

Annual E-Waste Behavioral change program and Entrepreneurship project report

Project 'ariEWu'

Maximise E-Waste collection through a responsible approach



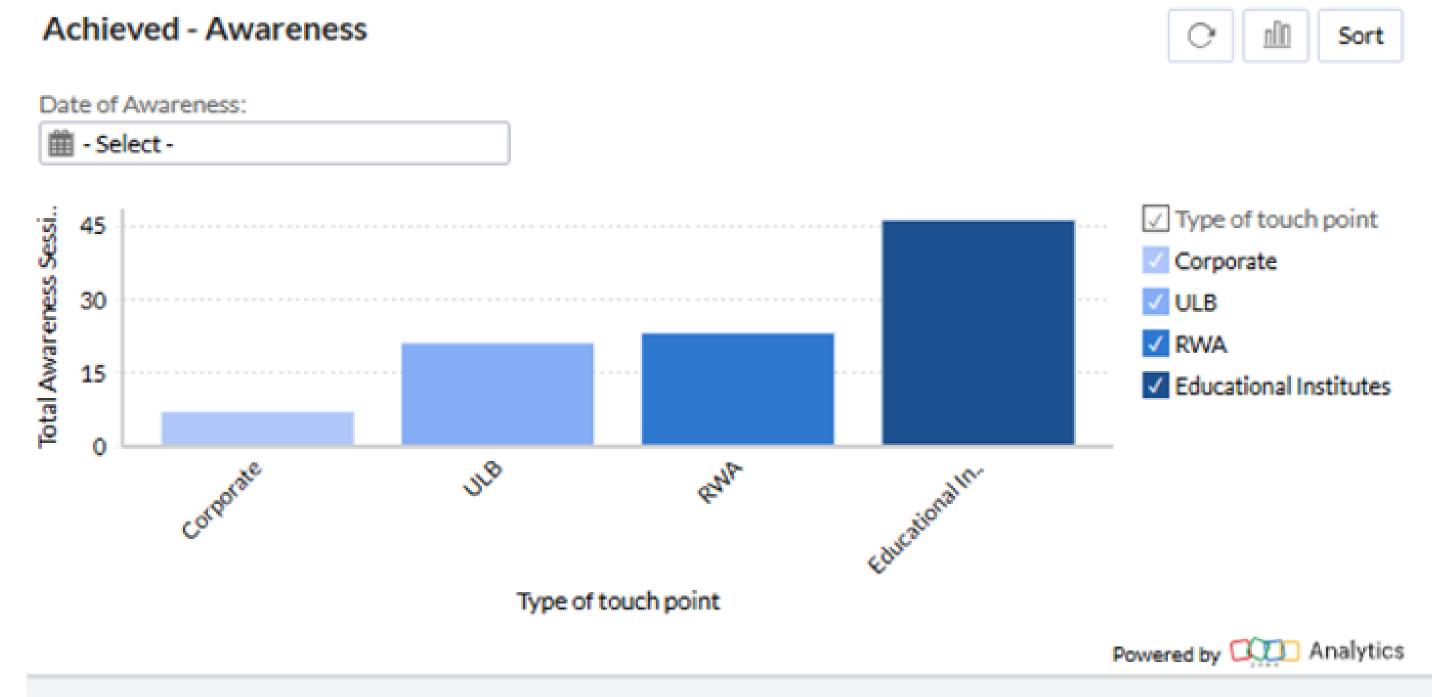
Quality, Environmental, Occupational Health & Safety Management System certified to ISO 9001:2015, ISO 14001:2015 & ISO 45001:2018

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Project Overview I Summary



Quantitative

- •Total No of sessions -97/85 = 114%
- •Total Quantity of E-waste 50 MT/ 42.2 MT = 84%
- Total Districts Covered- 15/15 = 100%
- •Total Outreach-10,000/14912 = 149%

Total Annual Achieved Awareness = 97

Qualitative

• Meetings and approaches -

SWMP Experts, EE and Commissioners of Davangere, Hassan,

Kolar, Chikkaballapura, Chikkamagalur, Shivamogga,

Chamajanagara, Kodagu, Mangalore, Ramanagara, Mandya, Mysuru,

Chitradurga, Chikkaballapura, Tumkur, Kolar Shimoga, Hoskote,

- •On boarding E-waste Change makers MOU signed, Fund transferred (CC renewaton, CC setup, and Vehicle).
- •BNG Collection Centers Provided Forms, Registers, SOPs and Ewaste bins
- Monthly Special Event Radio Campaign, Environment day events, Mass Behavioral change program and Recycling workshops.

Campaigns



Campaign: Social media campaign **Area:** Bengaluru, hassan, udupi **Duration:** October 1 to March 31st **Type:** Instagram,Google ads

Radio: Redfm (Coverage of 3 districts - Bangalore, Mangalore, and Udupi)
Campaign: Freedom from E-waste
Area: Bengaluru
Duration: 30 days (25th July – 25^h August '24)
Type: Radio Jingle + RJ Mention SOCIAL MEDIA

Broadcast time **:84 times in** Bangalore & Mangakore Morning >4 lakhs+ listeners Afternoon> 1 lakh + listeners Evening>4.5 lakhs + listeners LinkedIn: **185,711 impressions, 1,394 clicks** Instagram: **1,910,369 reach, 1,880,810 views** Leads Generated: **317** E-Waste Collected: **1,909 kg**



Campaign: Mygate app Area: Bengaluru Duration: November 25 to May 5 Type: RWAs

> Total Reach: **345** E-Waste Collected: **275 kg**



E-waste change Makers:



Mr. Chandrashekar H.S. is an environmentalist from Hassan and founder of the Clean Revolution Foundation and CLEARIN. With 20 years as an Assistant **Professor in Computer Science, he now** promotes waste reduction and segregation through awareness programs. His efforts have earned him multiple awards, including the Zilla Sadhaka Prashasthi (2024). Currently, he serves as a District SWM **Expert and Lead Auditor.**



Murthy T, a dedicated waste management professional from Udupi, spent over five years with Saahas Zero Waste (SZW), leading the Material **Recovery Facility (MRF) vertical. He later** founded Namathi Resource Management Pvt Ltd, managing 10 tons/day of dry waste in partnership with Udupi CMC. Committed to e-waste management, he collaborates with SZW, collecting 0.5–1 metric ton/month. His efforts drive sustainable waste solutions in Udupi.

SZW Support:



SZW Support:









Mr. Anand, a social entrepreneur, started as a driver for Saahas NGO's e-waste collection, gaining expertise in the field. With SZW support, he transitioned into entrepreneurship, focusing on e-waste management in Bengaluru. For the past three years, he has collected 2.5–3.5 metric tons/month.

SZW Support:



Collection Centre



Manpower



Vehicle