

## Mitigating the electronic waste problems in India: *An initiative towards e-Swachh Bharat*

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### **E-Waste Awareness Program**

CURE India started its school awareness program in Jaipur in October 2014. Our team comprised with 4-5 members who are from various fields and joined us as volunteer. Our overall awareness program is focused about e-waste problems in India. In last six



months we conducted skits shows, paintings, debate competitions in more than 100 schools in Jaipur, Ajmer (Rajasthan) and Varanasi (Uttar Pradesh) educating 70000plus students about Electronic waste. We emphasized on 3Rs as fundamental tools to combat against e-waste problems. 3Rs are Reduce, Reuse and Recycle. We organised open session debate

over the e-waste problems and through power point presentations we are able to visualize the severity of informal handling of electronics. Schools teachers also take part in debate and promote the students.



The schools have included the e-waste in their environmental learning curriculum. Our school sustainability coordinator visits the school and share their ideas and learning during the periods. We promote the students to gather information about electronic waste and identify the handling and disposal processes in their localities.

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### **Training Programme for ITI students**

We have started one of our ambitious training programme in ITI colleges in rural area. The object of such training in addition to the college academic program is to prepare the students according to the standard of employability.



We all are aware that our ITI colleges are reluctant in equipment resources and paucity in skilled teaching staffs. In our training program, our focus is to conduct smart video classes and live workshop to foster the better technical knowledge. We believe due to fast technological change India will soon become the hub of old electronics that will need huge skilled man power for refurbishment of

such old electronics. We have focused our training on repair and refurbishment mainly of ICT products such as TV, PC, Mobile, etc.

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## Training Program for Scrap Dealers (Kabadiwalas)

The problems of the kabadiwalas, are identified by the fact as to they are harassed in debt traps, high operational costs, fluctuating prices and collection volumes, and after all low margins. In our study it was found that they are losing their keenness in the traditional business due to health problems and other related issues which includes lack of identity, low acceptance in society, and harassment by administration. CURE India, has taken initiative to empower traditional face of this disadvantage groups at one hand and mitigating the problem of e-waste through regular training program. The objective of training program is



imparting the knowledge about the occupational safety and health. Due to unawareness these large communities are involved in unscientific processing of e-waste but at the cost of health. Simply we tendered our whole project how we can reduce the health risk of kabadiwalas from e-waste along with their increased income.

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## E-Paryavaran Mitra

Electronic waste contributes only contributes 7% of the total waste produced in India but accounts for 70% of toxicity in atmosphere. 90% of the discarded electronics are crushed at resident door step to carry easily. Among other interesting reasons, (As in our interaction with Kabadiwalas) one is to show the resident his/her electronics sold is nothing worth than a waste.



*Shri Kamal Morarka, President of Gannon & Dunkerley Company & Mr. Prateek Goel CEO, ZeroWaste Recycling Pvt. Ltd. awarding E- Paryavaran Mitra Membership.*

It is a huge loss to economy and also a health threat to them. Informally dismantled electronics are the source of many toxic chemicals which causes harm to e-waste pickers, kabadiwalas and family persons. Apart, these dismantling and informal recycling eventually cause environmental degradation.



Executive Director of CURE India, providing E-Paryavaran Mitra uniform and Certificate.

We have started our program E-Paryavaran Mitra in which each identified scrap collector is enrolled as a member and given an Identity card named E-Paryavaran Mitra. EPM will collect the electronics and will ensure it's the proper recycling.

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## E-Swachh Bharat



After call of Swachh Bharat Abhiyan on 2<sup>nd</sup> October 2014, from our Prime minister Shri Narendra Modi, Swachhata Abhiyan in different part of the nation. Our organization believes that clean India campaign totally focused on traditional waste management whereas generation of electronic waste (E-Waste) is now new era threat that must be included in Swachh Bharat Abhiyan. We started E-Swachh Bharat Campaign in January on Republic Day through social media to include e-waste issues under Swachh Bharat Abhiyan.



Indian government has recognised the problem of e-waste and has made E- waste (Management & handling), Rules, 2011 but due to lack of proper awareness among the private and government bodies the problem is being ignored. The Swachh Bharat Abhiyan puts focus on awareness and aims to ensure 100% collection scientific processing/disposal reuse/recycle of Municipal Solid Waste. Therefore, its only logical that Electronic Waste is included in this campaign. This will generate awareness among citizens and will ensure proper management of e-waste.

## Presidency School, Ajmer



In the last few months we have tried to develop mutual understanding with schools to adopt standard e-waste management practices. In our way long process it is Presidency School who has entered MoU with us. As per our understanding any e-waste produced within the college will be facilitated by CURE India to manage it. Contributor will get certificate of felicitation.

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