

ECO RECYCLING

# SPREADING THE WINGS

THE MUMBAI-BASED E-WASTE  
RECYCLING COMPANY UNVEILS  
PLANS TO INCREASE ITS FOOTPRINT  
IN INDIA AND ABROAD

**E**co Recycling, one of the leading organized players in the e-waste recycling industry in India, is setting up a Material Recovery Facility (MRF) spread over in 50,000 sq. ft. with a processing capacity of 50,000 MTPA of end of life devices near Bhiwandi, Thane, Maharashtra.

Announcing the plans at the company's 26th Annual General Meeting recently, BK Soni, CMD said that the facility will not only be equipped to process IT, telecom, electrical equipment & lamps, it will also add some more end of life items for recovery of all kinds of plastics, glass, metals and other useful material as well as hazardous substances.

Mr Soni said the Company is gradually increasing fee-based services for its clients in India and in other countries. "As a matter of global footprint, Ecoreco is presently serving in 20 countries and gradually enlarging wings either directly or with the help of partners to reach 50 countries in near future."

Ecoreco has enlarged its own fleet of vehicles for transportation of e-waste from all the major cities and have also added Recycling on Wheels for shredding proprietary and valuable devices at the client's location. This new service along with Data Destruction on Wheels, Lamp Recycling on Wheels have established great credibility of the com-



» AT YOUR SERVICE: Recycling on wheels

pany and has enhanced the client's trust & confidence in Ecoreco's services, he added.

## EMERGING OPPORTUNITIES

According to Mr Soni, the outbreak of pandemic has necessitated global manufacturing giants to look at India for alternate manufacturing base, as a de-risking measure. This goes very well for the country and several domestic players across industries. "India has emerged as the preferred destination and stands to gain immensely as major manufacturing hub for various communication, computation and electrical devices. "Eco Recycling being no exception is quite motivated about the emerging opportunities.



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— MR SONI

Further, in tune with Prime Minister's Atmanirbhar Bharat Policy, the Government of India has also taken commendable steps to boost domestic manufacturing & exports. As many as 22 domestic and international firms—including Apple's contract manufacturers and Samsung, Lava, Dixon, etc. have lined up aggressive plans for setting up manufacturing base for production of mobile phones in India.

The recent investment lined up under the Government's PLI scheme is expected to produce around \$150 billion of mobile phones over the next five years in India. This additional production is likely to generate around 50,000 crores of worth of commodities on recycling out of additional e-waste so generated. "If we go by the Central Government's estimate of consumption of electronic equipment of \$400 billion by 2025, e-waste generation by 2030 should be of Rs 150,000 crores. The above numbers are very large to impact the environment if e-waste is not processed scientifically and a direct impact on the exchequer, if not formally done," he added.

This enhanced opportunity for e-waste business for India coupled with strict adherence of the already prevailing Extended Producers Responsibility (EPR) Policy, will generate significant volumes and business

for the technology equipped and compliant e-waste recyclers, he said, adding that his company is appropriately placed to gain substantial market share in the space.

The chairman said the company is gradually focusing and increasing its revenue from services also. He informed the meeting that Ecoreco is also increasing emphasis on new geographical regions for inorganic growth either by acquisition or building long-term association with further investment in process & technology.

In order to bring behaviour change, the company has started number of action cum awareness programs, which include installation of Eco-Bins at various educational, commercial and public places to drop small items of e-waste, which will gradually enhance their inclination towards environment as against monetary value. During the year, Ecoreco has launched a mobile application called BookMyJunk ([www.bookmyjunk.com](http://www.bookmyjunk.com)). Citizens can avail this facility whereby the company's dedicated team will collect e-waste from their doorstep at no cost to them.



## 'INDIA NEEDS METAL REFINERIES'

**CONSUMPTION** of electrical & electronic devices is directly related to the socio-economic growth and therefore generation of e-waste should not be considered as a problem but a by-product of our enrichment.

United Nations University (UNU) states that global e-waste will increase by 38 per cent between 2020 and 2030. About 53.6 million tonnes (MT) of e-waste was generated globally in 2019 which is nearly 21 per cent increase in just five years. Asia generated the greatest volume, 24.9 MT of e-waste in 2019, followed by the Americas at 13.1 MT and Europe 12 MT.

The study further mentions that during 2019, less than 18 per cent of the e-waste was collected and recycled, whereas the balance quantity was either dumped or burned to recover fraction of the reusable commodity

"India needs to also set up Metal Refineries, so that the increasing requirement of valuable metals are also locally met rather than spending foreign currency on the same," said Mr Soni.



» A shredder at the company's facility at Vasai, near Mumbai

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