



Revolutionizing E-waste Management

A Sustainable Solution For Electronic Waste



What is Electronic Waste?

Electronic waste (E-waste) refers to discarded electronic devices such as smartphones, laptops, televisions, iron, fridge, grinder, hard disk, remote, batteries etc. Anything and everything that runs on electricity constitutes of electronic waste.



Statistics

- o **Presently, 4 kg per capita** or approximately 5.6 million metric tonnes (MT) of E-waste is being generated in our country annually.
- o **E-waste generation in India** has been growing at an estimated CAGR of 10-15% because of rapid urbanization, increasing buying power and shorter life cycles of electronic products.
- o **However, only about 10-20%** of E-waste is formally recycled.
- o **The majority is either stored** in households or processed in informal recycling sectors, often using unsafe and environmentally harmful methods.

Threats

- o **Environmental:** Untreated or unscientifically handled E-waste goes into landfills releasing toxic substances like lead, mercury, and cadmium, leading to soil and water contamination.
- o **Health:** Exposure to toxic elements out of E-waste leads to serious health issues like respiratory problems, skin diseases, cancer etc. Informal recycling processes lack safety measures, causing health hazards.
- o **Economic:** Valuable metals and other commodities are lost when E-waste is improperly recycled.



Solution To The Problem



Eco-Bin is an innovative solution for seamless & effortless collection of E-waste, designed to promote Perpetual Awareness Cum Action Drive fostering responsible disposal practices.



Concept

These Eco-Bins are strategically placed at prominent/viable locations such as schools, colleges, corporate offices, institutions, societies, residential complex etc.



Goal

- Scientific collection and recycling of E-waste.
- Avoid E-waste ending up in landfills.
- Promote environmentally sound E-waste Recycling.
- Generate natural resources to re-deploy.
- Reduce dependence on natural mines.

How Does It Work?

A seamless & effortless approach for safe & secure disposal of E-waste



Strategic Drop Locations

Strategic positioning of Eco-Bins is paramount. By placing them in schools, colleges, institutions, corporate offices, residential complexes, and other high-traffic areas, we ensure convenient access for individuals, making the process of carrying and depositing E-waste a natural and effortless part of our routine.



Regular Pickup

Ecoreco Foundation ensures installation as well as regular collection of E-waste from these Eco-Bins at no additional cost.



Safe & Secured E-waste Recycling

The collected E-waste is then delivered at a Government Authorised Recycling Facility ensuring safe and environmentally sound disposal.

Process Overview – Detailed Implementation Plan



Ecoreco Foundation undertakes the responsibility of placing Eco-Bins at the location suggested by the Sponsor.

Generators of E-waste have the flexibility to deposit their items in any Eco-Bin at their convenience.



The in-charge of the Eco-Bin at the location can drop a mail or use BookMyJunk Mobile Application for pick up of E-waste when Eco-Bin is nearly full.

The E-waste from the Eco-Bins is then collected by BookMyJunk Team and transported for Safe & Secure Recycling.



Eco Recycling Ltd (Ecoreco), India's First E-waste Recycling Company receives E-waste for onward sorting & recycling.

Ecoreco's services and Mobile Application of BookMyJunk has been admired by the PM Shri Narendra Modi ji in his 97th Mann Ki Baat.



Dimensions



Capacity
500 KG

Height
48 inches

Width
24 inches

Length
24 inches

Features

- Clear labelling for different types of E-waste like cell phones, chargers, key boards, mouse, cables, etc.
- User-friendly design with easy-to-use disposal slot.
- Sized appropriately for bulk E-waste collection and maximum visibility from a distance.
- The colors chosen for Eco-Bins serve as visual cues to promote environment friendly initiative.



Visibility

Strategic Placement in high traffic areas ensures maximum visibility for sponsors, increasing brand exposure and recognition.



Media Coverage

Media coverage through sponsored events and campaigns may be arranged, fostering goodwill and generating positive public relations outcome.



CSR

Installing Eco-Bins demonstrates commitment to environmental sustainability and responsible waste management.



Community Engagement

Sponsoring Eco-Bins facilitates meaningful interaction with local residents and organizations, strengthening community ties.



Eco-Bin Evolution



Eco-Bin Initiatives



**Contact Us to know more about
Installation of Eco-Bins & explore
Sponsorship Opportunities.**



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