

## Awareness Programme on E-waste & E-waste Collection Drive - May 2023

In partnership with the Ministry of Electronics & Information Technology (MeitY), GoI, ZecomY is actively involved in promoting circularity and waste to wealth, e-waste and solid waste disposal as part of **Mission LiFE**. Through advocacy campaigns and collaborations with various stakeholders, ZecomY aims to raise awareness about the importance of proper e-waste disposal and promote sustainable practices in this domain.

As part of the Mission LiFE initiative, ZecomY initiated two programs in Krishnagiri Town of Tamil Nadu.

### Event - 1: Advocacy & Awareness programme on proper disposal of e-Waste

**Date of the Event:** 11<sup>th</sup> May 2023

**City:** Krishnagiri, Tamilnadu

**Trained Personnel:** 24 individuals from various industries and community taken part in the programme.

#### Details of the event -1:

On May 11th, 2023, a mass awareness program was conducted in Krishnagiri to educate the public about the importance of responsible e-waste disposal and the impact it has on the environment and health. ZecomY provided a detail information on types of ewaste, how to identify and store safely, the bad effects of ewaste if not recycled properly and also demonstrated how to properly dispose of it and associated benefit for the community and the environment at large.





**Event - 2: e-Waste Collection Drive from the community and industries around Krishnagiri**

**Date of the Event:** 12<sup>th</sup> & 13<sup>th</sup> May 2023

**City:** Krishnagiri, Tamilnadu

**Details of the event -2:**

Zecomy arranged an e-waste collection drive between 12<sup>th</sup> & 13<sup>th</sup> May 2023, most of the individuals attended the ewaste awareness drive on 11<sup>th</sup> May 2023 donated some of their ewaste as part of their sustainable disposal practice. In addition, Zecomy was able to collect almost 1.75 Tonnes of ewaste during the two days drive from the community and small industries. These collected ewaste is now being handed over to a responsible recycler who is authorised to recycle as per the regulations laid out by the MOEF&CC/ Pollution Control Board. Each of the donors are given Green Warrior Certificate as an encouragement to spread the spirit of responsible disposal of all types of ewaste in their community for a Greener Planet.

