

Awareness Proposal for Engagement Activities in Schools, RWA's & College across India



On

**Waste Management
FY 2021-22**

Lets Spread Green !!

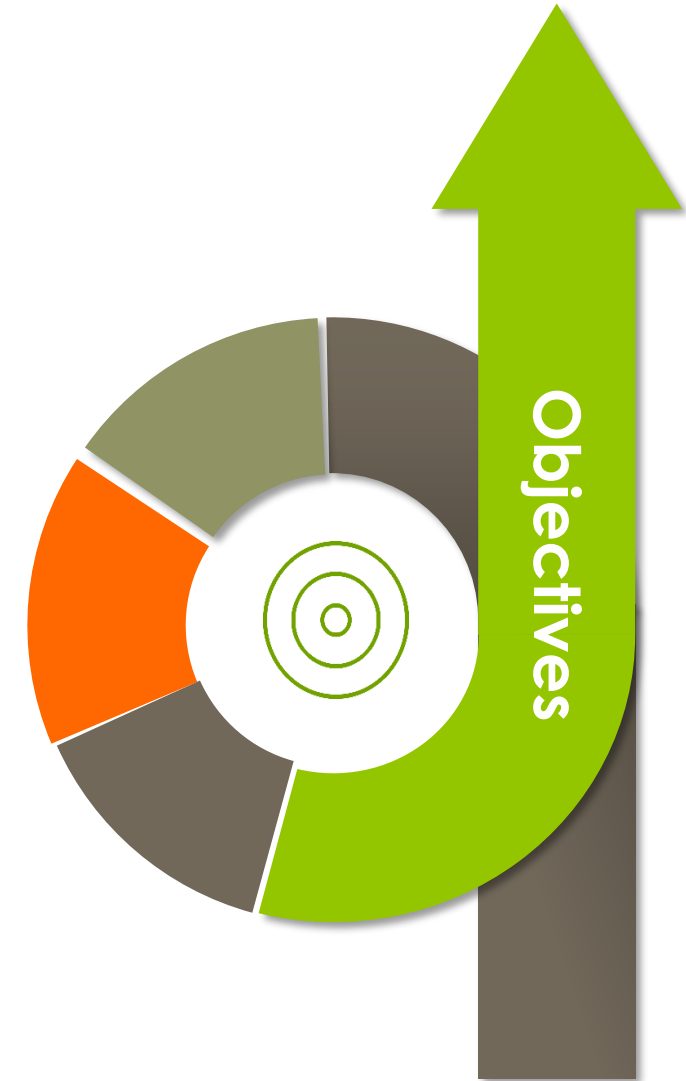
Submitted to,

Ministry of Electronics and Information Technology

Submitted by,



Objective



PAN India Presence



10 + State

- Delhi NCR, J&K, Uttara Kahnd, Tamil Nandu
- Gujarat
- Karnataka, Hyderabad, Haryana, Uttar Pradesh, Assam and Punjab

10 +Cities

- Delhi
- Jammu
- Dehradhun
- Ahmedbad
- Banglore
- Hyderabad
- Gurgaon
- Patiala

+ 2,00,000 Reach

- Schools
- RWA's
- Bulk Consumers
- Gol Offices
- Informal Sector

Pre Activity Planner

Activity Details /
Day Intimations

Post Activity /
Reports Submissions

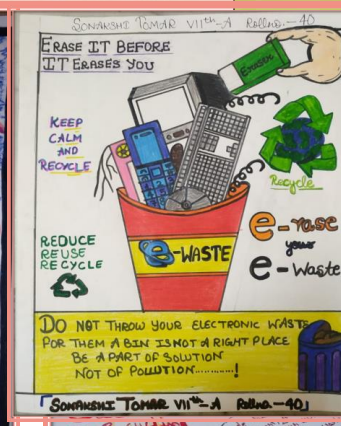
Annual Activities Planner

S.No.	Item	Activities	Frequency
1	Stakeholders Engagement and Awareness Sessions (Online and on ground)	Engaging and educating - 1 RWA, 1 office Cluster, 1 Bulk Consumer, 1 Retailer/Dealer and 1 Informal Sector Permission of conducting activities to be obtained	weekly (4 to 5 activities with Stakeholders)
2	Collaterals and Branding	Designing and Printing of Standee, Banner, Canopy, Leflets, Posters, etc	One Time
3	Promotional and Branding Activities	Theme based Campaign and Classified Advertisements /Press Release	Twice in a year
4	Reporting	Monthly report covering the performance, e waste collected with monthly progress meetings	Monthly
5	Partners Meet or National Annual Meet	One Platform with all Stakeholders – Mid of Feb 2022	Once in a year
6	Theme based Special Environmental Day Celebration	Earth Day , World Environment Day, International E waste Day, Pollution Day and National Science Day	As per Schedules /Dates Min 5 events
7	Social Media & Brand Promotion (SEO & SMM)	Branding and Social media presence on Instagram, Facebook, LinkedIn and PRO website (Inorganic reach scale up)	Weekly or Monthly

Proposed Activities

- 10 states – 10 Cities - 50 schools / Colleges - +2,00,000 direct beneficiaries
- Activities organized in each participating school/ college
 - Awareness Workshop/ Webinar - Virtual / Offline*
 - Drawing Competition
 - Poster Making Competition
 - Quiz Competition
 - Article/ Essay Writing Competition
 - E-bin installed
 - E-waste collection drives during PTMs
 - Visit to Recyclers and Dismantlers
- ❖ **Special Day Celebration - (Earth Day, World Environment Day, International E waste Day, Pollution Day and National Science Day)**
- ❖ **One Movie and Théâtre Show - Theme Waste Management with alternative Sustainable Lifestyle**

* Considering COVID-19 Central/state Guidelines

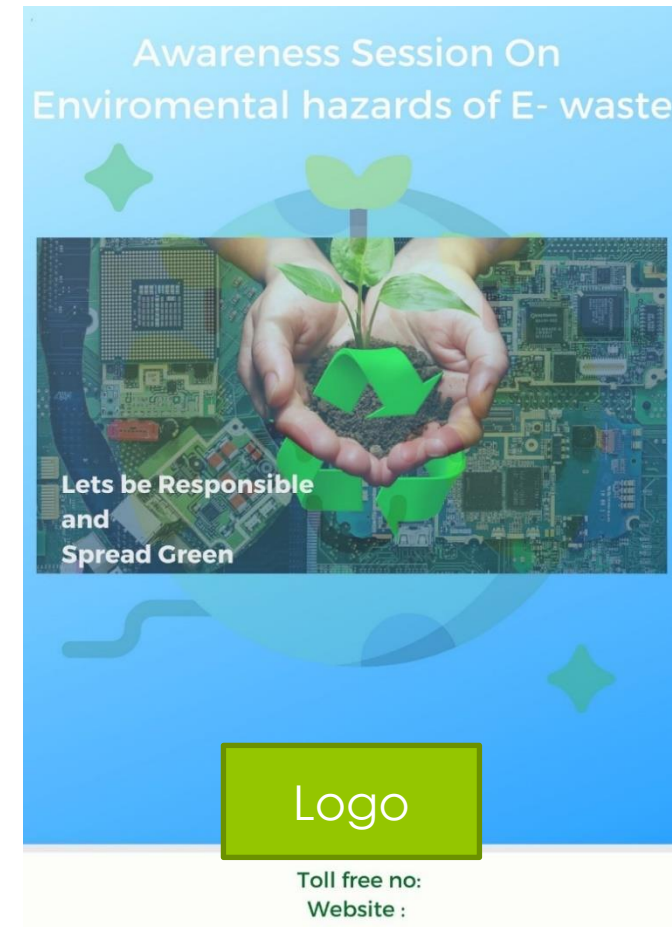


Activities Planner

EDM will be created and shared with Client

Social Media Engagement (Pre Hype & Post Hype)

Final Report Submission



Appealing – Waste Management

Cultivating – Collection and Recycling

Towards Sustainable Healthy Lifestyle

Engaging and Educating for Better Tomorrow

Positive Society Impact

Standee, Poster, Banner



Standee, Poster, Banner



Finale - Green Smith

As Finale of observing year long activities in school, a program named “Green Smith” would be organized which will provide students with an interactive platform to showcase their green art objects which they have prepared whole year long.

Students would demonstrate either directly conserve or create awareness on conservation through waste art, theatre, short films, etc.

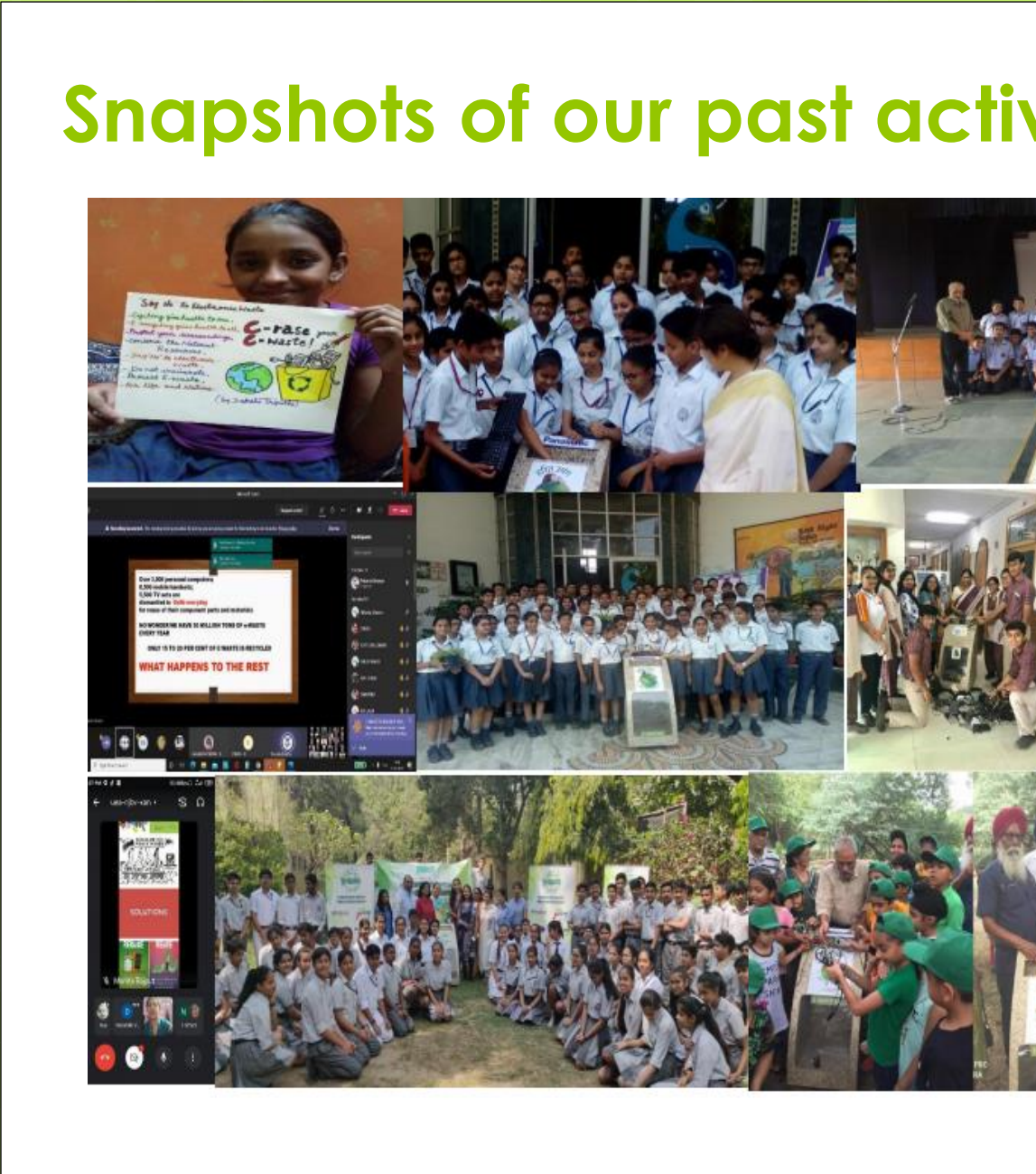


Implementing Agency

- Eco Roots Foundation is an NGO set up in 2012 working tirelessly with varied stakeholders making them aware and invoking action to conserve ecosystem. Founded by a well-known environmentalist Mr. Rakesh Khatri, also known as the Nest Man of India, whose passion is to work on environmental conservation.
- The Eco Roots has been recognized at multiple platforms for its constant efforts. A few are named herein:
 - **National Science Award, 2020**
 - **Mention in Limca Book of World Records, India twice.**
 - **International Green Apple Award**
 - **Earth Day Network Star**
 - **A chapter in the ICSC 4th Class English Books**
 - **IUCN Member**
- AAVNI is an organization committed to work on Environmental and Sustainability Affairs and established in year 2020.



Snapshots of our past activities



Snapshots of our past activities



We have done more than 1600 workshops from 2012 and almost 45000 Students benefitted by green knowledge and hand on activities.

Nipun Kaushik is presenting

Sujal Anand is also here

3:05 PM

You

Nipun Kaushik

Yashika Sharma

Amana Khare

Anshul Kashyap

Sarthak Joshi

Nikhil Sharma

Anshul 11A

Guinness Verma

Webinar on E-waste Management, KV Ja...

Turn on captions

Nipun Kaushik is presenting

Slide 1 of 18

Solid Waste Management with a focus on e-waste in India (in sync with environmental sustainability)

Nipun Kaushik
Eco-Roots Foundation & AVANI Team

Conducted at-
Kendriya Vidyalaya,
Jakhoo, Shimla

On
2 Mar 2021

Supported By

Hewlett Packard Enterprise SAMSUNG SONY

DAIKIN hmd. Panasonic VOLTAS ensure HITACHI Inspire the Next

E-WASTE RECYCLING @ TES-AMM INDIA

meet.google.com/dnz-jprw-ojt?pli=1&authuser=0

Nipun Kaushik is presenting

Anshul 11A and 7 more

3:18 PM

You

Nipun Kaushik

Yashika Sharma

Vigyat

Guinness Verma

Sarthak Joshi

Nityam Sharma

Aarav Damseth

AISHANI r

Webinar on E-waste Management, KV Ja...

Turn on captions

Nipun Kaushik is presenting

Slide 12 of 18

REDUCE REPAIR REUSE RETHINK

I share my electronic gadgets with friends and take good care of them.

Dad and mum help me fix my electronic gadgets when they are broken.

I reuse my devices by donating or selling to someone else.

I only buy what I need not what I want.

BE ECO WARRIORS

Webinar on E-waste Management, KV Ja...

Turn on captions

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Slide 3 of 18

Global E-waste Volume

Global Volume of E-waste 2019 - by Category

7.3 kg per capita E-waste generated globally in 2019 in the form of:

- Screens & Monitors,
- Temperature exchange equipment,
- Lamps,
- Small IT & Communication equipment

Webinar on E-waste Management, KV Ja...

Turn on captions

Nipun Kaushik is presenting

Slide 7 of 18

Toxic constituents in e-waste

Health Effects of E-waste.

In order to collect metals from E-waste the natives to these developing countries work to burn down the electronics. Fumes created by this are toxic, causing a multitude of health issues throughout entire communities.

Environment Effects on E-waste.

What effects our bodies also affects the environment. From landfills full of e-waste to the toxic smoke from e-waste burning we are damaging our environment.

COMBUSTION IN ELECTRONICS CONTAIN MANY HARMFUL SUBSTANCES.

Nipun Kaushik is presenting

AutoSave E-waste Awareness Ppt no-01 Nipun Kaushik

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Slide 7 of 13

Toxic constituents in e-waste

Toxic constituents in e-waste:

- Bismuth (Bi):** Disrupts the immune, nervous, endocrine, and reproductive systems.
- Lead (Pb):** Lead causes cognitive and verbal impairment, especially in children.
- Asbestos (As):** Asbestos contributes to cancer, diabetes, and cardiovascular disease.
- Copper (Cu):** Copper negatively affects the lungs and kidneys.
- Mercury (Hg):** Mercury poisons the eyes, skin, lungs, kidneys, and nervous, digestive, and immune systems.
- Cadmium (Cd):** Cadmium weakens the bones by interfering with the body's ability to metabolize calcium.

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COMPONENTS IN ELECTRONICS CONTAIN MANY HARMFUL SUBSTANCES.

Webinar on E-waste Management in Ideal Publi...

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Evolution of E-waste management in India

2002:

- E-waste emerged as an environmental issue for the first time.

2008:

- Guidelines for Electronic Waste Management
- 2 formal recyclers in India

2012:

- Electronic waste law comes into effect
- Nearly 100 dismantlers and recyclers in India

2016:

- Revision in E-waste Law
- More than 140 recyclers and dismantlers in India

Additional Statistics:

- Installed Capacity – 11,000.00 tpa
- Average capacity – 600-7000 tpa
- E-waste Generated – **2.0-3.0 million tpa**
- 20 states have at least one dismantler/recycler

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Opportunities

Environmental:

- Resources embedded in e-waste
- Pollution prevention
- Reduction in primary mining

Social:

- Lifestyles of health and sustainability
- Mainstreaming of marginalized populations

Economic:

- Green Jobs
- Competitiveness of Industry
- Access to state-of-the-art technologies
- Improvements in resource productivity

Sound e-waste management will contribute to all aspects of Sustainable Living

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REPAIR: Dad and mum help me fix my electronic gadgets when they are broken.

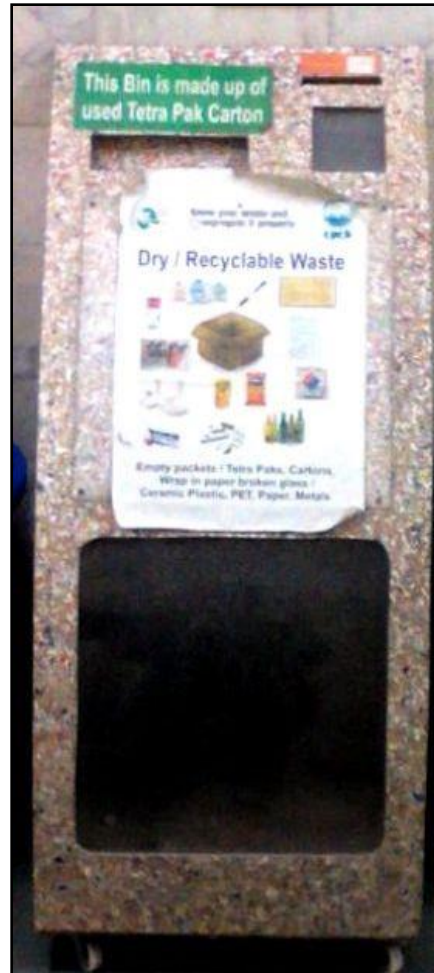
REUSE: I reuse my devices by donating or selling to someone else.

RETHINK: I only buy what I need not what I want.

BE ECO WARRIORS

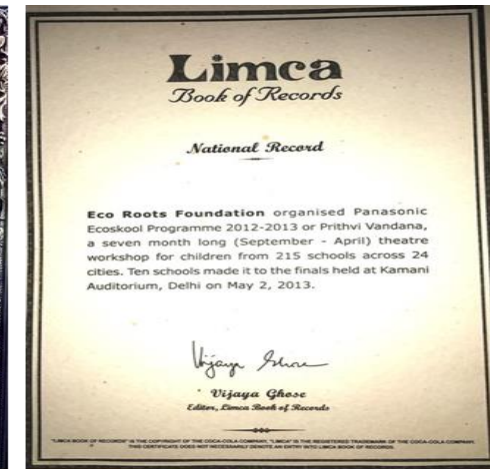
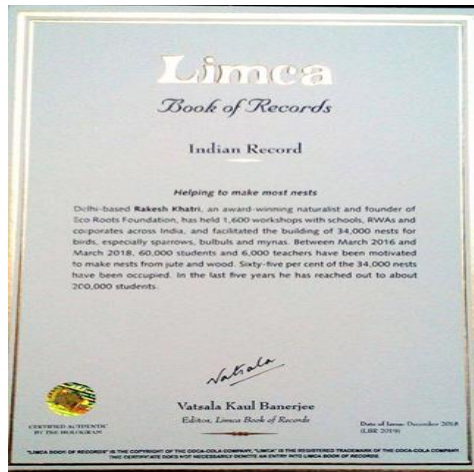
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Eco Friendly Bins



**E-waste Bins Samples
made from Recycled
Material**

Our Awards & Accolades

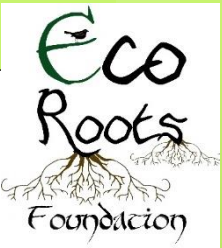


Awarded as EDN STAR by KATHLEEN ROGERS, President EARTH DAY NETWORK Association of 200 countries The EARTH DAY NETWORK STAR

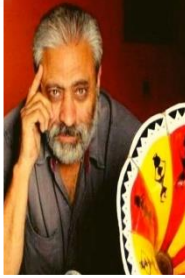




AAVNI
LET'S SPREAD GREEN



Implementing Agency/NGO Details



Rakesh Khatri

- A Film-Maker & Environmentalist who had been awarded INTERNATIONAL GREEN APPLE AWARD for Sparrow conservation in House Of Commons LONDON



Rupam Jha

- **Social Activist and Environmentalist**
- **Project Assistant for Eco Roots Foundation**



Saurabh Gupta

- **Founder - Aavni Environmental and Sustainability Consultancy**
- Environmentalist and Waste Management Legal Expert



Nipun Kaushik

- Environmental and Social Activist
- National Law University alumnus with over 11 years of professional experience in the NGO sector



Dr Parul

- **Community Influencer & Activist**
- Dr. Parul Shukla is a dentist by profession but loves to work for the social issues.



Puneet

- An active Radio Amity volunteer who believes in serving the community on the motto of 'NON NOBIS SOLUM' that is "Not only for ourselves alone". She believes that service of the humanity is the most pious virtue anyone can possess.





Start young
Be the change
Manage E-WASTE responsibly

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