

E-Waste Management Program – International Finance Corporation / Karo Sambhav

Program Brief

Background:

According to an UN report, the world had generated 44.7 million tonnes of e-waste in 2016, of which India's share was around 2 million tonnes making it one of the largest producers of electronic waste in the world. With rising consumption of electronic items especially cellphones, it is estimated that India will generate around 5.2 million tonnes of e-waste in 2020. E-waste is one of the most hazardous wastes as it not only harms the environment but also creates health hazards for those involved in its unregulated extraction and dismantling. In India, discarded electronic items are largely consumed by the informal sector. In 2011, the government came out with the country's first law (voluntary guidelines) on e-waste management. The amended rules in 2016 put the onus on manufacturers to collect and recycle all their products responsibly through registered Producer Responsibility Organization (PRO). Waste pickers and aggregators have also been included within the buy-back chain in order to make recycling a viable business option.

Karo Sambhav, one of India's first PRO, was established to aid creating a cohesive movement around e-waste. An environmentally beneficial and socially responsible PRO, it provides transformative solution on e-waste management with the aim of making recycling a way of life. Their work is designed for end-to-end value chain management of e-waste and implements it by creating awareness and engagement programs for all stakeholders including public, corporations, institutions, retail shops, waste pickers, and authorized recyclers.

Karo Sambhav is partnering with International Finance Corporation (part of World Bank) to develop and implement a pan-India project for a PRO solution for the industry. IFC has appointed Change Alliance for implement this project in the three states of Jharkhand, Chhattisgarh and Madhya Pradesh in coordination with Karo Sambhav.

Processes Undertaken:

Program for bulk consumers: As per the e-waste rules, bulk consumers of electronic products such as banks, institutes, government departments, hotels, corporates etc. are required to channelize their e-waste through collection centres, authorised dealers, or take back service providers. Karo Sambhav provides these consumers an opportunity for responsible and safe recycling and complete compliance with authorities and procedures. The program aims to drive collection of e-waste at the institutional as well as employee level, raise awareness on the need for environmentally sustainable and responsible recycling of e-waste, and enable bulk consumers to play an active role in driving responsible e-waste recycling in India through their mobile based platform.

Program for retail shops: The objective of this program is to include repair shops into the cohesive e-waste movement by raising their awareness of sustainable and responsible recycling, and also open new business avenues by becoming part of the producer take-back channel. The aim of this program is to establish a knowledge centre on responsible e-waste management as well as collection points for e-waste from end consumers and small repair shops.

Program for waste pickers and aggregators: One of the key stakeholders in the e-waste recycling process is the waste pickers and aggregators who form the informal recycling sector. Majority of the e-waste that is generated in India is mobilized and moved through the waste pickers and aggregators before reaching the informal recyclers. The aim of this program is to build a sustainable e-waste collection channel as well as provide sustainable livelihood to those engaged in this trade.



School awareness program: To create a responsible and sustainable future, it is important to include the younger generation in this discussion. Karo Sambhav is engaging with over 1000 schools across India in alignment with State Education Departments and State Pollution Control Boards. The program aims to create awareness on critical environmental issues amongst students, engage them on preventive strategies like circular economy, and encourage them to include these in their daily lives. Through this program, Karo Sambhav also aims to inspire parents, teachers, and their communities to critically evaluate the environmental impact of their existing lifestyles.

About Change Alliance:

Change Alliance is a for-profit organisation providing CSR consultancy and other development sector services to both companies and civil society organisations. Our services include end-to-end CSR strategy, design, implementation and management of large programs, in-depth research, baselines and end-term impact assessments, mid-term evaluations, and training and capacity building across sectors and industries. We have expertise and a successful track-record in conducting large-scale research, monitoring and evaluations, trainings, and implementing campaigns especially in education, gender, livelihoods, and climate change. And our 60 years legacy of developmental work, engaging with civil societies across the globe, and working with over 300 partner organisations in India has helped clients reach the remotest corners of the country.

Change Alliance is a wholly owned subsidiary of Christian Aid UK, an international non-profit organisation supporting development and humanitarian work in India for over 60 years.