



Annual E-Waste Behavioral change program and Entrepreneurship project report

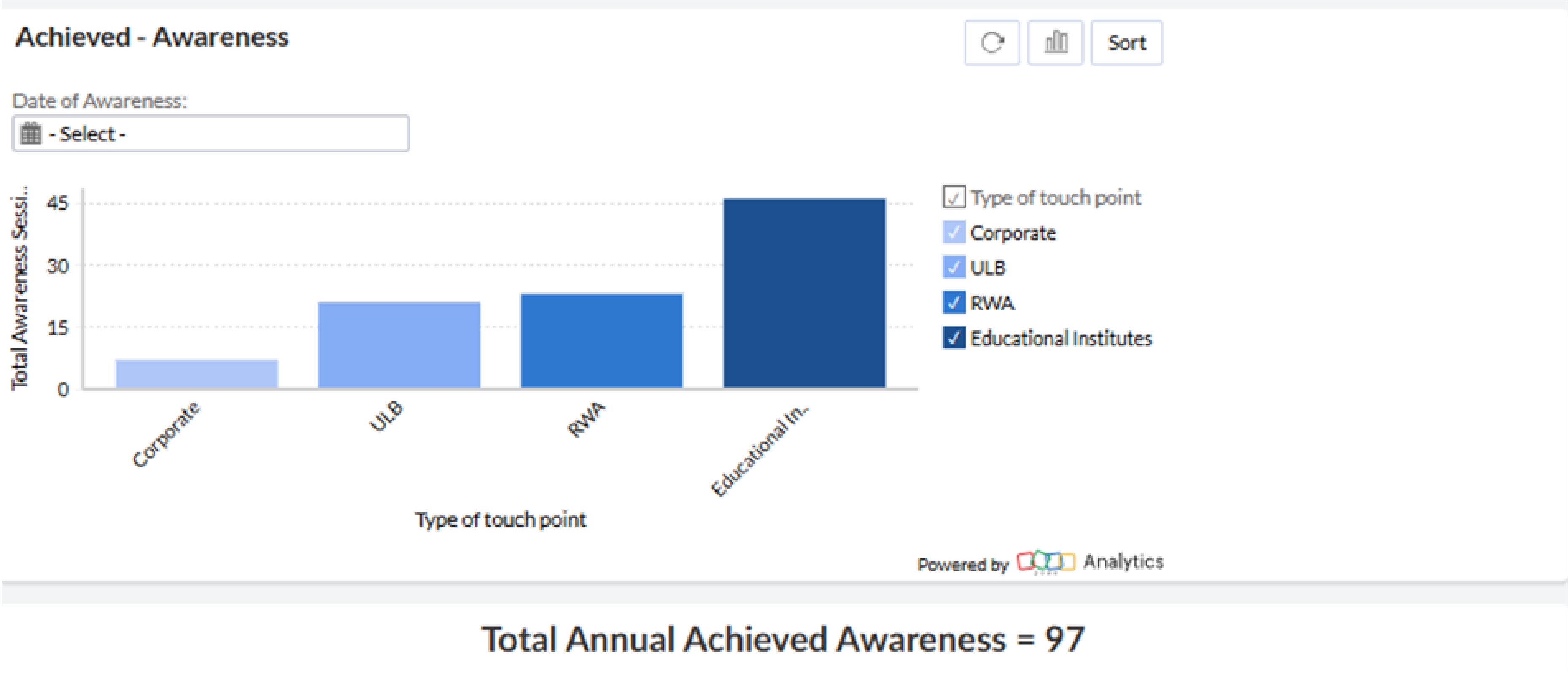
Project 'ariEWu'

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

Project Overview | Summary



Campaigns



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

Broadcast time :**84 times in Bangalore & Mangalore**
Morning >4 lakhs+ listeners
Afternoon> 1 lakh + listeners
Evening>4.5 lakhs + listeners

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



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

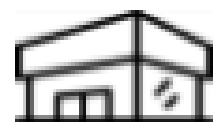
Total Reach: **345**
E-Waste Collected: **275 kg**

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.

SZW Support:

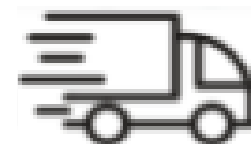


Collection Centre

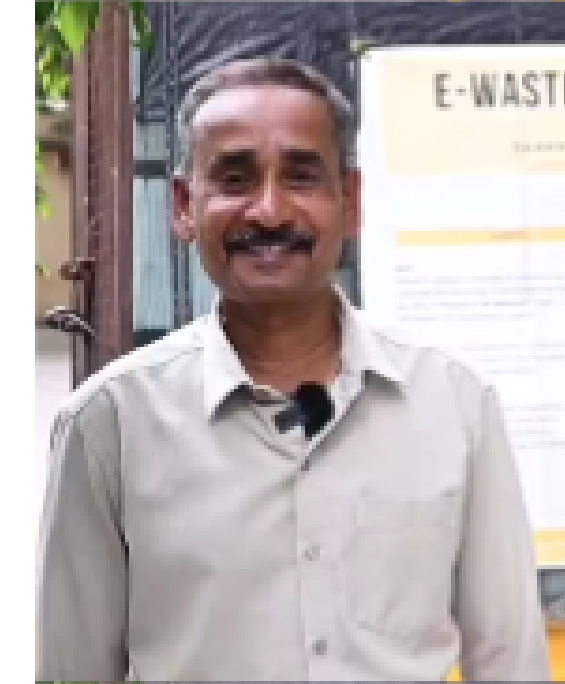


Murthy T, a dedicated waste management professional from Udupi, spent over five years with Saahas Zero Waste (SZW), leading the Material Recovery Facility (MRF) vertical. He later founded Namathi Resource Management Pvt Ltd, managing 10 tons/day of dry waste in partnership with Udupi CMC. Committed to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

SZW Support:



Vehicle

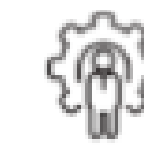


Mr. Anand, a social entrepreneur, started as a driver for Saahas NGO's e-waste collection, gaining expertise in the field. With SZW support, he transitioned into entrepreneurship, focusing on e-waste management in Bengaluru. For the past three years, he has collected 2.5–3.5 metric tons/month.

SZW Support:



Collection Centre



Manpower



Vehicle