

Mass Mobilization for Mission LiFE

Activity	Proposed activity	Date (May 2023)	Targeted stakeholders	Remarks If any	Progress as on 17th May 2023
Advocacy campaigns/awareness programme on e-Waste	E-waste Awareness programme	9 th May, 2023	Students/ General public	Health hazards of unscientific e-waste management	Awareness Program on E-waste organized at Vignan Institute of Technology & Science, Hyderabad on 9 th May 2023. Dr Y Purushotham, Scientist E and Dr K Yellaeswara Rao, Project Scientist, C-MET Hyderabad delivered lectures on i) Mass Mobilisation for Mission LiFE and ii) E-waste Management. More than 100 students participated in the workshop.
Launch drive to register as many e-Waste	Workshop on revised e-waste Managememe	17 th May, 2023	e-waste recyclers and refurbishers	Promote prospective start ups/ entrepreneu	Workshop on revised E-waste Management Rule 2022 organized on 17th May 2023.

Recyclers and Refurbishers	nt Rule 2022			rs to register as e-waste recyclers/refurbishers	Participants from Maharashtra, Uttrakhand, Telangana, and Kerala participated in the deliberations. CoE Team enquired about their efforts in setting up of E-waste recycling/refurbishing plants. Participants thanked C-MET for organizing interactive session.
Message of LiFE through their networks and Social Media handles.	Wide publicity for LiFE through C-MET and MeitY websites and social media platforms	10 th to 31 st May, 2023	General Public, industries, SMEs, Start-ups etc.	Awareness campaign on LiFE	Flexi on Mass Mobilisation for Mission LiFE prepared and fixed at C-MET entrance and other places and uploaded on C-MET website and social media.
Launch a drive for collection of e-Waste from households	Road show and collection drive for e-	4 th to 31 st May, 2023	Apartments, Gated Communities etc.	Collection and awareness	Project Team members of CoE on E-waste Management initiated advocacy

across country	the	waste from house holds at Hyderabad city			drive on e- waste	campaign on E-waste handling to the students and general public, collecting E- waste from individuals.
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