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 Swacch 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
ANNEXURE – A

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