

BOOK *my* JUNK App

THE MOBILE APPLICATION TO MEET EPR OBLIGATION

Since the introduction of the E-waste Management Rules in 2011 in India with a globally accepted principle of EPR (Extended Producers Responsibility) in India, a gap has always been felt in terms of door to door collection of the low value or negligible value of Electrical and Electronic Waste from end user and that is the major reason why items like washing machines, fridges, TVs, chargers, land line phones, cellular phones, pen drives, hard drives, keyboard, mouse, electrical items, cables etc. are not reaching to formal recycler because for such low value items also, the generators / end users expect monetary value and ignore environmental concerns while handing over such e-waste to Kabadies at local level.

Mainly because of the above reason, achieving targets as envisaged under EPR Obligation is very difficult for the Producers, Recyclers & Producers' Responsibility Organisations and therefore collection of e-waste could not reach the desired level in spite of the best efforts of all the above stakeholders. This issue may be resolved with the financial support in



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Eco Recycling Limited
life goes on

one or the other form either from Government or Producers.

Eco Recycling Ltd, the pioneer e-waste management company of India since 2005 has always been advocating formal recycling and to achieve the best results has always been proactively introducing appropriate solutions

which are practical & impactful over & above economically viable to meet the requirement of the law and obligation of the producer & the consumers who are responsible for safe & secured disposal of e-waste.

To achieve much higher collection, developing greater awareness amongst generators and to reach to larger population of the country, this time, Ecoreco Group has started a movement in the name of **JUNK SE JUNG** and to facilitate all the above stakeholders to participate in the above mission a mobile application has been launched in the name of **Book My Junk**. This application can be downloaded by both Android and iOS mobile users. Anyone can download the application to register online by providing minimal information and can place an order for an Eco-Box for stuffing their small e-waste in the Eco-Box, which is sent by the Book My Junk with duly printed address of both the sender (generator) and the receiver (recycler).

To know more about this application, we invite you to kindly visit www.bookmyjunk.com.

Once the order is received for the supply of an Eco-Box, our Producer Responsibility Organization (PRO) who operates the BookMyJunk application sends an empty Eco-Box in a beautifully designed envelope to the registrant by courier. Once the sender is ready with the sealed box, duly stuffed with the e-waste he / she desires to discard, the Eco-Box is then collected back from the sender's address by BookMyJunk team. On receipt of this box by the BookMyJunk Team, it is then sent to the designated Recycler associated with the PRO or as per the recommendation of the respective producer on whose behalf the e-waste has been collected.

On completion of the process of recycling EPR compliance private limited provides documentary evidence / Certificate of Recycling to the recycler. Post this BookMyJunk electronically issues "Certificate of Appreciation" to thank the sender / end consumer for

their participation in making the environment friendly choice for disposal of hazardous e-waste, which can be downloaded and printed at their end.

The above model of door to door collection is completely seamless & effortless from the end consumer's point of view and very cost effective from the point of view of the producers. The team of BookMyJunk is extremely confident that their efforts will positively enhance the supplies of Electrical and Electronic waste for recycling in an environment friendly manner and will also help producers to achieve higher targets.

It may not be out of place to mention that presently only 2% of e-waste reaches the formal / registered recyclers and that too mainly from businesses. It has also been noted that majority of the e-waste is being collected and

dismantled by informal workers which is extremely harmful for the environment since this process pollutes air, water and soil.

It's a humble beginning by the team of BookMyJunk to assist the above environment conscious citizens in getting their e-waste collected for pollution free disposal. BookMyJunk team is aggressively working to get 1 million downloads and registrations before 2nd October, 2019 (150th birth anniversary of Mahatma Gandhi) which will be celebrated across the nation by the Central Government as a Swachh Bharat Mission and our team is extremely enthusiastic to participate wholeheartedly in this Abhiyan in the interest of the environment & the nation, to contribute exclusively in the e-waste management segment.

E-WASTE MUKT BHARAT, SWACH BHARAT

