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making profit work responsibly

EPR REDEFINED

ENVIRONMENT PROTECTION RESPONSIBILITY



B. K. SONI,
Chairman & MD,
Eco Recycling Ltd.

EPR REDEFINED

“ENVIRONMENT PROTECTION RESPONSIBILITY”

EPR (Extended Producers Responsibility) is a Globally accepted practice and an integral part of E-waste Management Rules, 2016 in India. On strict implementation of the same, this one principle alone can transform industry and transform the behaviour of the consumer to a very great extent, but it is also expected that it has to be followed in strictest sense and producers should invest time, money & efforts to achieve the objectives set in the Rules. In certain cases, producers may require to charge Advance Recycling Fee (ARF) at the time of sale of the

equipment to the end customer to recover cost of logistic, dismantling, recycling etc. for the end of life equipment when customer decides to dispose of.

To achieve the best objectives, Producers alone should not be held **Responsible** but all the stake holders must Responsibly work for “**Environment Protection**” and that is why we at Ecoreco call it - **ENVIRONMENT PROTECTION RESPONSIBILITY (EPR)**.



B. K. SONI,
Chairman & MD

Ecoreco

ECORECO - THE GAME CHANGER

Ecoreco (Eco Recycling Limited) is in the field of e-waste management since 2005 in India and the first formal recycler authorised by the appropriate government authorities in India.

Eco Recycling Ltd (Ecoreco) is India's first and leading professional E-waste Management Company that has set industry benchmarks time and again with its innovative & environment friendly disposal practices. As the industry pioneer and market leader, Ecoreco provides an end to end seamlessly integrated solution for e-waste management to multinational companies (MNCs), Indian multinational corporates (Indian MNCs), other corporate, retailers, bulk consumers, original equipment manufacturers (OEMs), government departments, NGOs, households, philanthropy organizations, educational institutions and all other entities willing to get their e-waste recycled in an environment friendly manner.

Ecoreco, an ISO 9001, 14001, 18001 and R2 Certified Company, is led by a professional team at the Board and Senior Management Levels, who carries enormous amount of expertise gained over a period of time working as entrepreneur or working with multinational corporates & other reputed companies. To meet the international standards & practices, Ecoreco acquired technologies from US, Europe & Japan to develop India-centric solutions. It is equally proud to share that, Ecoreco has developed its in house technologies for recovery of Precious & Rare Earth Metals from the complicated e-waste, Recycling on Wheels Facilities for Data Destruction & Lamp Recycling for on-site & off-site services amongst many other value-added services. Today, Ecoreco boasts of a unique business model that has evolved to meet changing customer needs and regulatory requirements of the India's e-waste management industry. The end to end services starts from removal of the assets from the client's premise, inventory detailing, packing, reverse logistic, data destruction, asset recovery, dismantling, e-waste recycling, lamp recycling, precious metal recovery, **Extended Producers Responsibility (EPR) Implementation, Corporate Social Responsibility (CSR) enabling on pan India basis as well as extends such services to its clients in neighbouring countries either directly or through its associates.**

Eco Recycling Ltd (Ecoreco) is India's first and leading professional E-waste Management Company that has set industry benchmarks with its innovative & environment friendly disposal practices. Ecoreco's facility is registered with Central Pollution Control Board, authorised by Maharashtra Pollution Control Board is an ISO

9001, 14001, 27001, OHSAS 18001 and R2 Certified. As the industry pioneer and market leader, Ecoreco provides end to end seamlessly integrated solution for e-waste management to Private sector, Government Departments, NGOs, Households, Educational Institutions and all other entities willing to discard their e-waste in an environment friendly manner.

Mr. B K Soni, CMD, is a first-generation entrepreneur who founded Eco Recycling Ltd (Ecoreco) in 1994, a company listed on the BSE since 1995. Under Mr. Soni's stewardship the company has attained a leadership position as India's foremost e-waste management company with a dominant pan-India market presence. He is responsible for the strategic growth initiatives of the company and building a professional team of leaders.

Mr. B K Soni is the president of Electronic Recyclers Association – India. He was also a member of the Expert Group on E-waste Management constituted by the Maharashtra Pollution Control Board and is a regular invitee of Government agencies & other organisations for evolving strategies for e-waste management.

Based on the knowledge gathered and looking at the socio environmental gap in the e-waste handling, Ecoreco led by Mr Soni, had set up its first facility near Mumbai in the year 2005. The facility operates in line with the global best practices and provides full spectrum of services viz. nationwide reverse logistic support to the generators of e-waste, collection, warehousing, asset recovery, ITAD, data destruction, dismantling, recycling and recovery of all the plastics, glass, basic / precious & rare earth metals and lamp recycling.

Mr Soni is a thought leader and foresees change in trends, future requirements and respective solutions ahead of time. He is the man behind India's first Data Destruction on wheels facility, a set-up that have won many accolades including Gold Medal from Department of Science & Technology (Government of India), Lockheed Martin (USA) and FICCI.

Under the aegis of Mr Soni, Ecoreco has achieved several milestones and has set industry benchmark time and again during his journey of almost 14 years. Ecoreco, the only public limited & listed company on the BSE in the sector and has won several awards for its Best Business Plan, Most Innovative Technology, Recycling on Wheels, Niche Market player award, Clean Energy Track Company, Corporate Recycler of the Year from very reputed organisations like CII-WRI-NVI, Good Governance Foundation, Department of Science & Technology-Lockheed Martin-FICCI, Frost & Sullivan, Sankalp & World CSR Congress respectively.

According to Mr. Soni, there are about 39 million people engaged in the waste management in India, right from Rag Pickers to Recyclers, that is equal to 3% of India's population of 1.3 billion. He is of the view that why trouble the entire population of 1.3 billion and make them aware with varieties of dry waste, wet waste, hazardous waste and their implications on health & environment, when the same objective can be achieved by extending the awareness to these 39 million workers directly & indirectly working in all kinds of waste management activities and wherever required give formal training & skill development assistance to equip them with the knowledge & importance of Safety, Health, Environment and Regulatory & Recycling (SHER) aspects and finally integrate them with the Formal Recycling Chain. In India, about 4-5 lakh child labourers in the age group of 10-15 years are observed to be engaged in various e-waste activities in various yards and recycling workshops without adequate protection and safeguards, they need to be secluded from such sites and motivated for formal education in the vicinity.

E-waste typically includes discarded computers, display units, mobile phones, printers, fridges, washing machines, air conditioners, land line phones, telex machines, typewriters etc. besides small items like chargers, mouse, key boards, storage devices etc.

As per Mr. Soni the current market size of e-waste in terms of monetary value is INR 14000 Crore and the Rules envisage to recycle 10% of this. The Market Size is expected to touch INR 70,000 Crore in next 5 years, by then the Rules envisage around 50% to be recycled. Hence there is tremendous scope in the e-waste Business.

Mr. Soni says that public should select proper channel of disposal and refrain from selling / handing over such hazardous waste to unorganized sector. Government must support one or the other way to establish and recognize this industry as resource producing industry rather than waste management industry.

Mr. B K Soni further says that in the unregulated era, the business of e-waste recycling was much better. According to him, the industry Captains were directly involved in the decision-making process, they were really concerned about the environment protection and eager to contribute by hiving off the e-waste to a responsible organization for safe & secured recycling.

Regulatory period witnesses the dwindling responsibilities shifting towards compliance rather than the environmental impacts of e-waste.

Mr. Soni in true sense is a believer of Swachh Bharat Abhiyan. **The ECO-BIN - PROMOTED BY ECORECO** is a classic example of it.

THE OBJECTIVES OF ECO-BIN ARE TO:

- Facilitate seamless & effortless e-waste collection network across nation.
- Enables organised recycling of e-waste from individuals and small generators.
- Create awareness and execution which is also a motto of 'Swachh Bharat Abhiyan'.

THE ADVANTAGES OF ECO-BIN ARE TO:

- Contribute towards environment protection and pollution free atmosphere.
- Perpetual communication with society to make India Clean & Green.
- Transform informal to formal system of e-waste disposal.

ROLE OF ECORECO:

- Collect deposited e-waste from the collection boxes.
- Scientific disposal of e-waste at Ecoreco's facility.
- Ensure compliance to all applicable environment regulations.
- Provide a Certificate of E-waste Recycling.



Mr. B K Soni feels that for encouraging formal recycling, seamless collection of waste and creation of perpetual awareness are the most important pillars. By installation of Eco-Bins in Educational Institutions like Schools, Colleges, Institutions etc and Spiritual Places like Mandir, Masjid, Gurudwara, Churches etc as to such places, the entire family visits once a while or occasionally, an awareness can be created for sure since these places are worshiped and have least chances for leakages and the e-waste so collected will surely reach for recycling, making it effective & encouraging for all. Corporates can play a major role by sponsoring such Eco-Bins out of their CSR Funds with their logos imbibed on Eco-Bins and install at the places of their choice also.

The value of material so received from these boxes, Ecoreco proposes to spend 50% of the amount on the health & training of the Kabadies.

Ecoreco has conducted self CSR by installing such Eco-Bins in Educational Institutions and have spent part of the value of material received by supporting the education of poor students of such institutions by sponsoring their tuition fees and books.

Says Mr. B K Soni, after working for almost 14 years, we realised that it is a great challenge to formalise India's e-waste sector until & unless the informal workers are not introduced to formal way of recycling, extended required skill sets, given on job practical training and introduced soft skills, relevant environmental regulation and finally integrated with the formal e-waste dismantlers & recyclers.

Mr. Soni has special sentiment towards the Kabadies, whom he feels are the real gems for the formalisation of the e-waste industry if integrated after imparting proper skill sets. Almost 95% of e-waste is dismantled by Unorganized Sector (Kabadies) and with this approach, he assumes, the e-waste industry can achieve the desired objectives.

It is a major concern that the Kabadies spend more than 40% of their earnings on medical expenses, their average life span is 55 years, their children hardly go for formal education and ladies hardly have any social life. Keeping the above challenges in mind, Mr. Soni with the support of NSDC, is personally involved in trying to be a change maker by making a difference to their lives by educating them to work under good and hygienic work conditions and imparting required training for handling of hazardous and dangerous e-waste.

He further emphasises that to achieve the above objectives, our Group company Ecoreco Enviro Education Pvt Ltd (a subsidiary of Eco Recycling Ltd.) started Skill Development & Entrepreneurship Program for the Informal E-waste Workers in India in association with National Skill Development Corporation (NSDC), Government of India. We propose to train 300,000 waste workers over a period of next 8 years through 125 training centres across India.

Dr. Nisha Pandey, VESIM, Chembur



This is a good initiative to put Eco-Bin for collecting electronic waste at VESIM. Creating awareness among students/faculty/IT staff during the college time will make them conscious and responsible for collecting e-waste in one place.

Mr. Ravindranath G., Royal College of Arts, Science, Commerce, Mira Road



Awareness is slowly increasing. Teachers and students both keep asking me about one or the other item, - whether it is e-waste. Some have given printer too. **Hope to keep increasing awareness among College students and staff.**

Prof. Seema Ashar, Mulund College of Commerce, Mulund



Our college is very lucky to receive the Eco-Bin from Ecoreco. All students and teachers have started dropping their e-waste in the bin. Many have also started collecting e-waste from their society and depositing in the bin. The Eco-bin has certainly proved to be a great asset.

Dr. Shadab Paloji, St. Xavier's Institute of Education, Fort



It has been a very good endeavor with Ecoreco for the e-waste management of my institution. **This has also helped us to keep in mind while throwing away any e-waste in dustbin we better put it in Eco-Bin.** It is bringing a very strong sense of environmental responsibility in all. We really thank Ecoreco for being a collaborator in keeping us environment free of e-waste.

Dr. Mala Kharkar, Patkar-Varde College, S. V. Road, Goregaon (West)



Under ISR (Institute's Social Responsibility), Patkar-Varde College in collaboration with Eco Recycling Ltd. have placed Eco-Bin in college premises. **We call this initiative as a movement to make our environment eco-friendly.** For spreading awareness amongst college's young minds and nearby vicinity, all of us take efforts and keep posting messages and reminders for bringing and putting the e-waste in Eco-Bin.



ACHIEVEMENTS / AWARDS: Ecoreco, an ISO 9001, 14001 & 18001 certified company and have won several awards for its best Business Plan, Most Innovative Technology, Recycling on Wheels, Niche Market player award, Clean Energy Track Company from very reputed organisations like CII-WRI-NVI, Good Governance Foundation, Department of Science & Technology-Lockheed Martin-FICCI, Frost & Sullivan & Sankalp respectively, Corporate Recycler of the year award and the latest addition is The Best Recycler of the year award.



Group Photograph with heads of Associations representing e-waste, metals, paper, multi interest from 20 countries. Mr. B K Soni, President Electronic Recyclers Association (ERA), India.

EXPERT SPEAK



Dr Dilip B Boralkar
Ex Member Secretary,
Maharashtra Pollution
Control Board:

Around the year 2005, Dr. Dilip Boralkar recalls meeting Mr. B K Soni as a budding Entrepreneur when electronics' waste recycling market was at a nascent stage in the country. Mr. Soni met Dr. Boralkar with keen interest in the subject which had great risks and difficulties attached to it. He recalled having mentioned to Mr. Soni, that a great deal of hard work and commitment may be required over a period of time and he may have to face lot of frustrations at

times. Mr. Boralkar remembers Mr. Soni's passion and daring to venture into this business which may or may not have succeeded citing the hardships associated with it. Mr. Soni had developed strong bond and quest for learning on the subject and he feels that it was his sheer willingness to go thru the hard grinds has made him the passionate Entrepreneur with a social angle of environment protection service that has made him commendable and successful in this business. His hard work and persistence of more than 10 years of struggle has made him what he is today.

He Wishes Mr. B K Soni with great success for a very long time to come and go forward in life with great vigor.



Dr. Y. B. Sontakke
Joint Director
(Water Pollution
Control)

Mr. B K Soni is an excellent person. He is having the knowledge of the electronic waste, He has started working on the electronic wastage before notification of any of the rule or regulation by the government of India or state government of Maharashtra, He has started working in this field.

Looking in the hazard being thrown in the electronic waste, It is a different sector, if it is commercial sector it is ok, but in a non-commercial sector, where Health impacts are not really looked into, In that sense, he has looked lots for the welfare of human being. His inputs are really helpful to the regulator, and all technocrats. All that he has expressed in the tenure of his work is appreciated.

Dr. Sandip Chatterjee,
Officer on Special Duty - Meity

Mr. B K Soni is a true warrior for uplifting living conditions of informal sector through skilling and providing them avenue to avail loan by upgrading their status to make them formal.



Ecoreco
TAKE BACK POINT



Ecoreco®
ENVIRO EDUCATION PVT. LTD

- Don't you believe an unfolded industry is awaiting you?
- Don't you want better environment?
- Don't you want more collection & recycling centers than more hospitals?
- Don't you see a new career opportunity, better health and greater respect?
- Don't you want to join hands with the first e-waste recycling company of the country and do the business with greater success?
- Don't you agree that your unorganized way of handling e-waste business may be closed sooner or later?
- Don't you want to see our country becoming clean by 2nd Oct, 2019, 150th Birth Anniversary of Mahatma Gandhi?

INITIATIVES OF



Ecoreco®
Eco Recycling Limited

PROEPR

Compliance Organisation

EPR (Extended Producers Responsibility) is a global practice well incorporated in the E-waste Management Rules, 2016 in India. If it is strictly implemented & regulated, this one principle alone can transform the industry and also the behaviour of the consumer to a great extent, but it is also expected that it is to be followed in strictest sense and producers should invest to achieve the objective set forth in the above Rules. In certain cases, the producers may charge Advance Recycling Fee (ARF) at the time of sale of the equipment to the end customer for recycling of end of life equipment.



Ecoreco®
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Eco Recycling Ltd (Ecoreco) has recently introduced Skill Development in e-waste management under the name of Ecoreco Enviro Education Pvt Ltd (EEE), a funded partner of National Skill Development Corporation (NSDC). Ecoreco provides skill development & entrepreneurship opportunity to these skilled Waste Managers. Mr. Soni strongly believes that to transform the sector, there is a need to focus on the skilling of the informal sector and get them integrated with the formal chain of reverse logistic network. Ecoreco appeals to nominate & sponsor informal waste workers to get trained at Ecoreco's institute.



Ecoreco
TAKE BACK POINT

Project objectives: To achieve Swachh Bharat Abhiyan by 2nd Oct, 2019, India needs to provide seamless collection system for e-waste collection across nation. **To facilitate the same Ecoreco proposes to install 100,000 Eco-Bins** and open hundreds of collection centres across nation which may be either owned by the company or Channel Partners. **Ecoreco invites application from the like mind entrepreneur to avail the unfolding opportunity in the e-waste management segment.** The project will enlarge awareness and motivate for environment friendly disposal and the positive value so derived out of the above collection of e-waste will be used to train rag pickers and integrate them with the Organized Chain of Recycling.

This will also help uplift their health and social perception. The commodities recovered from recycling will be ploughed back in the mainstream industries thereby reducing dependency on natural resources.



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NOT
FOR THE LAWS
NOT FOR SPACE
UTILIZATION
NOT FOR CORPORATE
COMPLIANCES
NOT FOR THE GLOBAL GUIDELINES
NOT FOR AUDITORS
NOT FOR THE AWARDS
NOT FOR THE
PR BUZZ

RECYCLE YOUR E-WASTE

Because we owe it to Mother Nature

OUR FOOTPRINTS IN E-WASTE MANAGEMENT

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