



MRAI's

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MATERIAL RECYCLING

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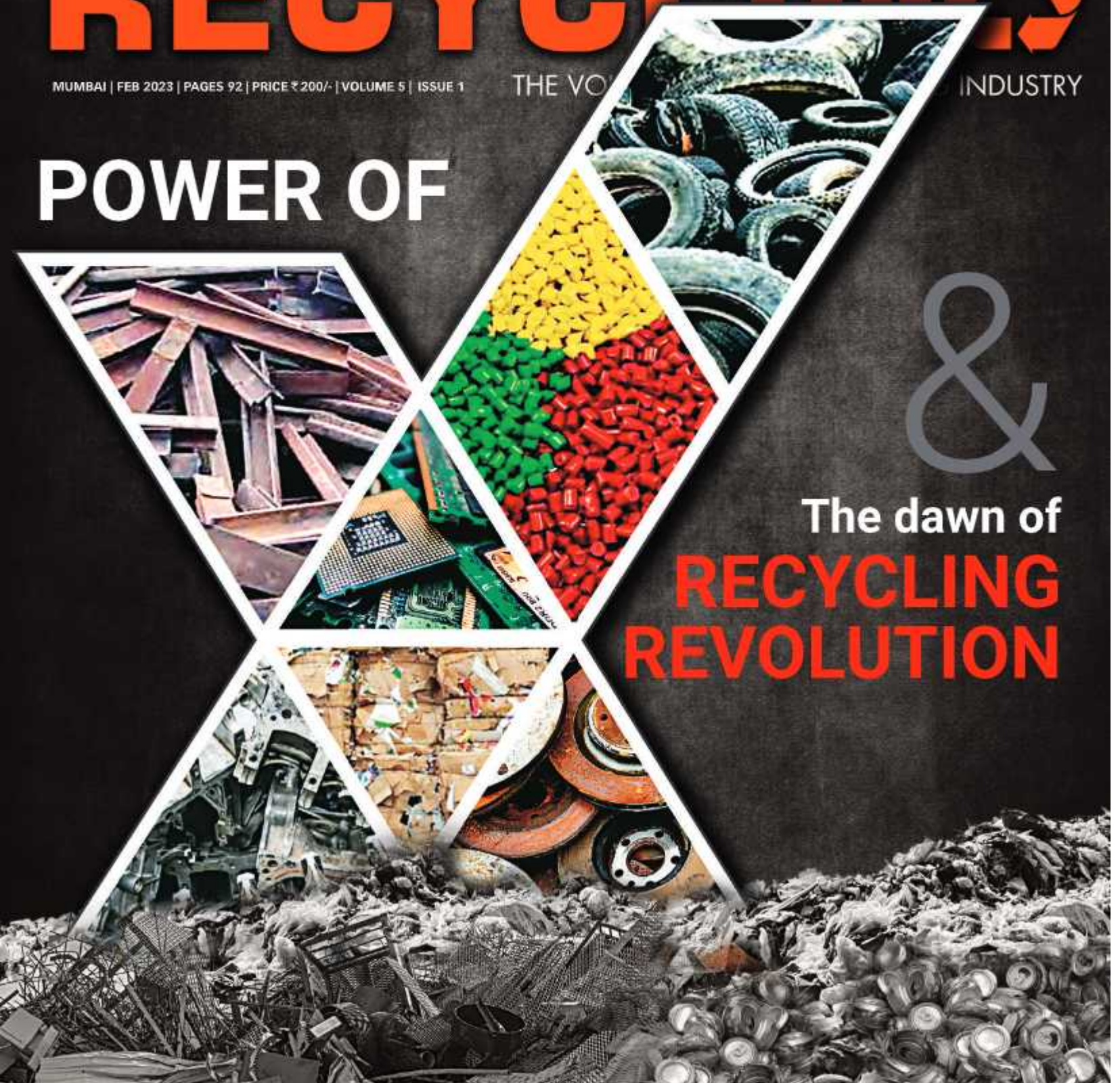
THE VO

INDUSTRY

POWER OF

&

The dawn of
**RECYCLING
REVOLUTION**





MRAI's

MATERIAL RECYCLING

VOICE OF INDIAN RECYCLING INDUSTRY

IMRC SPECIAL

E-WASTE

BK SONI AND SHASHANK SONI

Eco Recycling Ltd

FORMALISING THE INFORMAL ON WHEELS



ECO RECYCLING LTD.

REINVENTING THE WHEELS

W

hen I last visited Ecoreco's Office in Mumbai, there seemed to be an eerie of silence descended on the entire place, unlike any time before. Company's Chairman B K Soni was an epitome of heightened expectation-his eyes were fixed at the screen of his laptop. When enquired he said, in his usual cryptical style, he is

awaiting a communication very eagerly. And it came – An Advisory on: E-waste Management in the Smart Cities, issued by the Office of the Principal Scientific Adviser, Government of India, incorporating Ecoreco's latest innovation "Recycling on Wheels-Smarter".

Ecoreco's Recycling on Wheels prop-

osition is revolutionary because it contains, what Mr. Soni vouches for, a package of solutions that the company, as India's first organized player into recycling of e-waste, has perfected over the years. The package of prescription is so distilled that it offers the right dose of panacea to almost all the ills and issues that the country's e-waste management currently suffer from. The solution is good for both smart and other cities and therefore named as Recycling on Wheels – SmartER-ER stands for Electronic Recycling.

It would not be wrong to describe what the father-son duo – B K Soni, the Chairman & MD and Shashank Soni, Director & CFO of

and beautifully designed vehicle of seven and half metric tonne, it is a "Dhamaka Package" that has the potential to unleash a revolution in the e-waste management sector in the country.

It may not be out of place to mention that in a survey sponsored by Ecoreco way back in 2011-12 revealed certain shocking facts like Kabadies spent nearly 40% of their income on medical expenses, they generally live below 60 years of their age, their children don't go to school and that the breast milk of new mothers contains lot of hazardous substances. Post this study, Ecoreco's Board of Directors have been debating for a long, how we can

add value to the lives of the people associated with the e-waste management sector having domain expertise but do not have access or resources to invest in healthy practices which meets environmental requirement as envisaged. Ecoreco considers this as its moral responsibility to enhance skills and provide greater opportunity to half a million Kabadies and their families to earn higher but in a healthier manner. Ecoreco hopes that its Recycling

on Wheels-SmartER will be a great value addition in their lives at a nominal investment. Adding further Mr. Soni said, "It is not easy to change the present canvas, but at the same time, if we want to see the change, we have to think beyond our business otherwise we will be failing in our obligation towards the Soci-

One of the frontrunners of e-waste management companies – the oldest and the BSE listed Ecoreco Recycling is flagging off another innovation, this time the biggest of them which has the potential to shape up the unorganised e-waste sector in the country

Eco Recycling Ltd – may be credited to have reinvented the "Wheel" for the betterment of the environment and ecology and is instantly adoptable by everyone who desires to participate in the formalisation of the E-waste Management Sector. Incorporating all essential features and components in a scientifically



MR. SONI

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VALUE ADDED SERVICES

- Reverse logistics
- Data destruction
- ITAD services
- E-waste recycling
- Lamp recycling
- Skill development
- Collection boxes
- BookMyJunk App
- Collection centers
- Collection vans
- Recycling on wheels
- Data destruction on wheels
- Fulfilling EPR, CSR & ESG obligations

ety and Environment”.

“To achieve the desired transformation, we are of the opinion that following three elements needs to be put in place”

Training, i.e.- Skill Development (Ecoreco Enviro Education Pvt Ltd has developed courses and is a funded partner of NSDC)

Transport i.e.- Reverse Logistic (Reverse E-Commerce Pvt Ltd has launched BookMyJunk App to facilitate door to door collection) and

Technology: Which must be environment friendly & easy to use, this final milestone has also been achieved and known as “Recycling on Wheels-Smarter”, which is fully Trusted, Trusted & Trouble free.

Mr. Soni further mentioned that ‘To Transform the Trash Trade’ Recycling on Wheels-Smarter is the best solution since it consists of all the three above ingredients viz. “Training, Transport and Technology”. The Government’s Advisory is a kind of recognition for Ecoreco, which has introduced several innovative technologies and methodologies since it pioneered the concept of E-waste Recycling in India as early as 2005.

Recycling on Wheels-Smarter is an easily adoptable and implementable solution, which any existing player or new entrants, who aspire recycling & waste management for its growth & career building opportunities. Mr. Soni admires the efforts and domain expertise of the informal sector but at the same time would like to appeal to them that the age-old practices are not good from environment and ecology points of view and hence, it is a high time to change self and change the style of working to continue to sustain and formally remain in the E-waste Management Sector without any favour or fear. Recycling on wheels-Smarter is a CNG operated truck converted to

GOING FORWARD



SHASHANK SONI

After the launch of your innovative project to help assist transforming the e-waste management, what are your expansion plans?

We have already initiated developing second facility for Recycling of e-waste & ITAD Services in the vicinity of the existing one at an investment of Rs. 25 crore, out of which about Rs. 15 crore have already been invested and another Rs. 10 crore will be used by June 2023. With this facility operational, our processing capacity will increase to 25,000 MTPA. The entire investment is made out of internal accruals and out of liquid assets of the company.

accommodate shredding facility for E-waste and Data Devices, Battery Collection Box, Lamp Compactor, Eco-Bins, CCTV, Monitor, Computer, Bar Code device, Training material, access to Mobile App and other accessories.

Onboard the vehicle, there is also provision for practical training including knowledge on the importance of the environmental, ecological and pertinent compliances. As informal players they already know the rest of the things, Mr. Soni reminded. “Whatever you do, do it in a way that it should not spoil the environment and there should not be loss of commodity,” informs Mr. Soni, adding: “Ecology and environment are the fundamental points given emphasis in the solution. If that is pillar one, pillar two is the fact that the vehicle is fit to transport 4 MT of e-waste in a safe and secured manner and the third most important element is safety, with a shredder and other recycling applications mounted on the truck, technology is inbuilt in the system. The most remarkable feature of the truck is that it does not need power from outside. The engine of the seven and a half metric tonne vehicle provides the power required to operate the shredder and other applications in it efficiently. All in all, here is a Responsible Recycling System which is well-armed to transform the so-called Kabadies.

If you wonder why Ecoreco wants to give away its innovative technology to others, even to its competitors. Here comes Mr. Soni’s prompt reply: “Because at Ecoreco we have certain quantitative targets to process and beyond that it’s a business for other players in the industry. Our ultimate objective is to work for responsible recycling with the technology to uplift the people around us.”

The beauty of the package is that investors in the tech-

LET'S PLEDGE FOR "E-WASTE MUKT BHARAT, SWACHH BHARAT."

RECYCLE YOUR E-WASTE

Because we owe it to Mother Nature

Enhance the auspiciousness of this festive season by recycling e-waste.
Partner us for e-waste recycling and management.

India's first facility registered and authorized by the CPCB, MPCB and R2 Certified • ISO 9001, 14001, 27001 & OHAS 18001 Certified Recycling Facility with an R&D facility recognized by DSIR • Pan-India reverse logistics network enabling efficient supply chain management • Leading technologies from Europe, USA and Japan, to recapture maximum recovery • 100% digital data destruction/sanitization • Adherence to the highest Environmental, Health and Safety (EHS) standards • Compliance with domestic and International WEEE standards

Services



RECYCLING
AND RECOVERY



REVERSE
LOGISTICS



DATA DESTRUCTION
(ONSITE & OFFSITE)



ITAD (ASSET
MANAGEMENT)



LAMP RECYCLING
(ONSITE & OFFSITE)



EPR
IMPLEMENTATION



SKILL
DEVELOPMENT



ECO-BINS FOR
E-WASTE COLLECTION

India's first mobile shredding facility



India's only listed company on the Bombay Stock Exchange (BSE) in the e-waste segment



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Eco Recycling Limited
life goes on

Hand us your e-waste today, call 022-4005-2951
Or drop a mail to ewaste@ecoreco.com or crm@ecoreco.com



WINNING COMBINATIONS

The company started data destruction services on wheels as early as in 2008. It goes to banks, financial institutions, Stock Exchanges, software companies where it gets the work done. It is complete in all respects and takes the power from the truck itself. In 2009, it introduced lamp recycling on wheels, and it has been working very well with two trucks moving around in the city of Mumbai, compacting all the kinds of lamps and bulbs. It's not a free service, neither the data destruction is a free.

"I'm very proud to say that perhaps there is no other company that provides all the services under one roof: right from decommissioning of assets in the clients' premises, on the spot inventory listing, documents to pay taxes and duties, packing, reverse logistic, data destruction, ITAD services, e-waste recycling, lamp recycling, skill development, deploying collection boxes, BookMyJunk App, collection centers, collection vans, recycling on wheels, data destruction on wheels, assisting EPR, CSR & ESG obligated corporates, providing services in more than 100 countries to its global clients, Ecoreco Foundation. We donate Rs. 1000 per MT of e-waste collected to the Foundation for extending its support for the upliftment of the underprivileged," he concluded.



 Ecoreco Foundation

Ecoreco donates Rs. 1000 per MT of e-waste collected to the Foundation for extending its support for the upliftment of the underprivileged

nology can use it as Business to Business (B2B) model or as Business to Customer (B2C) model or both. This flexibility will offer Ecoreco customers to address the needs of both corporates and individuals generating e-waste. "We will provide enough training to the investors in our technology to operate Recycling on Wheels-SmartER effectively, besides Ecoreco will hand hold the investors for 5 years at no additional costs.

Ecoreco has launched its innovation in Mumbai, in the third week of January 2023. The two such units deployed in the metropolis are sending in rave responses. As far as further deployment is concerned, Mr. Soni has kept all the options open to sale, lease or franchise to those who would like to be proud owners of the revolutionary technology. According to company's projections, during the first phase Ecoreco plans to deploy 100 units. "In five years, we envisage 500 to 1000 units on the roads of India."

"There are 500,000 Kabadies in India, who have extensively worked and managed e-waste of 1.3 billion population of India, now it's their turn to get a respectful association with the formalisation journey of the e-waste management industry and uplift socio-environment fabric of our Nation. "Our technology of Recycling on Wheels-SmartER is a registered trademark. The company has extensively spent over a period of years to develop the consolidated model to meet all basic and preliminary requirements of Recycling".