



E-Waste Mass Awareness Campaign through Cinema

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 the 'E-Waste Mass Awareness Campaign through Cinema'.

The Phase-I of the campaign started from 4th August and ran till 2nd September 2017 for a period of 30 days in 10 states including: Assam, Bihar, Goa, Jharkhand, Madhya Pradesh, Manipur, Odisha, Uttar Pradesh, West Bengal and Union Territory of Puducherry.

Phase-II of the campaign started from 19th October 2017 and continued till 2nd November 2017 for a period of 15 days in the same states.

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 acknowledge UFO Moviez India Ltd. for broadcasting of Ad film in the above states for both the Phases. Also we would like to thank Bubna Advertising 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 10 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 in India is present in Karnataka along with 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

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 815 theatre halls across 10 states including : Assam, Bihar, Goa, Jharkhand, Madhya Pradesh, Manipur, Odisha, Uttar Pradesh, West Bengal and Union Territory of Puducherry.

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: Bubna Advertising

The DAVP empanelled advertising agency used in this campaign was Bubna Advertising.

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, South Delhi Municipal Corporation (SDMC), Central Board for Secondary Education (CBSE), Apollo Munich Health Insurance, Dr. Lal Pathlabs, Anmol Biscuits, 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 4 other regional languages including

- **Hindi** – For screening in theatre halls in states of Uttar Pradesh, Bihar and Madhya Pradesh
- **Bengali** – For screening in theatre halls in state of West Bengal only.
- **Assamese** – For screening in theatre halls in state of Assam only
- **Oriya** – For screening in theatre halls in states of Odisha only

The **English** Version of the Ad film was screened in the theatre halls of states Goa, Manipur and Union Territory of Puducherry.

Flow of the Project – E- Waste Mass Awareness Campaign through Cinema - Phase-I & 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-I of the project was conducted from 4th August 2017 till 2nd September 2017 for a period of 30 days.

Phase-II of the project was conducted from 19th October 2017 till 2nd November 2017 for a period of 15 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 were covered under the E- waste Mass Awareness Campaign through Cinema

- Assam
- Bihar
- Goa
- Jharkhand
- Madhya Pradesh
- Manipur
- Odisha
- Uttar Pradesh
- West Bengal
- Union territory of Puducherry

Cities Covered in the campaign

Since the reach of the campaign was across 10 states, major cities in these states

- Uttar Pradesh being the largest state amongst the 10 selected states had maximum theatre halls covered in the campaign. Major cities covered in UP during the campaign were both in **heartland – Agra, Lucknow, Kanpur, Allahabad, Varanasi** as well as **National Capital Region (NCR) – Noida, Greater Noida and Ghaziabad.**
- **Kolkata** being a metropolitan was the largest city covered in this campaign. Also the campaign had reached out to Odisha in cities like **Bhubaneswar, Cuttack and Puri.**
- Cities in what is commonly referred as '**Hindi Heartland**' were covered so that the message of the film is far reaching. These cities included **Bhopal, Indore, Ranchi, Patna, Jabalpur, Gwalior and Jamshedpur.**
- The campaign reached out to states with high literacy rate including **Goa and Union territory of Puducherry** with cities like **Margao, Panaji, Vasco de Gama** in Goa and **Yanam** in Puducherry covered in this campaign.
- The campaign had also reached in North East in states of **Assam and Manipur.** Assam had the campaign reaching in places including state capital **Guwahati** as well as major cities like **Dibrugarh, Tezpur, and Silchar.** The Ad film was also screened at theatre hall in **Imphal, Manipur.**

Theatre Halls covered in the Campaign

A total of 815 theatre halls were covered across 10 states for both Phase-I and 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

Video: The camera zooms in and we see a girl saying...

Girl: We're...

Video: and the entire crowd shouts...

Kids (Chorus): 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.

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

Video: Cut to, we see teenagers using different gadgets and devices.

Female 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)

Female 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.

It gets impossible....,

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

Female Voice Over: To stop the fumes Causing serious health hazards

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

Female Voice Over: The time is changing, 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

Female 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 along with the parents jumping in joy

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

Phase-I – E-Waste Mass Awareness Campaign through Cinema

Schedule

Phase-I of the campaign was conducted from 4th August 2017 till 2nd September 2017 for 30 days. This 30 day window was selected strategically keeping in mind some of major blockbusters lined up during the period.

Also public holidays including Independence Day, Raksha Bandhan and Janamashtami 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 actors including

- Shah Rukh Khan
- Akshay Kumar
- Ajay Devgn
- Siddharth Malhotra
- Ayushman Khurana

Successful movies during Phase-I – E- Waste Mass Awareness Campaign through Cinema

1. **Toilet – Ek Prem Katha**

Star Cast: Akshay Kumar, Bhumi Pednekar

Release Date: 11th August 2017

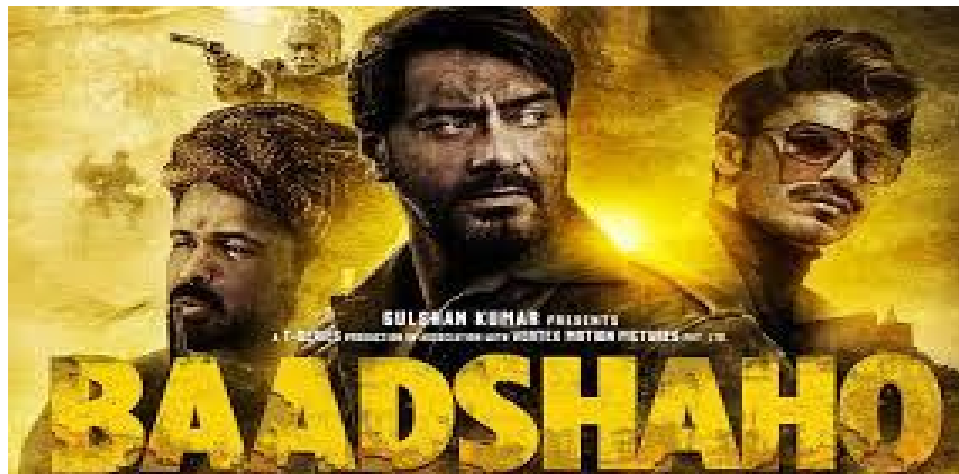


The film released on Independence Day weekend and based on social issue on 'Swachh Bharat' campaign of the current government. The film grossed more than 100 crore at domestic box office thereby increasing the eyeballs for the Ad film. It was the highest grossing movie for Phase-I of the campaign

2. **Baadshaaho**

Star Cast: Ajay Devgn , Emraan Hashmi, Ileana D Cruz

Release Date: 2nd September 2017



This Ajay Devgn starrer was also amongst the top grossing movies in Phase-I of the campaign. The film grossed over Rs 65 crore at domestic box office.

3. **Bareilly ki Barfi**

Star Cast: Ayushman Khurana, Kriti Sanon, Rajkumar Rao

Release date: 18th August 2017



This film was a surprise hit and was received very well amongst the audience due to its light content. The film grossed over Rs 50 crore

4. Jab Harry Met Sejal

Star Cast: Shahrukh Khan, Anushka Sharma

Release Date: 4th August 2017



Although it was being touted to be one of the biggest hits of the year. Its collections were below par. However the film still minted over Rs 60 crore at domestic Box Office.

Partners during Phase-I – E- Waste Mass Awareness Campaign through Cinema

Phase – I 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.

Associate Partner

- LG Electronics

Partnering as an Associate Partner, LG Electronics logo was given solo positioning of its logo with extra screen time in the advertisement film.

Supporting Partners

- Godrej Appliances
- Johnson Controls– Hitachi Air Conditioning
- Salora International

Logos of above mentioned companies participating in this campaign were jointly positioned and had slightly less on screen time in advertisement film compared to LG Electronics.

Impact of Phase-I of E- Waste Mass Awareness Campaign through Cinema

- Total No of Theatres – 815
- Total Potential Reach Per Show – 4.23 Lakhs
- Total Potential Reach Per Day – 16.92 Lakhs
- Total Potential Reach 30 Days – 5.07 crore
- Actual Reach Phase 1 (30 Days)– 391 crore

Source – Ministry of I &B Impact Study

Phase-II – E-Waste Mass Awareness Campaign through Cinema

Schedule

Phase-II of the campaign was conducted from 19th October 2017 till 2nd November 2017 for 15 days. This completed the 45 days activity budgeted by MeitY after successful completion of Phase-I of the campaign in August – September.

The 15 day window for Phase-II was selected strategically keeping in mind some of major blockbusters lined up during the period.

Also major festivals including Diwali and Bhai Duj falling during the campaign period increased the no. of eyeballs for the Ad film.

This period had major releases including those of notable actors including

- Aamir Khan
- Ajay Devgn

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

1. Golmaal Again

Star Cast: Ajay Devgn, Arshad Warsi, Shreyas Talpade, Tabu, Parineeti Chopra

Release Date: 19th October 2017



This film which was 4th instalment to the Golmaal series did exceedingly well at the domestic Box office garnering Rs 200 crore and went on to become the most watched movie during the campaign.

2. Secret Superstar

Starcast: Zaira Wasim, Aamir Khan

Release Date: 19th October 2017



This Aamir Khan film was very well received amongst the critics due to its strong content. The film also made collections of over Rs 70 crore at the box office

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

Phase – I 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.

Principal Partner

- LG Electronics

Partnering as an Associate Partner, LG Electronics logo was given solo positioning of its logo with extra screen time in the advertisement film.

Associate Partners

- Johnson Controls– Hitachi Air Conditioning
- Whirlpool Corporation

Logos of above mentioned companies participating in this campaign were jointly positioned and had slightly less on screen time in advertisement film compared to LG Electronics.

Supporting Partner

- Godrej Appliances

Being the only organisation participating as supporting partner, their logo had solo positioning although the on screen time was less compared to the Associate Partner category.

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

- Total No of Theatres – 815
- Total Potential Reach Per Show – 4.22 Lakh
- Total Potential Reach Per Day – 16.88 Lakh
- Total Potential Reach 15 Days – 2.53 crore
- Actual Reach Phase –II (15 Days) – 1.95 crore

Source – Ministry of I & B Impact Study

Feedback of the Campaign

Feedback methodology

- PHD Chamber tied up with 5 management colleges in 4 focus states 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 Bhopal, Indore (Madhya Pradesh), Ranchi (Jharkhand), Patna (Bihar) and Kolkata (West Bengal)
- 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
 - Maulana Azad National Institute of Technology, Bhopal, Madhya Pradesh
 - Prestige Institute of Management and Research, Indore, Madhya Pradesh
 - Birla Institute of Technology, Mesra, Ranchi, Jharkhand
 - Army Institute of Management, Kolkata, West Bengal
 - International School of Management, Patna, Bihar

Feedback Analysis

A large sample of the people surveyed have

Ranchi – 210

Kolkata – 400

Patna – 176

Indore – 179

Bhopal – 100

Total no. of respondents – 1065

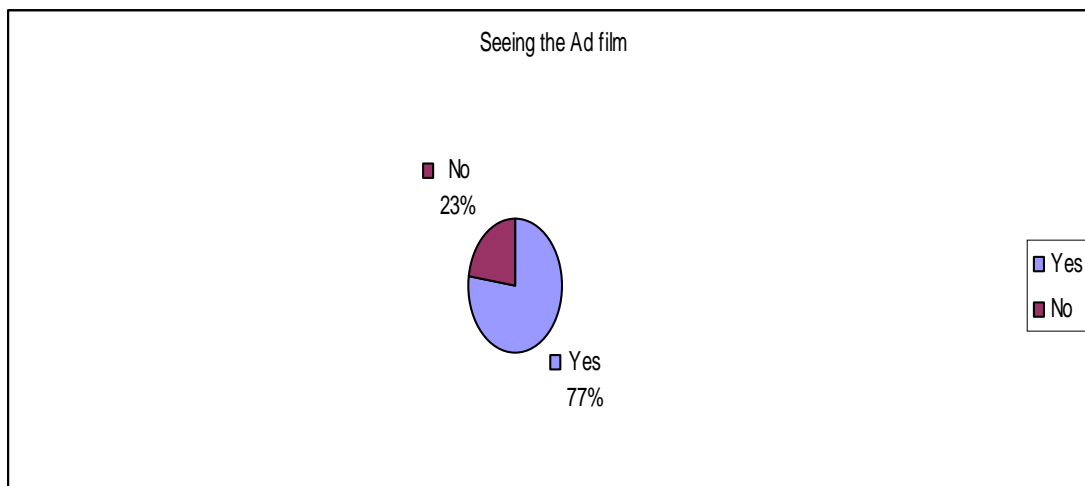
Overall Feedback of the Campaign - National

A sample of 1065 people were surveyed nationally to get a feedback for the Ad film on E- Waste Mass Awareness Campaign

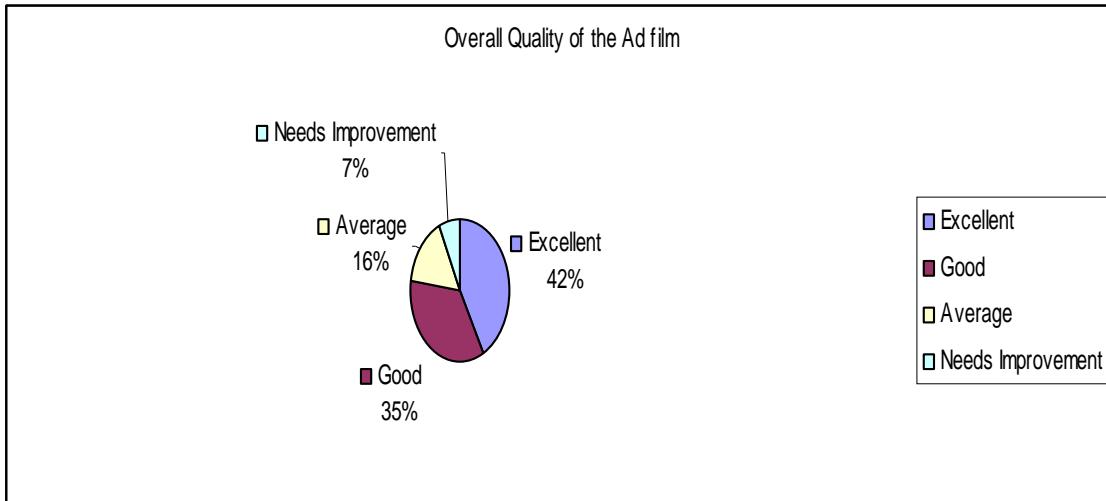
Key Findings

Observations are based on a sample size of 660 respondents

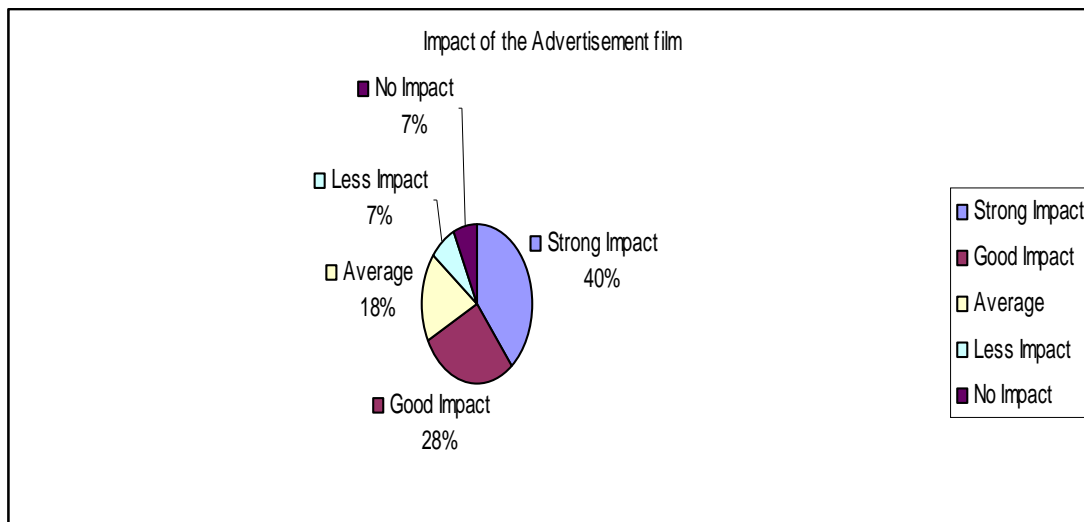
- Around 77% of the respondents saw the Advertisement Film with 23% respondents missing the Ad film



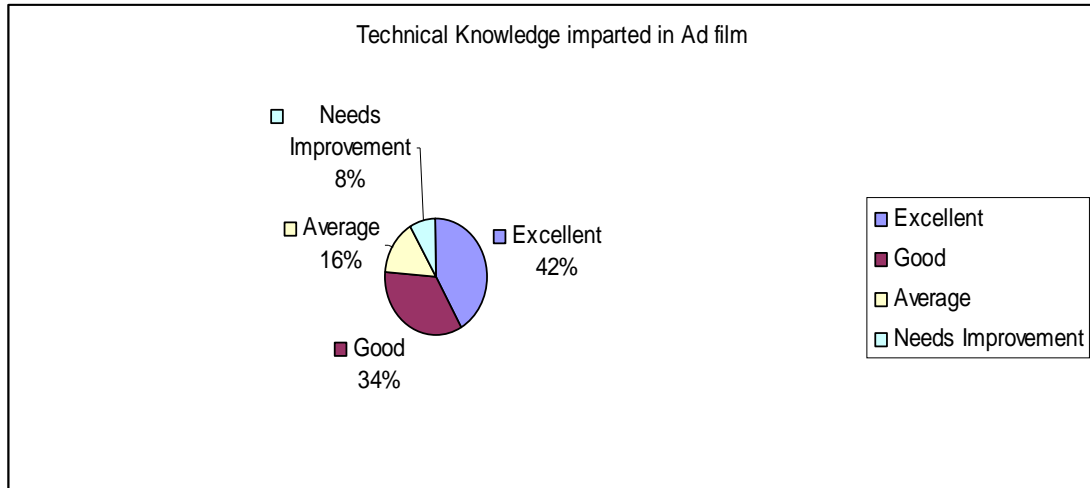
- Around 42 % of the respondents considered overall quality of the Ad film to be excellent. 35% respondents said that the quality of Advertisement was good. 16% respondents mentioned that the quality of Ad film was average and 7% respondents mentioned that the Ad film needs improvement.



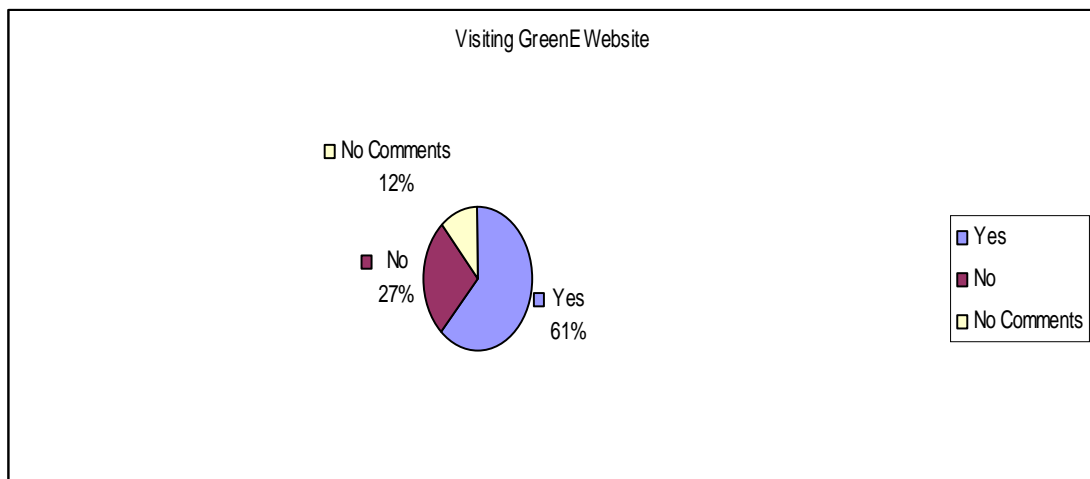
- Around 40 % of the respondents were of the view that the Ad film had a Strong Impact through its message. 28% respondents said that the Impact of Ad film to be decent and Good. 18% respondents mentioned that the Ad film had an Average impact. 7% respondents mentioned that the Ad film has Less Impact and similar percentage of respondents felt that the Ad film had no impact at all.



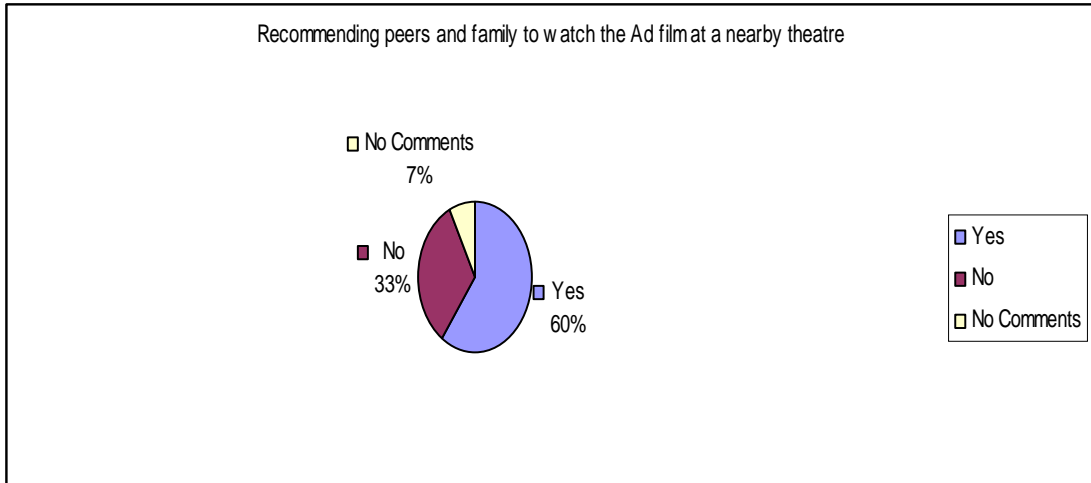
- Around 42 % respondents considered the Technical Knowledge imparted in the Ad film to be Excellent with 34% respondents considering it to be Good. 16% respondents mentioned that quality of technical knowledge in the Ad film was Average and 8% respondents said that the technical knowledge should be highlighted more effectively and needs improvement.



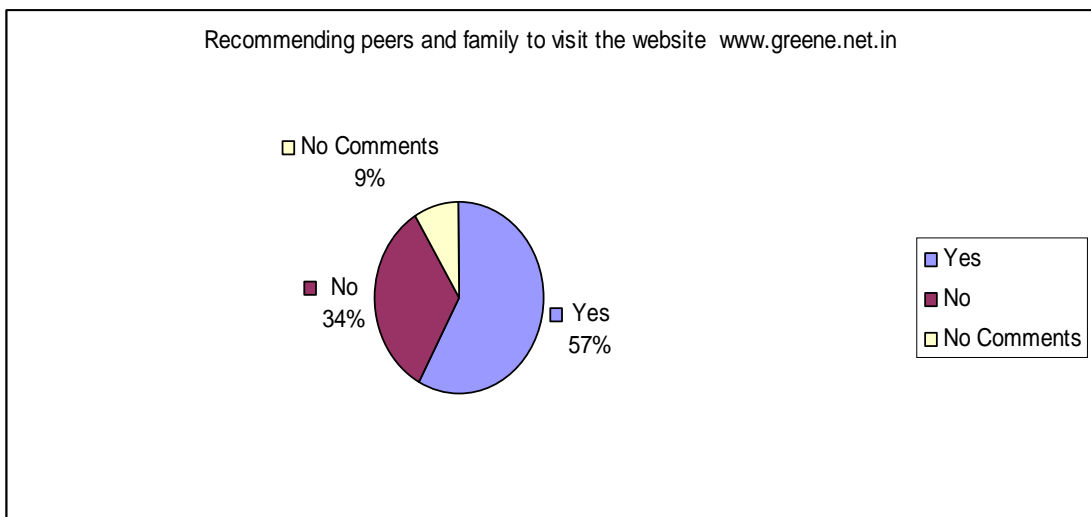
- Around 61 % respondents mentioned that they will certainly visit the website www.greene.net.in link of which was displayed during the Ad film. 27% respondents said that they wont visit the GreenE Website with 12% respondents declining to comment



- 60% respondents mentioned that they will recommend their family and peers to watch the advertisement at a nearby theatre. 33 % 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.



- 57 % respondents mentioned that they will recommend their family and peers to visit the website www.greene.net.in for safe disposal of Electronic Waste with 34% respondents refusing to do the same. 9% respondents declined to comment.



City Wise Feedback Analysis

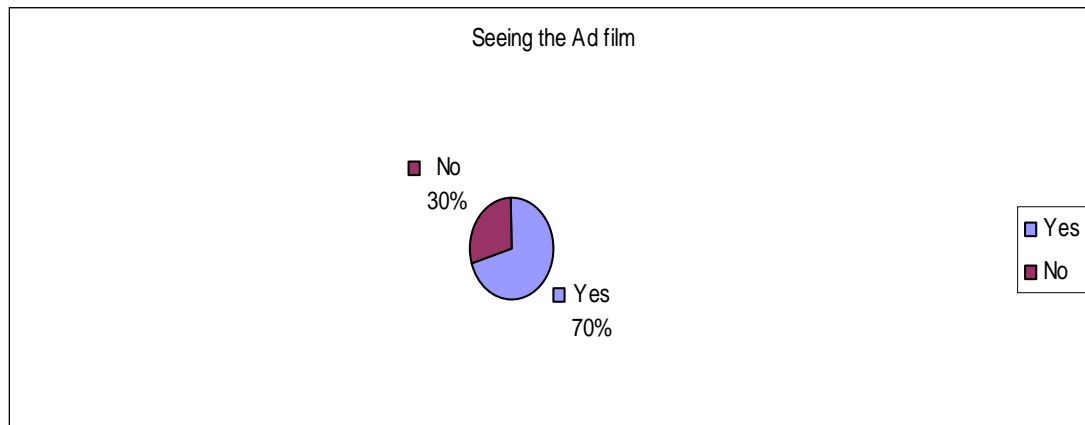
Indore

A sample of 179 people were surveyed in Indore to get a feedback for the Ad film on E- Waste Mass Awareness Campaign

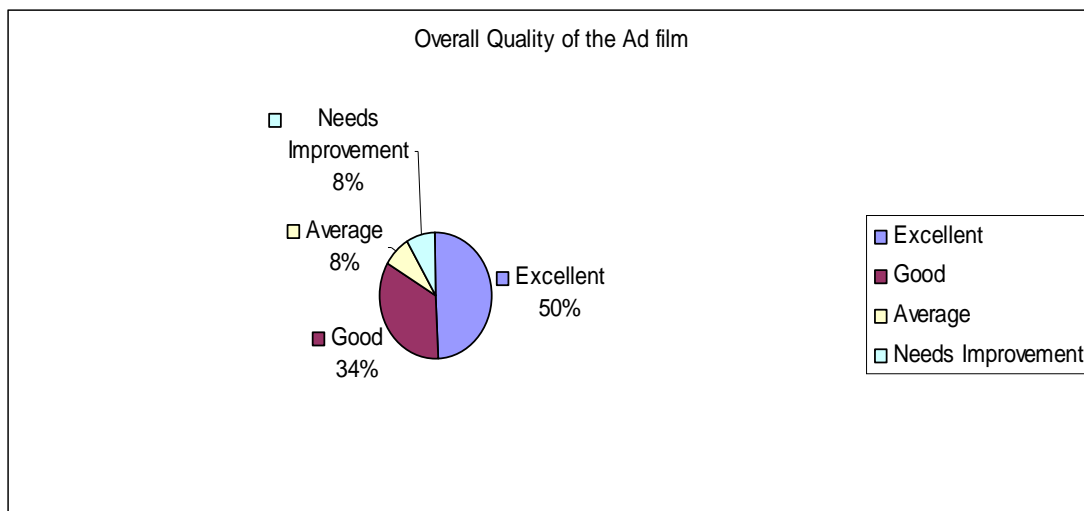
Key Findings

Observations are based on a sample size of 120 respondents

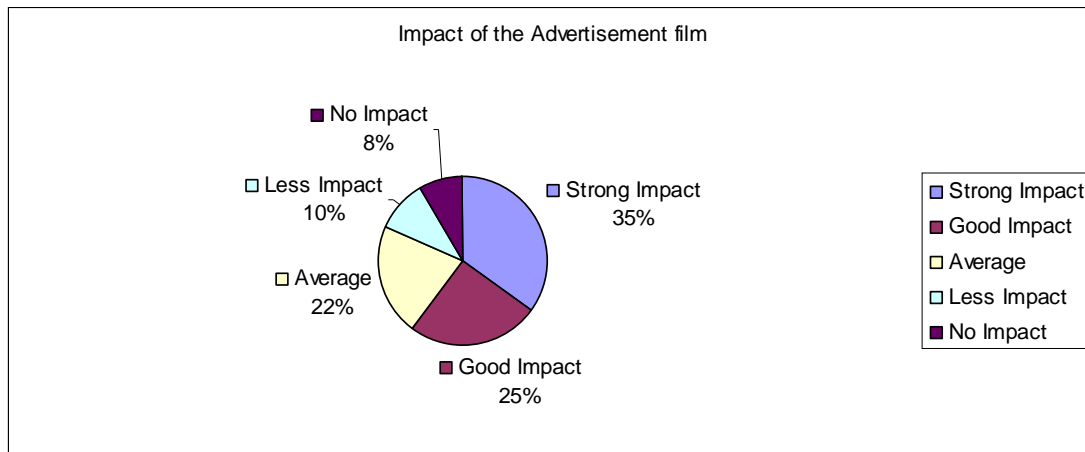
- Around 70% of the respondents saw the Advertisement Film with 30% respondents missing the Ad film



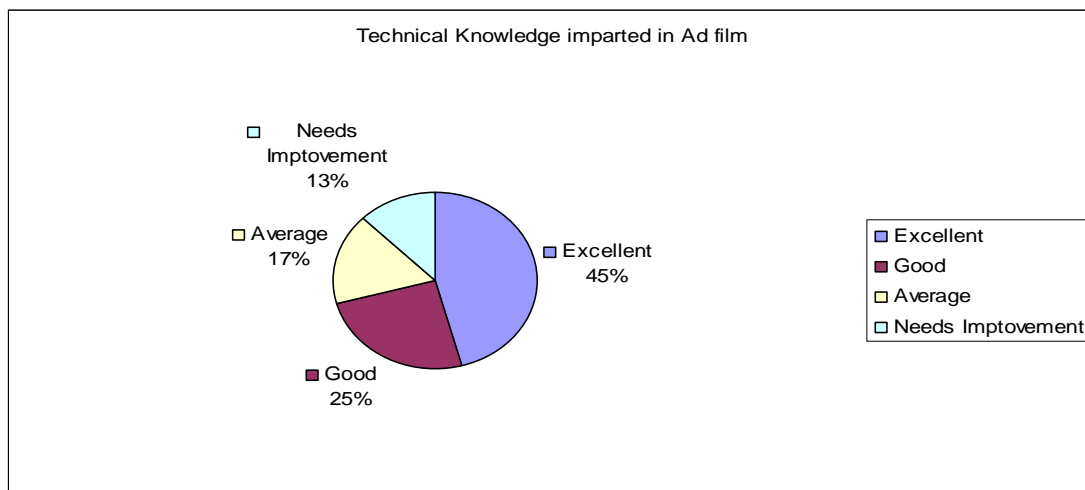
- Around 50 % of the respondents considered overall quality of the Ad film to be excellent. 34% respondents said that the quality of Advertisement was good. 8% respondents mentioned that the quality of Ad film was average and similar percentage of respondents mentioned that the Ad film needs improvement.



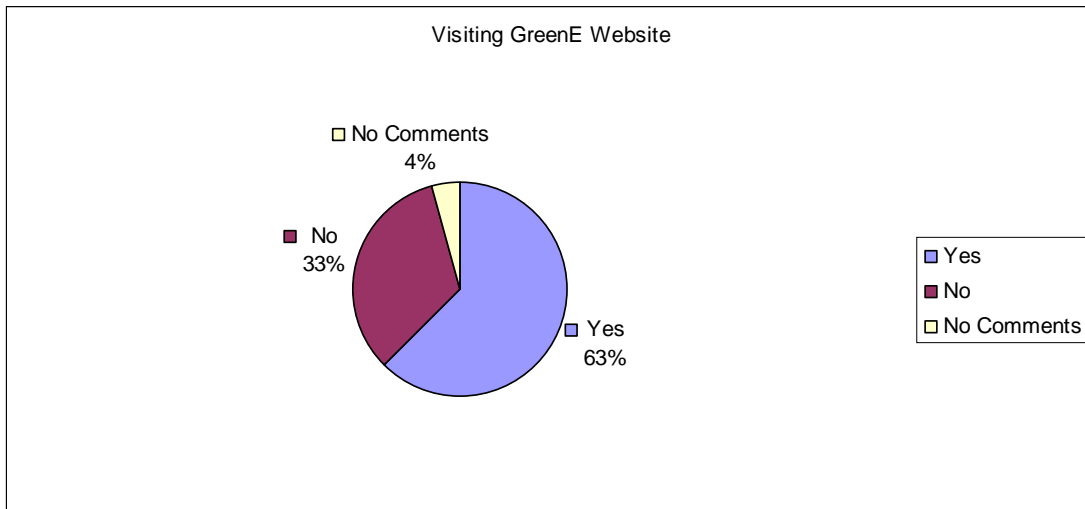
- Around 35 % of the respondents were of the view that the Ad film had a Strong Impact through its message. 25% respondents said that the Impact of Ad film to be decent and Good. 22% respondents mentioned that the Ad film had an Average impact. 10 % respondents mentioned that the Ad film has Less Impact and 8% respondents felt that the Ad film had no impact at all.



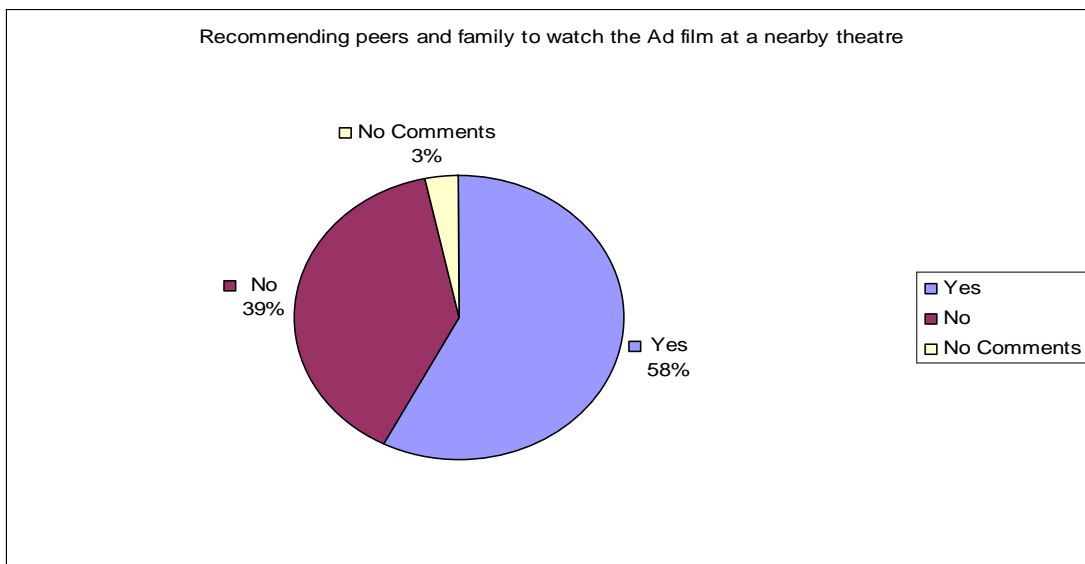
- Around 45 % respondents considered the Technical Knowledge imparted in the Ad film to be Excellent with 25% respondents considering it to be Good. 17% respondents mentioned that quality of technical knowledge in the Ad film was Average and 13% respondents said that the technical knowledge should be highlighted more effectively and needs improvement.



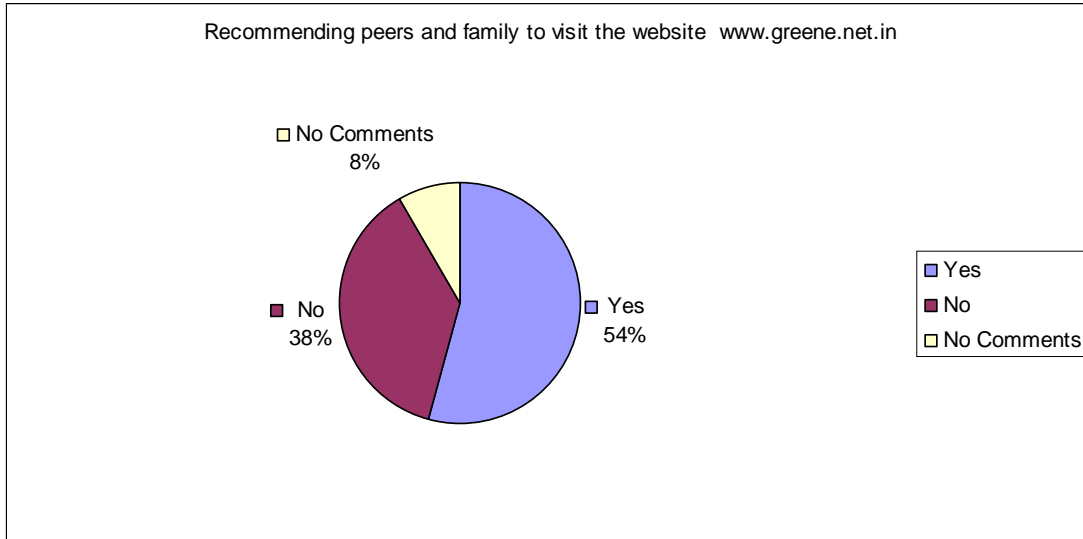
- Around 63 % respondents mentioned that they will certainly visit the website www.greene.net.in link of which was displayed during the Ad film. 33% respondents said that they wont visit the GreenE Website with 4% respondents declining to comment



- 58 % respondents mentioned that they will recommend their family and peers to watch the advertisement at a nearby theatre. 39 % respondents mentioned that they would not recommend their family and peers to watch the E- Waste Ad Awareness film at a nearby Theatre. 3% respondents declined to comment.



- 54 % respondents mentioned that they will recommend their family and peers to visit the website www.greene.net.in for safe disposal of Electronic Waste with 38% respondents refusing to do the same. 8% respondents declined to comment.



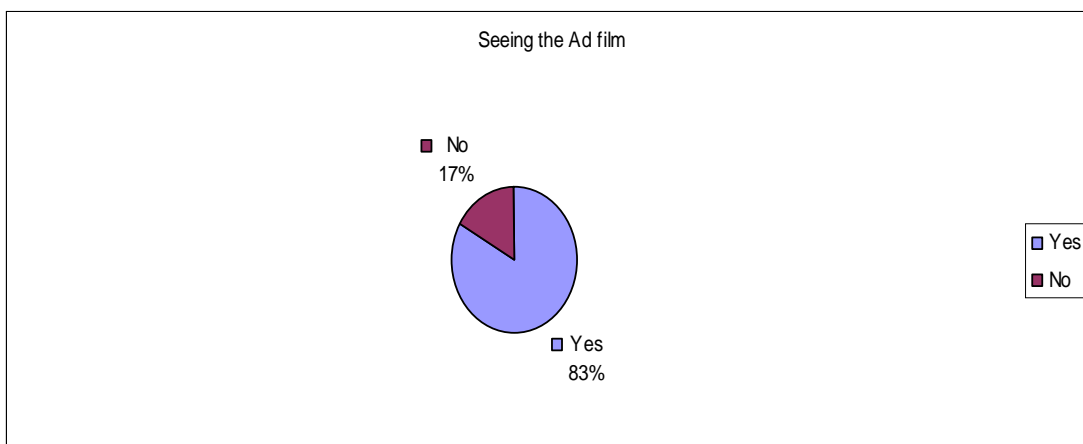
Kolkata

A sample of 400 people were 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.

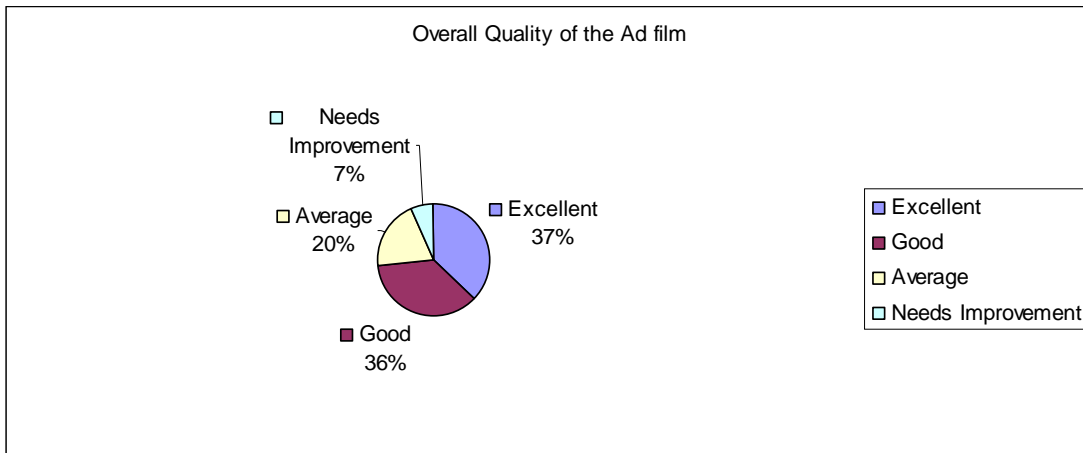
Key Findings

Observations are based on a sample size of 230 respondents

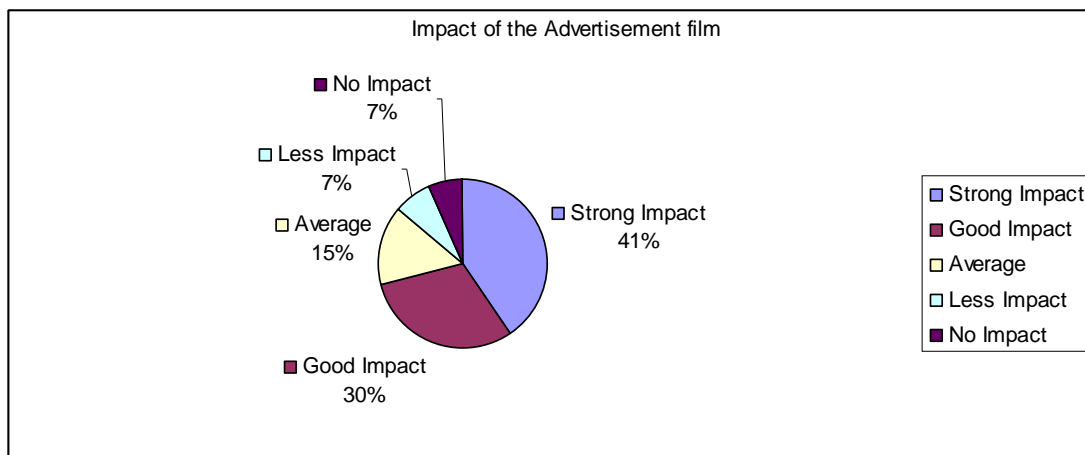
- Around 83% of the respondents saw the Advertisement Film with 17% respondents missing the Ad film



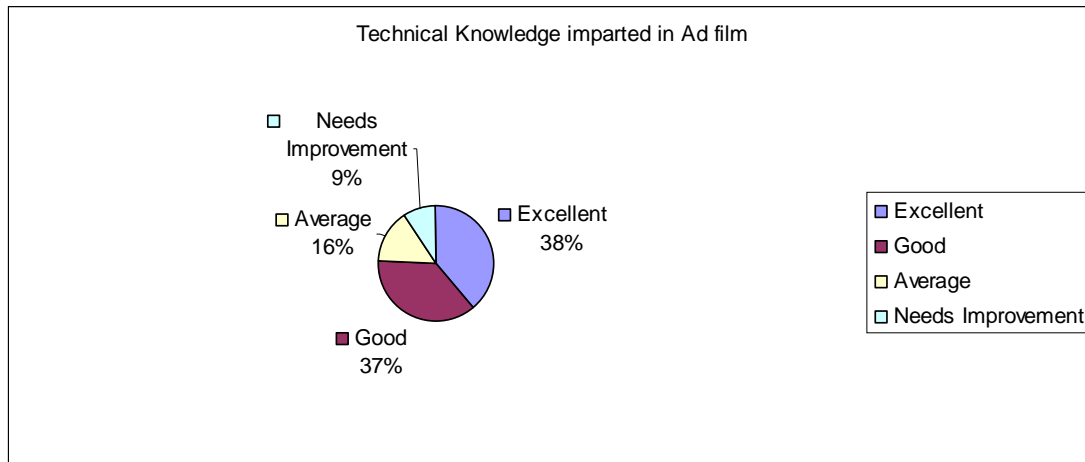
- Around 37 % of the respondents considered overall quality of the Ad film to be excellent. 36% respondents said that the quality of Advertisement was good. 20% respondents mentioned that the quality of Ad film was average and 7% of respondents mentioned that the Ad film needs improvement.



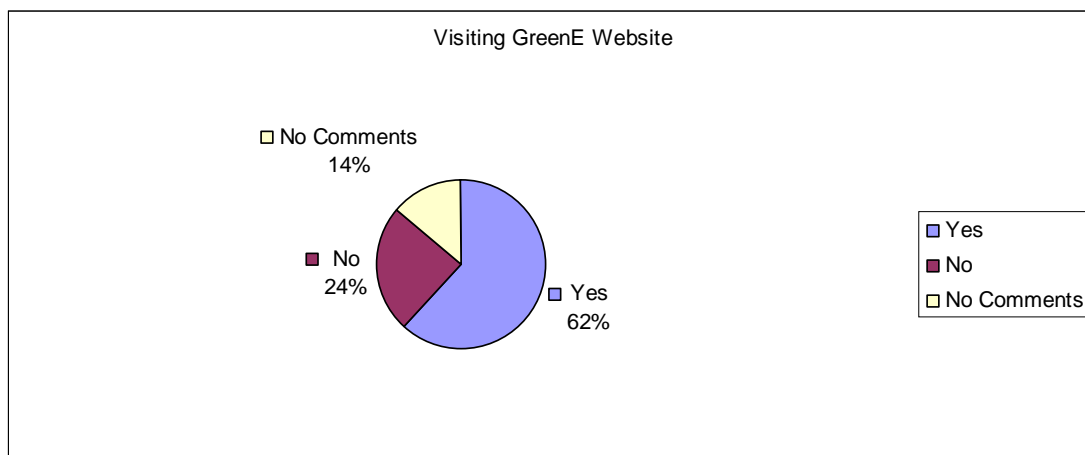
- Around 41% of the respondents were of the view that the Ad film had a Strong Impact through its message. 30% respondents said that the Impact of Ad film to be decent and Good. 15% respondents mentioned that the Ad film had an Average impact. 7% respondents each mentioned that the Ad film has Less Impact and No impact respectively.



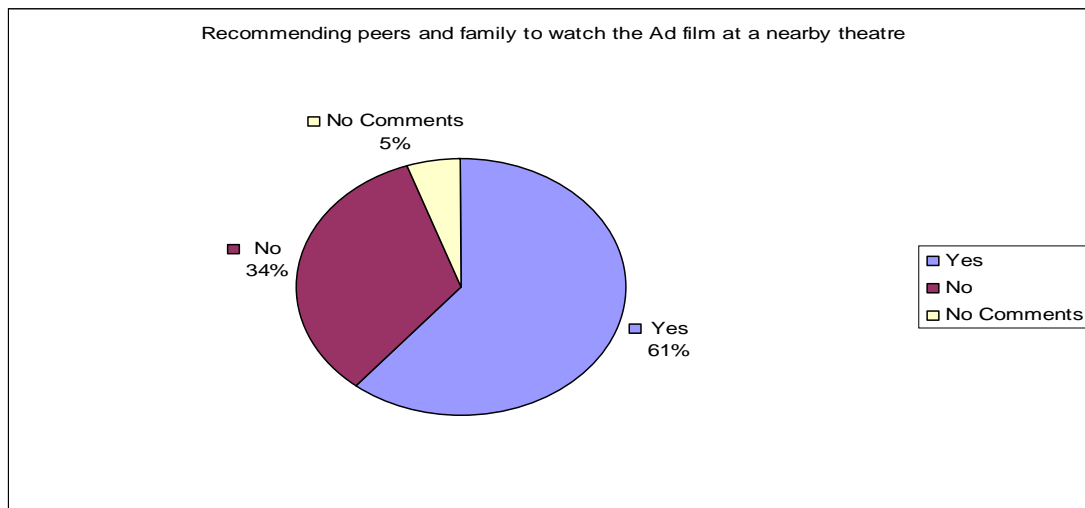
- Around 38 % respondents considered the Technical Knowledge imparted in the Ad film to be Excellent with 37% respondents considering it to be Good. 16% respondents mentioned that quality of technical knowledge in the Ad film was Average and 13% respondents said that the technical knowledge should be highlighted more effectively and needs improvement.



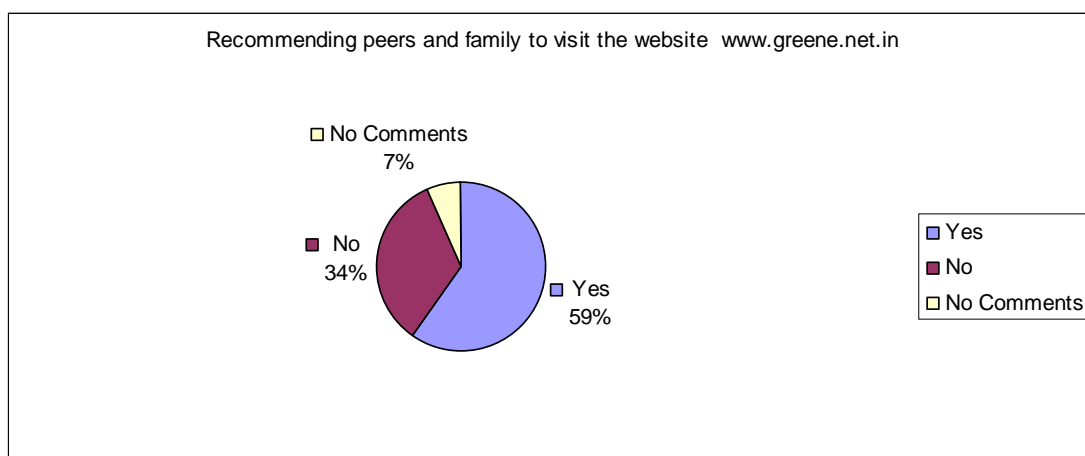
- Around 62 % respondents mentioned that they will certainly visit the website www.greene.net.in link of which was displayed during the Ad film. 24% respondents said that they wont visit the GreenE Website with 14% respondents declining to comment



- 61 % respondents mentioned that they will recommend their family and peers to watch the advertisement at a nearby theatre. 34 % respondents mentioned that they would not recommend their family and peers to watch the E- Waste Ad Awareness film at a nearby Theatre. 5% respondents declined to comment.



- 59 % respondents mentioned that they will recommend their family and peers to visit the website www.greene.net.in for safe disposal of Electronic Waste with 34% respondents refusing to do the same. 7% respondents declined to comment.



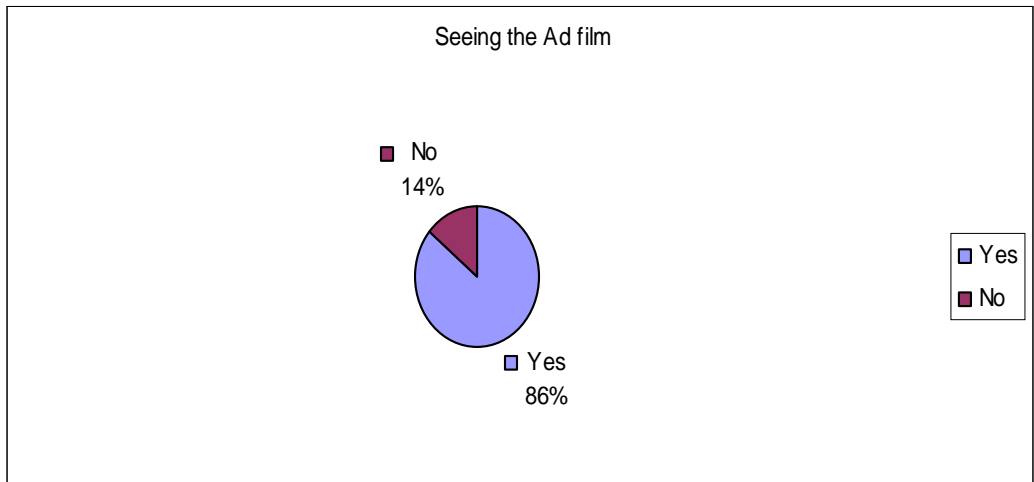
Ranchi

A sample of 210 people were surveyed in the city of Ranchi to get a feedback for the Ad film on E- Waste Mass Awareness Campaign

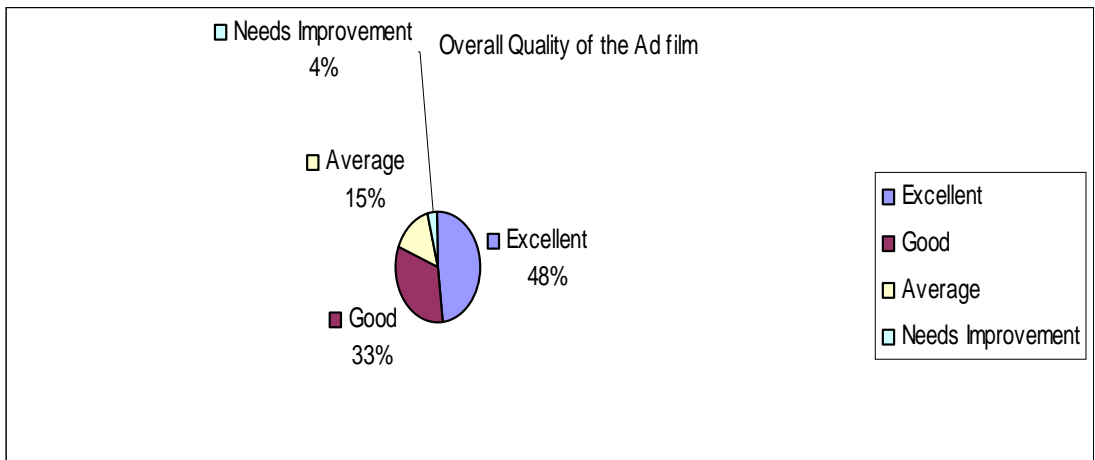
Key Findings

Observations below are based on a sample size of 130 respondents

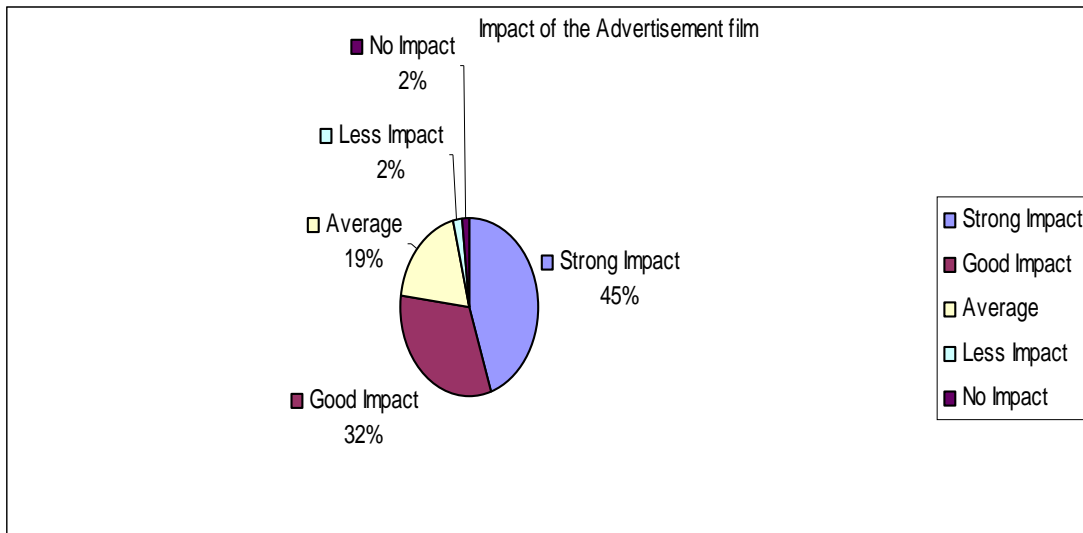
- Around 86% of the respondents saw the Advertisement Film with 14% respondents missing the Ad film



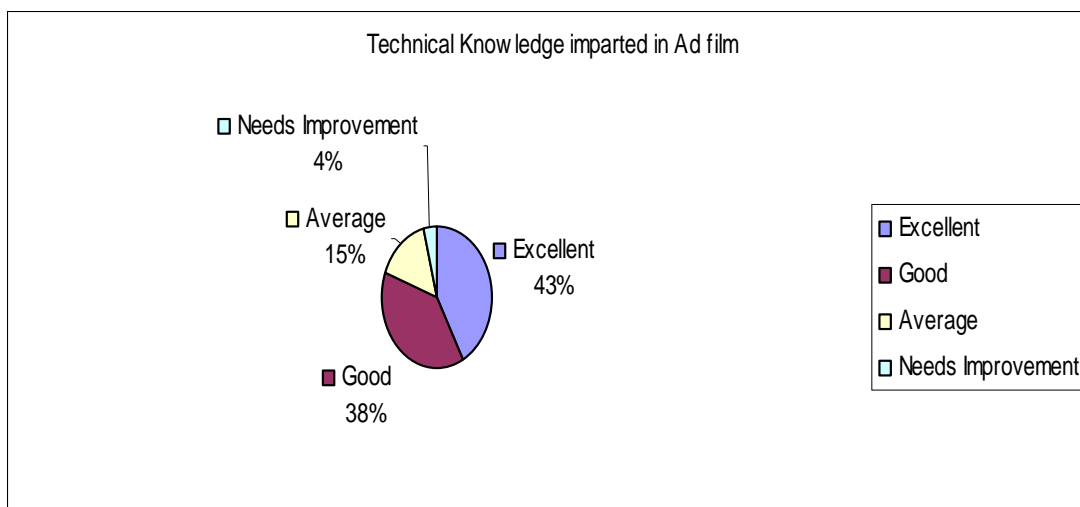
- Around 48 % of the respondents considered overall quality of the Ad film to be excellent. 34% respondents said that the quality of Advertisement was good. 8% respondents mentioned that the quality of Ad film was average and similar percentage of respondents mentioned that the Ad film needs improvement.



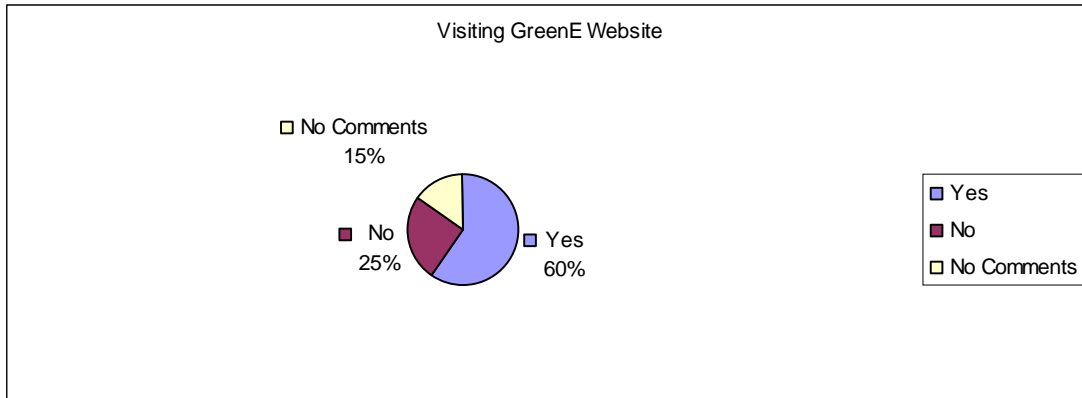
- Around 45 % of the respondents were of the view that the Ad film had a Strong Impact through its message. 32% respondents said that the Impact of Ad film to be decent and Good. 19% respondents mentioned that the Ad film had an Average impact with 2% respondents each thinking that the Ad had Less and No Impact respectively.



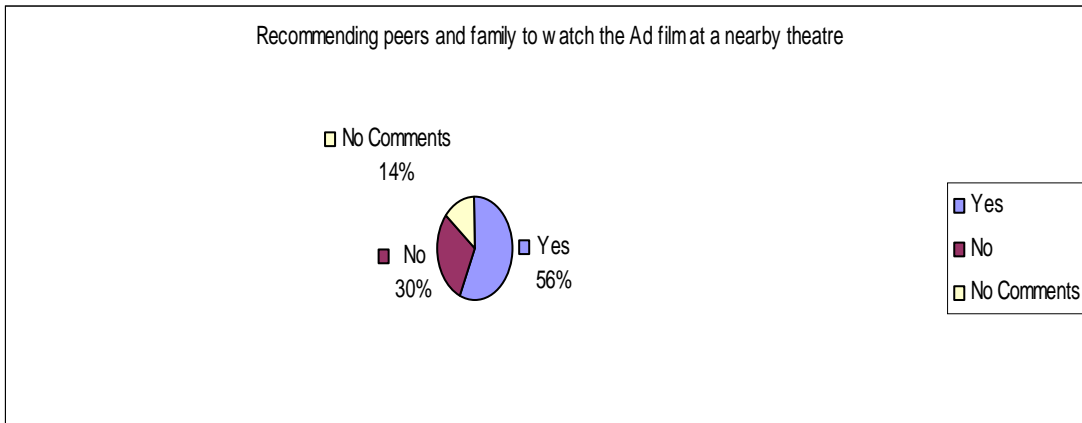
- Around 43 % respondents considered the Technical Knowledge imparted in the Ad film to be Excellent with 38% respondents considering it to be Good. 15% respondents mentioned that quality of technical knowledge in the Ad film was Average and 4% respondents said that the technical knowledge should be highlighted more effectively and needs improvement.



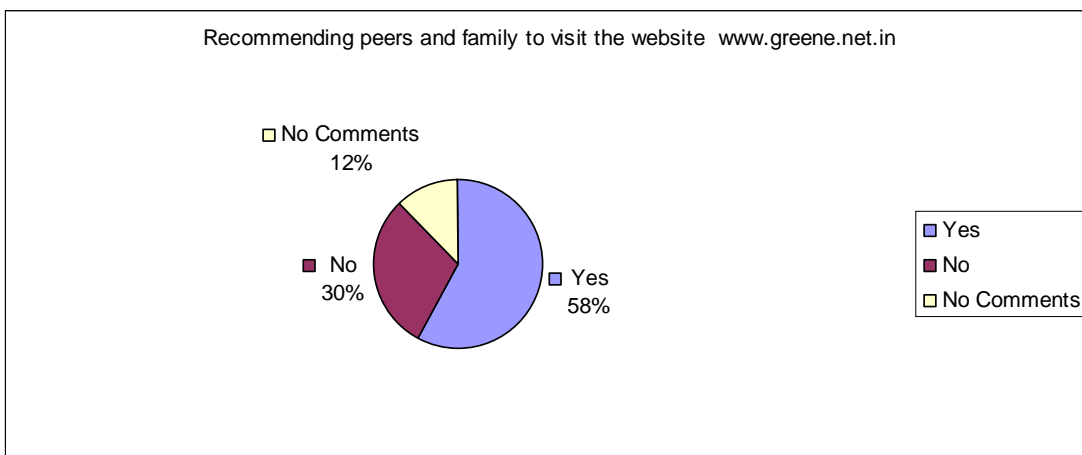
- Around 60 % respondents mentioned that they will certainly visit the website www.greene.net.in link of which was displayed during the Ad film. 25% respondents said that they wont visit the GreenE Website with 15% respondents declining to comment



- 56 % 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. 14% respondents declined to comment.



- 58 % respondents mentioned that they will recommend their family and peers to visit the website www.greene.net.in for safe disposal of Electronic Waste with 30% respondents refusing to do the same. 12% respondents declined to comment.



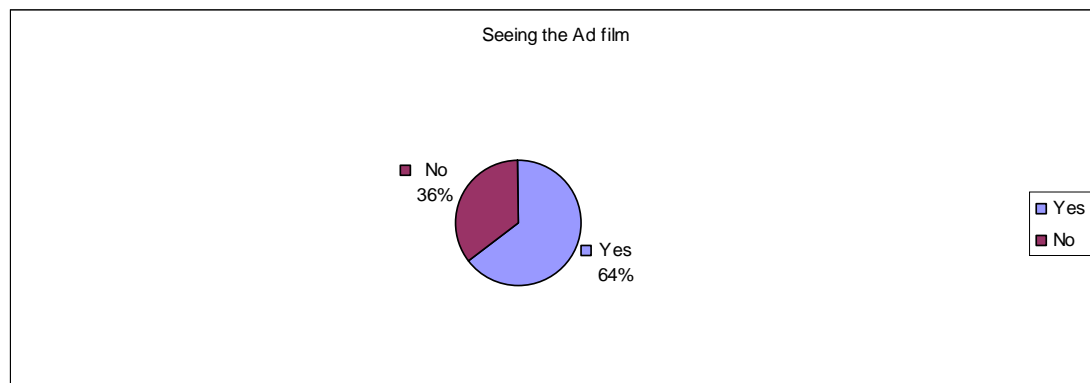
Bhopal

A sample of 100 people were surveyed in the city of Bhopal to get a feedback for the Ad film on E- Waste Mass Awareness Campaign

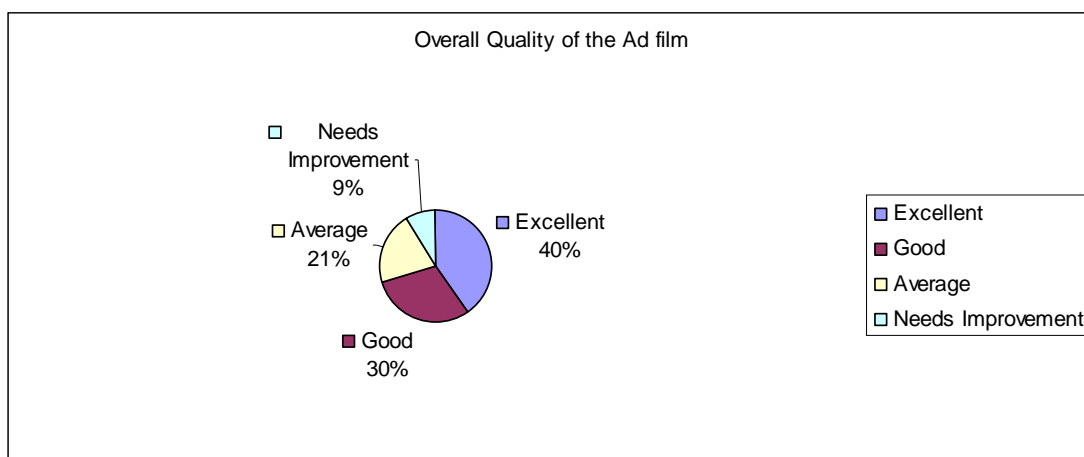
Key Findings

Observations below are based on a sample size of 70 respondents

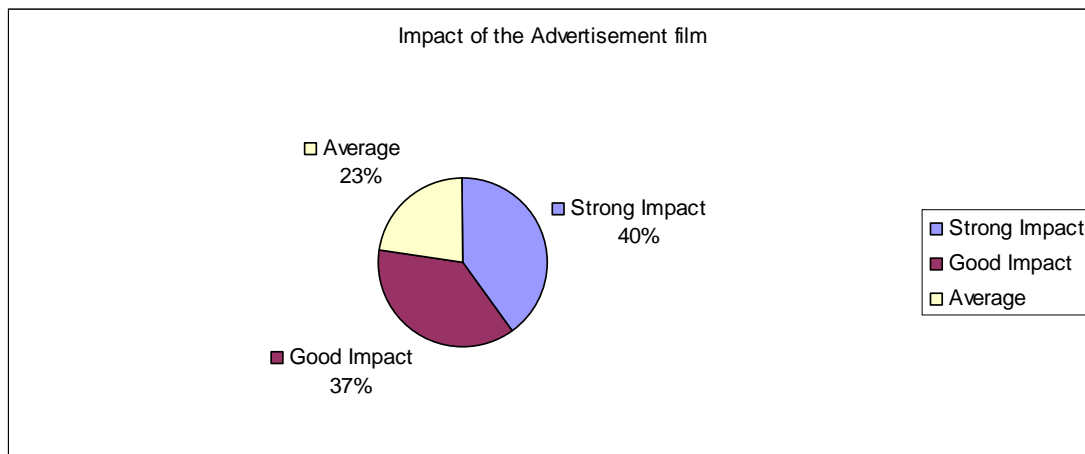
- Around 64% of the respondents saw the Advertisement Film with 36% respondents missing the Ad film



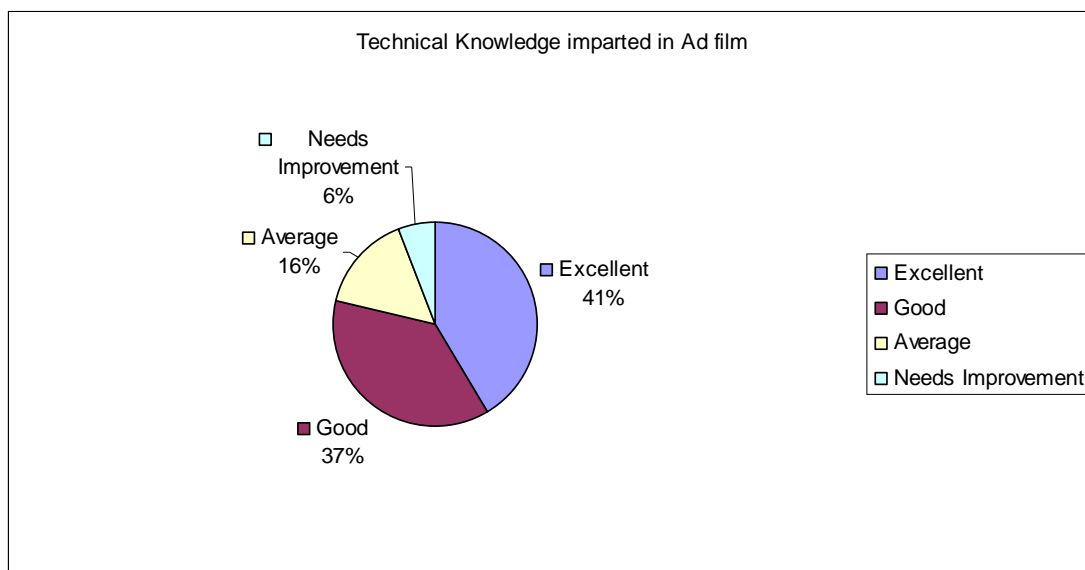
- Around 40 % of the respondents considered overall quality of the Ad film to be excellent. 30% respondents said that the quality of Advertisement was good. 21% respondents mentioned that the quality of Ad film was average and 9% respondents mentioned that the Ad film needs improvement.



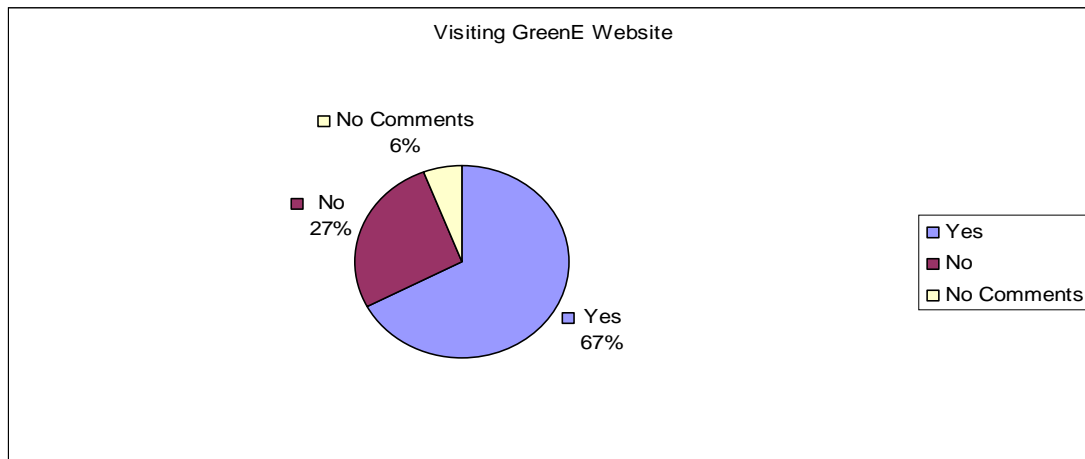
- Around 40 % of the respondents were of the view that the Ad film had a Strong Impact through its message. 37% respondents said that the Impact of Ad film to be decent and Good. 23% respondents mentioned that the Ad film had an Average impact



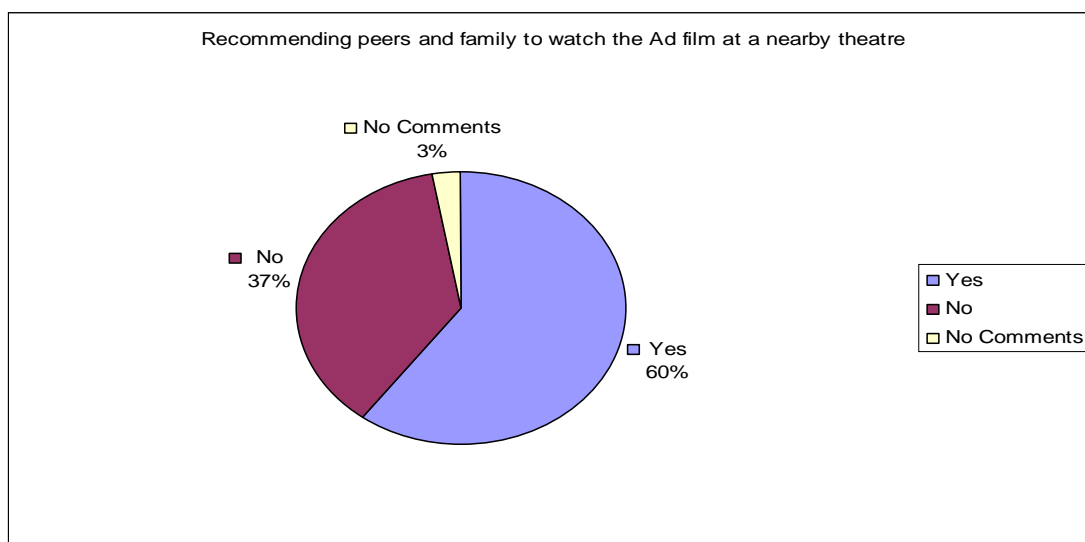
- Around 41 % respondents considered the Technical Knowledge imparted in the Ad film to be Excellent with 37% respondents considering it to be Good. 16% respondents mentioned that quality of technical knowledge in the Ad film was Average and 6% respondents said that the technical knowledge should be highlighted more effectively and needs improvement.



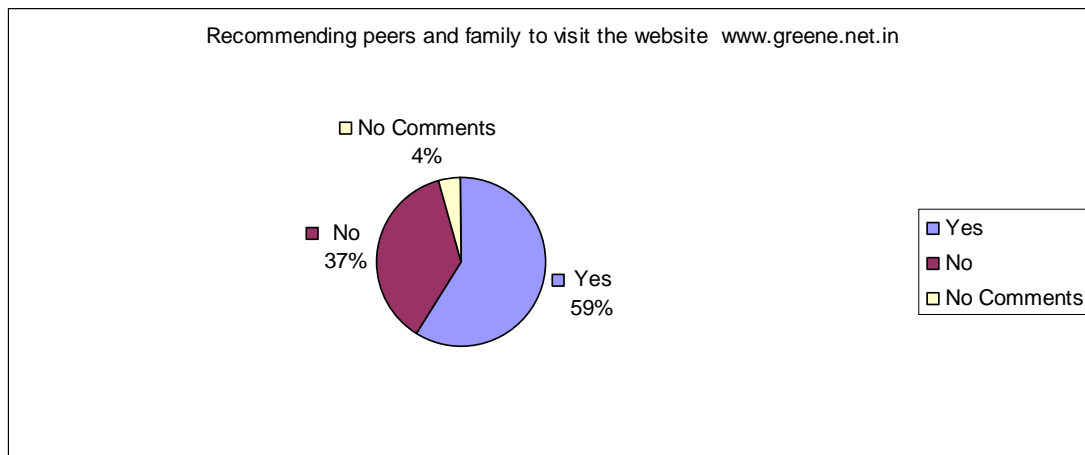
- Around 67 % respondents mentioned that they will certainly visit the website www.greene.net.in link of which was displayed during the Ad film. 27% respondents said that they wont visit the GreenE Website with 6% respondents declining to comment



- 60 % respondents mentioned that they will recommend their family and peers to watch the advertisement at a nearby theatre. 37 % respondents mentioned that they would not recommend their family and peers to watch the E- Waste Ad Awareness film at a nearby Theatre. 3% respondents declined to comment.



- 59 % respondents mentioned that they will recommend their family and peers to visit the website www.greene.net.in for safe disposal of Electronic Waste with 37% respondents refusing to do the same. 4% respondents declined to comment.



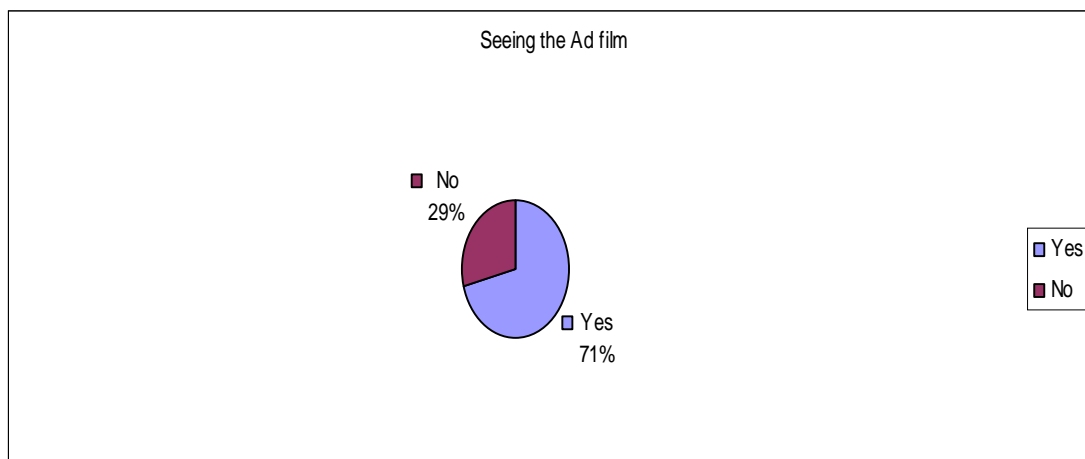
Patna

A sample of 176 people were surveyed in the city of Patna to get a feedback for the Ad film on E- Waste Mass Awareness Campaign

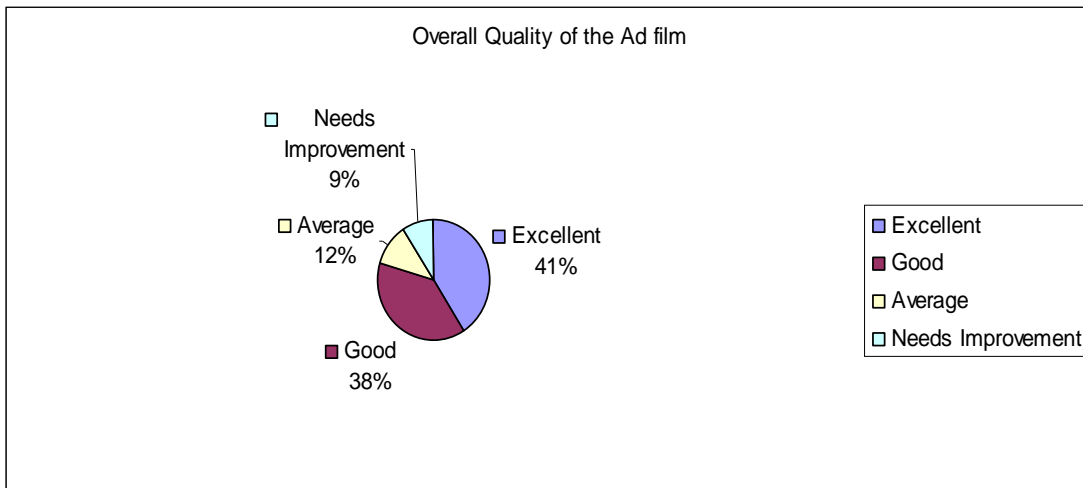
Key Findings

Observations below are based on a sample size of 110 respondents

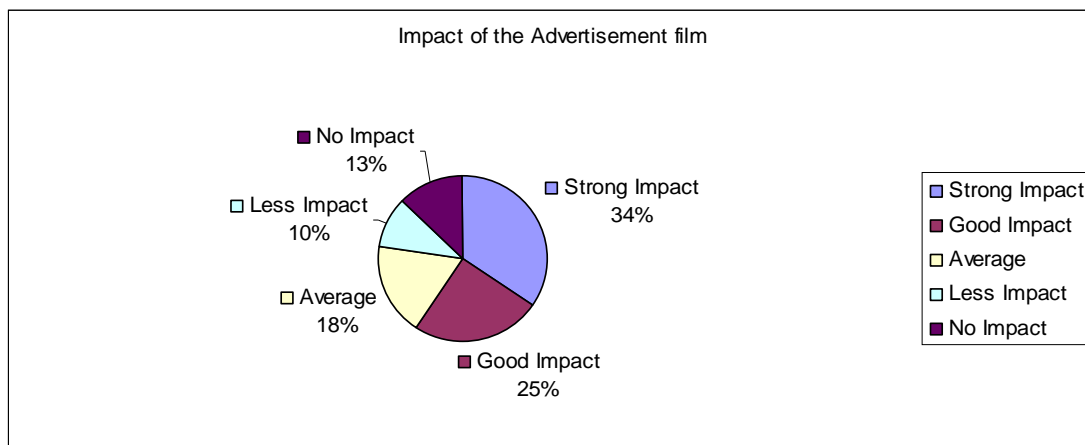
- Around 71% of the respondents saw the Advertisement Film with 29% respondents missing the Ad film



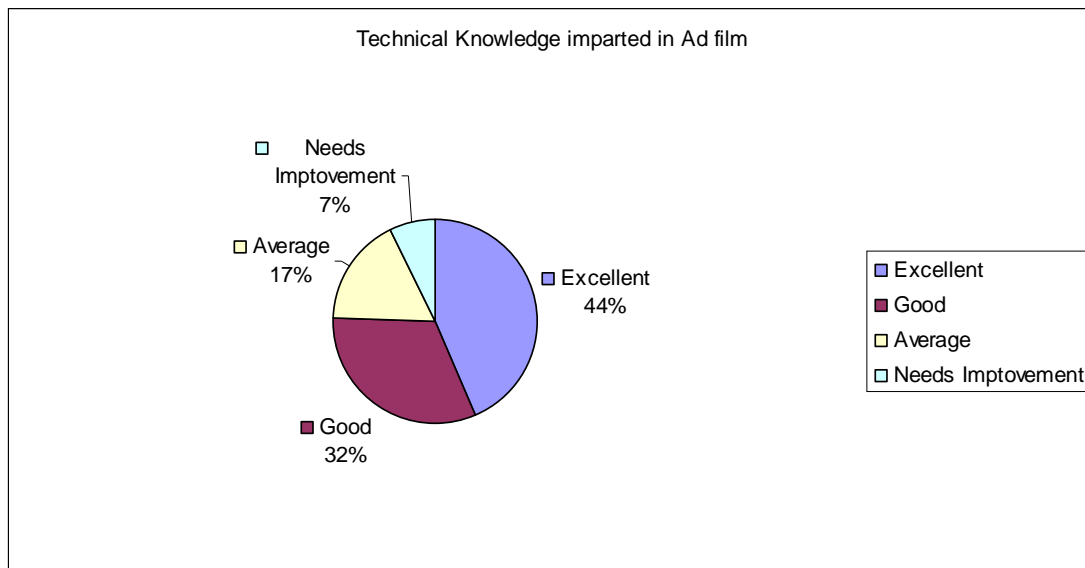
- Around 41 % of the respondents considered overall quality of the Ad film to be excellent. 38% respondents said that the quality of Advertisement was good. 12% respondents mentioned that the quality of Ad film was average and 9% respondents mentioned that the Ad film needs improvement.



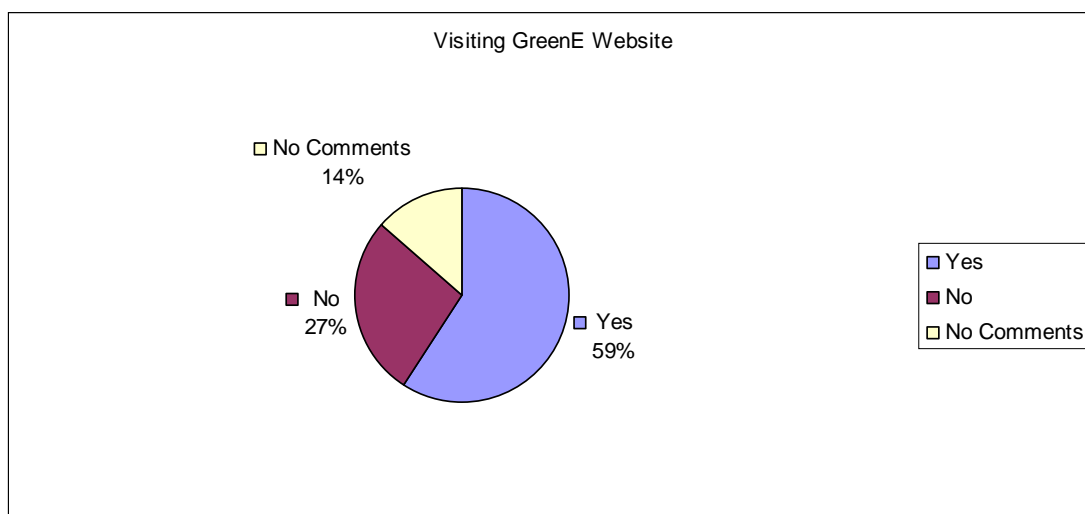
- Around 34 % of the respondents were of the view that the Ad film had a Strong Impact through its message. 25% respondents said that the Impact of Ad film to be decent and Good. 18% respondents mentioned that the Ad film had an Average impact. 10% respondents mentioned that the Ad film had less impact and 13% respondents mentioned that Ad film had no impact at all



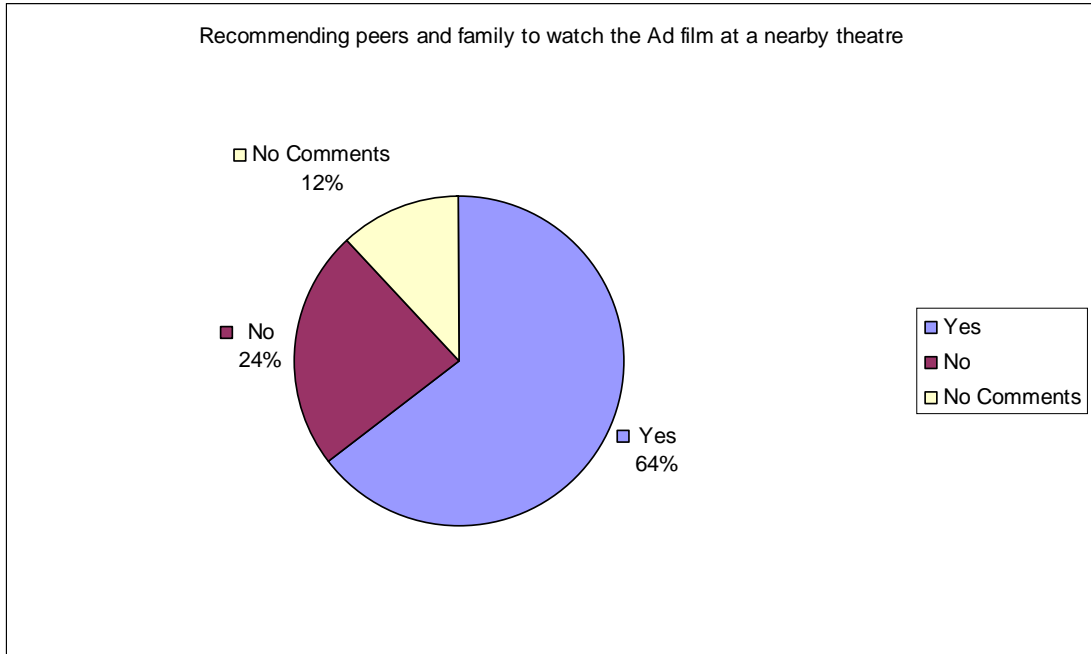
- Around 44 % respondents considered the Technical Knowledge imparted in the Ad film to be Excellent with 32% respondents considering it to be Good. 17% respondents mentioned that quality of technical knowledge in the Ad film was Average and 7% respondents said that the technical knowledge should be highlighted more effectively and needs improvement.



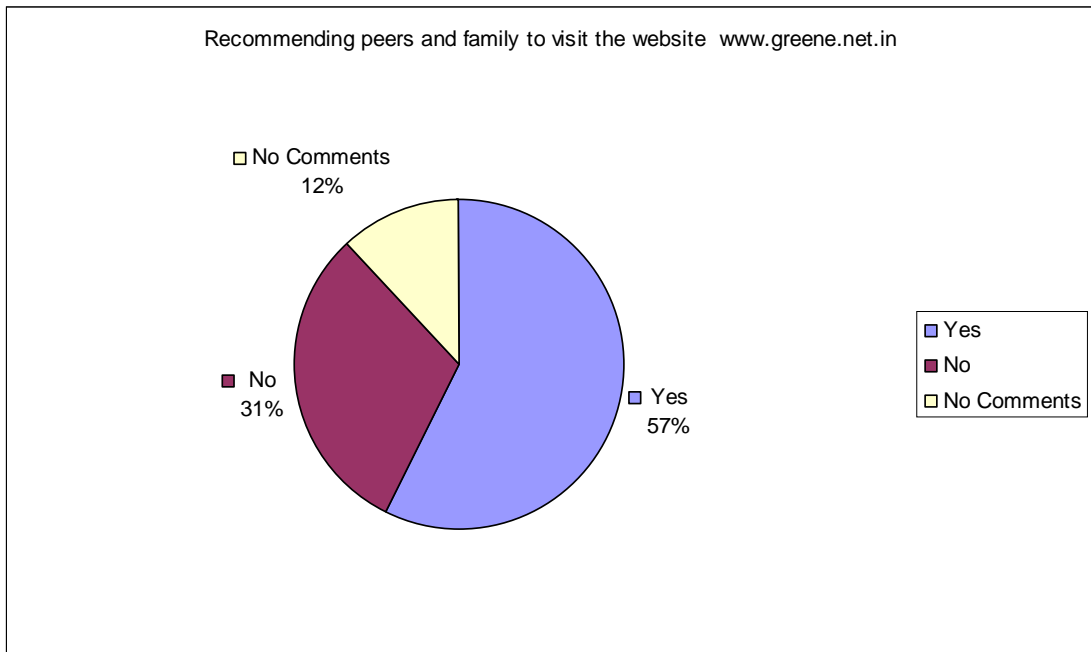
- Around 59 % respondents mentioned that they will certainly visit the website www.greene.net.in link of which was displayed during the Ad film. 27% respondents said that they wont visit the GreenE Website with 14% respondents declining to comment



- 64 % respondents mentioned that they will recommend their family and peers to watch the advertisement at a nearby theatre. 24 % respondents mentioned that they would not recommend their family and peers to watch the E- Waste Ad Awareness film at a nearby Theatre. 12% respondents declined to comment.



- 57 % respondents mentioned that they will recommend their family and peers to visit the website www.greene.net.in for safe disposal of Electronic Waste with 31% respondents refusing to do the same. 12% 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.

Recommendations and suggestions

- Keeping in mind the successful launch and overwhelming response received for the campaign this year we would suggest the Ministry of Electronics and IT (MeitY), Government of India to take this campaign nationwide for a longer duration so that its impact is far reaching.
- Committee may consider 15% admin charges of the project to be disbursed to the implementing agency GST and increased

Organizing Team

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2. Mr. Abhishek Wadehra

Assistant Secretary, PHD Chamber

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ANNEXURE – A

List of Theatres Covered in Phase-I and Phase-II of 'E-Waste Mass Awareness Campaign through Cinema'