



**KARO**  
S A M B H A V  
Cohesive e-waste movement

# **Awareness Programmes Report**

**Collaboration with Ministry of Electronics and Information  
Technology (MeitY)**

**FY 2019-2020**

# Introduction to Bulk Consumer and Community/RWA Awareness Sessions



Innovative and interactive awareness sessions through games, videos based on e-waste



Collection drives organized post awareness sessions



More than 100 sessions were organized in the month of February



Informative EDMs were shared with the stakeholders for internal circulation



Digital outreach by uploading posts of completed programmes



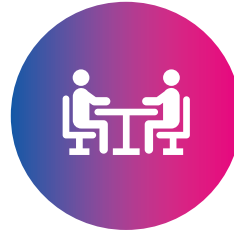
# Bulk Consumer Awareness Sessions

Co-creating Sustainable Solutions for E-waste Management



# Bulk Consumer Awareness Sessions

**Duration: 7<sup>th</sup> December 2019 to 31<sup>st</sup> March 2019**



**20 States/UTs**

**143 Sessions**

**10,043 Participants**

**57,200 Direct Reach**

**2,80,280 Total Outreach**

\*Participation: Number of People who Attended the Session

\*Direct Reach: No. of Employees (400/Bulk Consumer)\* Number of Bulk Consumers

\*Total Outreach: Direct Reach \* Average Indian household size assumed to be 4.9

(<https://www.arcgis.com/home/item.html?id=6cf22970ea8c4b338a196879397a76e4>)

# Coverage – States/Union Territories

**Andhra Pradesh**

**Assam**

**Bihar**

**Chandigarh**

**Delhi**

**Goa**

**Haryana**

**Jammu &  
Kashmir**

**Karnataka**

**Kerala**

**Maharashtra**

**Manipur**

**Meghalaya**

**Nagaland**

**Punjab**

**Rajasthan**

**Telangana**

**Tripura**

**Uttar Pradesh**

**West Bengal**

## Principal Partners



## Associate Partners



## Other Partners



# Snapshot of Bulk Consumers Awareness Sessions



**Assam**



**Bihar**



**Chandigarh**



**Delhi**



**Punjab**



**Kerala**



**Maharashtra**



**Jammu & Kashmir**



# Community/RWA Awareness Sessions

Making recycling a way of life





# Community/RWA Awareness Sessions

**Duration: 7<sup>th</sup> December 2019 to 31<sup>st</sup> March 2019**



**12 States/UTs**

**50 Sessions**

**2,719 Participants**

**8,000 Direct Reach**

**39,200 Total Outreach**

\*Participation: Number of Residents who Attended the Session

\*Direct Reach: No. of Residents (200/RWA)\* Number of RWAs

\*Total Outreach: Direct Reach \* Average Indian household size assumed to be 4.9

(<https://www.arcgis.com/home/item.html?id=6cf22970ea8c4b338a196879397a76e4>)

# Coverage – States/Union Territories

**Delhi**

**Goa**

**Haryana**

**Kerala**

**Madhya  
Pradesh**

**Maharashtra**

**Manipur**

**Meghalaya**

**Nagaland**

**Sikkim**

**Uttar Pradesh**

**West Bengal**

## Principal Partners



## Associate Partners



## Other Partners



# Snapshot of Community/RWA Awareness Sessions



**Goa**



**Haryana**



**Manipur**



**Delhi**



**Madhya Pradesh**



**Kerala**



**Maharashtra**



**Uttar Pradesh**



# Feedback for the Bulk Consumer and Community/RWA Awareness Sessions

This session is very useful to everyone. From this session, I learn about e-waste how we use it. I hope this session conducts in each college.

It's a very creative programmes and doing a great job for the environment

Very Good Initiative! We would be interested in participating for the collection drive.

Need to hold more such awareness programmes. Can make public announcements at schools, malls & other public places

We and my friends felt very happy with this session. And this is a very useful awareness program.

Very good session for creating awareness for e-waste. Looking forward for e-waste collection centre & drive for e-waste



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## Awareness Sessions in each State/Union Territory

Making recycling a way of life



[Details of Bulk Consumer and Community/RWA Sessions](#)

# Combined Impact of All Awareness Sessions

Details of Bulk Consumer and Community/RWA  
Sessions in each state/union territory

**22 States/Union territories**

**193 Sessions**

**12672 Participants**

# Awareness Activity Materials

Find electronics and components which when obsolete become e-waste

M A D D A P T T E E T R J S E Y Y A P Z V J G M O T T Y H H E E R K O B O U O R E V A G	F Z S W P J F N E P E O D N O T E P A D R F E J A X Y E S H O M V N A M Y T J H Y R Y S B M M Z P T Y H M S K S O O U K H M A C J B G M A M O A P T K K L U E U G E H X O N P M R G A A Z R M N R Y E T I Y K I M P S P Y A T Z S L E R W V X H I P C R J W E E Z G N U E D U T I G N T G G K P W T N O S E E K Y X K M O L W R E P N P V J I N Z S O I J Y A G W B K L N M E K Z G F H B M P Y R W E R A I P Z V V O F M L L T D G B O S M H M A O F X P M T J G D W A B G W A N G A N G W U T W B L K E G E L M M K J R P V R H S G E K K L P K H D L A U R Y W O T Z U D G V P F R P C B M H S O T K S R P C A T Y I V M R P P K N X B P D E D U B H I M L I N B H H O E F X E S D S A Y P S E L B A C Y G V X P E E E Y L U B C V U D L F N X M K G Z A S H I V I H R P O T K S E D R J S T R O X W B Y I D X L T M K B O U J K R S J P E Z W A F G R R U J S Y G W Y I O H G G T E L E V I S I O N B U X X Z Z P V W A L A X W J X G X X G D A B Y Y F A C S I M I L E E R M U G G R E G O G J E Y M G I C I Y D K T G C G D P H P P A R X U L K C T Z M V S S W V Y S P B G E V O I F H T W F K P G K P O U T I T B F V K T G A G M V R C V B G U O C Z L D T Z A E A I X E P X	LAPTOP MOTHERBOARD RAM SERVER MODEM FACSIMILE MAINFRAME MONITOR NOTEBOOK CABLES ADAPTERS CHARGERS DESKTOP CPU MOUSE KEYBOARD SMARTPHONE TELEPHONE REFRIGERATOR TELEVISION
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## Word Scramble

ILPBSSEOERN  
WETI  
BRUREISFH  
EWEC  
REUES  
TEROICNCL  
WAEETS  
CROSUNEM  
CRCYEEL  
LURCRCAI CMNEOYO  
OCOSUNPTIMN  
ESIBNUALATS

RESPONSIBLE  
ITEW  
REFURBISH  
CEEW  
REUSE  
ELECTRONIC  
EWASTE  
CONSUMER  
RECYCLE  
CIRCULAR ECONOMY  
CONSUMPTION  
SUSTAINABLE



Enabling Enterprises to  
**CLOSE MATERIAL LOOPS**



Principal Producer Partners



Other Producer Partners

22

## Presentation on E-waste





## Merchandise


## QUIZZES





# Awareness Activity Materials - EDMs









Contribute to the epic recycling program your company has started. Kyunki jab recycle kiya toh darna kya.

## RECYCLE-E-AZAM

**Bulk consumers of electronics** - organisations with turnover of more than 1 crore or more than 20 employees **must maintain e-waste records and submit annual returns to state pollution control board.**

Bring your e-waste and participate in the collection drive!

 Karosambhav  Karosambhav  KaroSambhav  KaroSambhav

[www.karosambhav.com](http://www.karosambhav.com)

Source: E-waste (Management) Rules 2016





Get over your ex-gadgets, responsibly.

India generates about **2 million metric tonnes of e-waste** (2016) annually. **Nearly 82%** of this is **personal devices such as phones, tablets and laptops.**

Participate in the collection drive and recycle responsibly.

 Karosambhav  Karosambhav  KaroSambhav  KaroSambhav

[www.karosambhav.com](http://www.karosambhav.com)

Source: Global E-waste Monitor





## E-WASTE JAANE BHI Y DO YAARO

E-waste recycle karne aajao yaaron.

The world produces **over 6.1 kgs of e-waste per person annually.** Global e-waste production will almost triple by 2050, to 120 million tonnes.

Participate in the collection drive and recycle responsibly.

 Karosambhav  Karosambhav  KaroSambhav  KaroSambhav

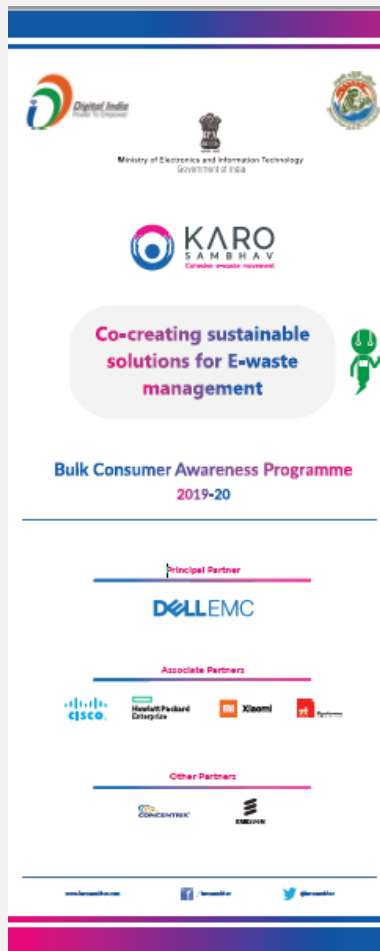
[www.karosambhav.com](http://www.karosambhav.com)

Source: Global E-waste Monitor

A series of 12 EDMs

# Awareness Session Collaterals

## Standeers



## Certificates





# Snapshots of Digital Outreach



# Thank you



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