

★ SPECIAL FEATURE ★
E-WASTE MANAGEMENT

BOOK my
=D- JUNK



MUMBAI-BASED PREMIER E-WASTE MANAGEMENT COMPANY, ECO RECYCLING LTD HAS LAUNCHED AN INNOVATIVE MOBILE APPLICATION TO MEET EPR OBLIGATION. BESIDES, IT HAS KEPT AN AMBITIOUS TARGET TO ENROL 1 MILLION DOWNLOADS BY 2ND OCTOBER, 2019

AT
**YOUR
SERVICE**



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ince 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 users. It has been the major reason why items like washing machines, fridges, TVs, chargers, landline phones, cellular phones, pen drives, hard drives, keyboard, mouse, electrical items, cables etc. are not reaching the 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. As a result 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 one or the other form either from Government or Producers.

Eco Recycling Ltd, one of the premier e-waste management companies in India since 2005 has been advocating formal recycling. In order to achieve the best results, it has been also proactively introducing appropriate solutions which are practical and impactful over and above economically viable to meet the requirement of the law and obligation of the producer and the consumers who are responsible for safe and 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



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

JUNK SE JUNG and to facilitate all the stakeholders to participate in the above mission a mobile application has been launched by the name 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 the application, visit www.bookmyjunk.com.

Once an order is received for the supply of an Eco-Box, the 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 pro-



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The Ecoreco's model of y seamless and effortless from the end consumer's point of view and very cost effective from the point of view of the producers

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vides 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 and 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'S A HUMBLE BEGINNING BY THE TEAM OF BOOKMYJUNK TO ASSIST THE 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 THE 150TH BIRTH ANNIVERSARY OF MAHATMA GANDHI

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 the team is extremely enthusiastic to participate wholeheartedly in the Abhiyan in the interest of the environment and the nation and to contribute exclusively in the e-waste management segment.

Eco Recycling truly believes in the slogan E-Waste Mukht Bharat, Swachh Bharat and is confident that its mobile app will help bring in more people to participate in e-waste recycling and make it successful.