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making profit work responsibly

KEY THEMES AND TRUE CHAMPIONS FOR CSR

2nd EDITION



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Give your e-waste to the best

Let's work together to develop "Saaf Aur Swachh Bharat"

- Mr. B. K. Soni, CMD, Eco Recycling Ltd.
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ENVIRONMENT - SHOW OFF OR A SERIOUS BUSINESS

It has become fashion to talk about Environment & Climate Change. Fortunately, every single person has a solution to rectify the mistake made by the previous generations (nothing wrong done by the present) and the same set of persons keep making an emotional statement that we need to take care of the nature & natural resources because we have borrowed the same from our children. Such huge statements have become part of our day to day life which is flooded with theoretical, non-implementable, ineffective & impractical ideas.

The word green is being abused in several ways including green painted walls, green coloured artificial plants etc. etc. Some persons feel proud by planting a few trees but spend disproportionate number of trees (paper made from trees) on its publicity. There are millions of ideas and billions of people available with great innovations even then, we are unable to move ahead an inch to solve the problems associated with climate change, waste disposal, replenishment of natural resources & balancing equilibrium to avoid natural calamities and these are the reason why nature is showing its different colour across Globe.

It may be a subject of discussion, whether partial or complete Ban of certain items and Extended Producers' Responsibility (EPR) in certain cases is really effective & workable solution? As far as, our experience of Indian Market is concerned, it may not result so favourable until & unless appropriate amount is not invested in collection mechanism, reverse logistic network and environment friendly treatment facilities.

In one sense, our country is very fortunate that it has millions of informal workers associated with the waste collection and its disposal, of course not everyone meeting environmental norms. Incidentally, reverse logistic network developed by

these informal workers is a great backbone available for the movement of the secondary source of commodities. If we club the above resources with the formal & environment friendly practices of collection & recycling, I am more than confident that we may achieve desired results at much faster pace.

Last but an equally important submission is that we should restrict awareness / education / training campaigns only to the extent of the persons / organisations responsible for handling of such climate related issues and not that the entire population of the country be burdened with the awareness of everything. If we restrict as suggested, we may save billions of dollars spent on awareness of the 1.3 billion public of the country and the same money we can deploy on developing infrastructure for disposal of rubbish.



Mr. B. K. Soni,
CMD, Eco Recycling Ltd.

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. After delivering market dominance in the B2B segment, Mr. Soni is driving Ecoreco's next phase of growth, building a B2C franchisee led retail model to share the benefits of alarming but unfolding opportunity of e-waste management with all the stakeholders in one or the other form.