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THINGS MADE THOUGHTFULLY

Hulladek[®]
Hungry for Waste

E-WASTE MANAGEMENT IN INDIA: THE INSIDE SCOOP



WEEE

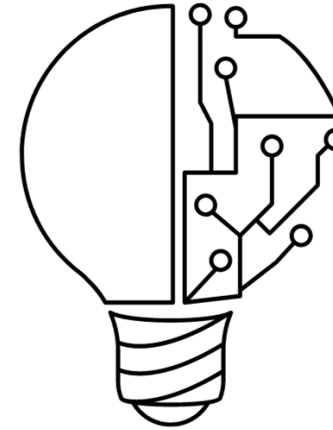
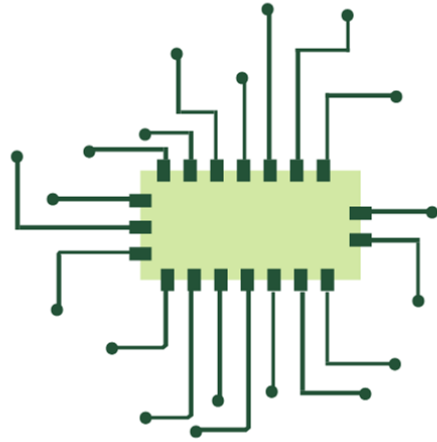
- Waste Electrical and Electronic Equipment i.e. e-waste
- 3rd largest producer of electronic and electrical waste globally after USA and China
- Increase in 20% of e-waste every year on an average
- Only 5% of e-waste is recycled every year
- 30-40% of precious metals mined is used in manufacturing electronic devices
- Informal disposal of e-waste is a major contributor to pollution



E-waste can be:

A. Electric

B. Electronic



Name an electronic device that you spend maximum time with. It comes in a rectangular shape, can be fatter or thinner. It is also foldable nowadays.



**This is where you store all things tasty.
It is as cold as the frigid zone. It can be
of different shapes and sizes. Nowadays
it can also talk?!?**



Name an electrical device that is present on top of your head. It is present in all indoor locations. Sometimes you can also have a smaller version of this device that you can carry in your pocket.



Categories of E-Waste

Information Technology and telecommunication equipment



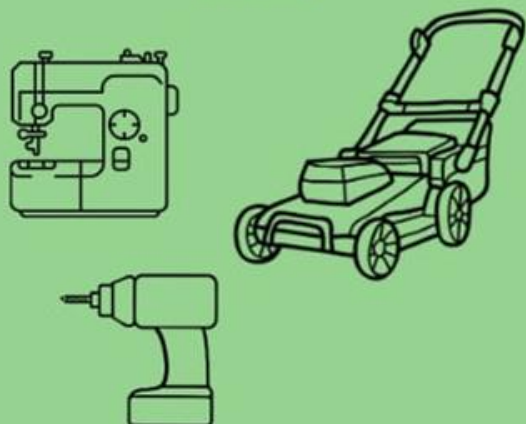
Consumer electrical and electronics and photovoltaic panels



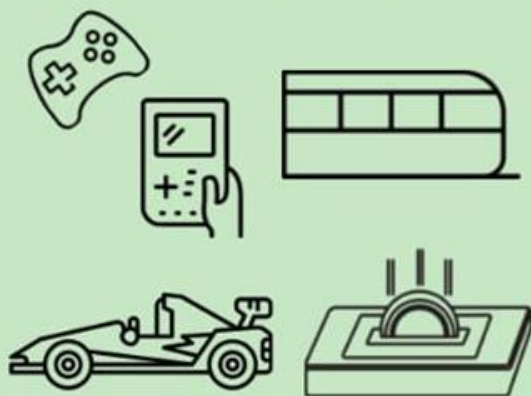
Large and small electrical and electronic equipment



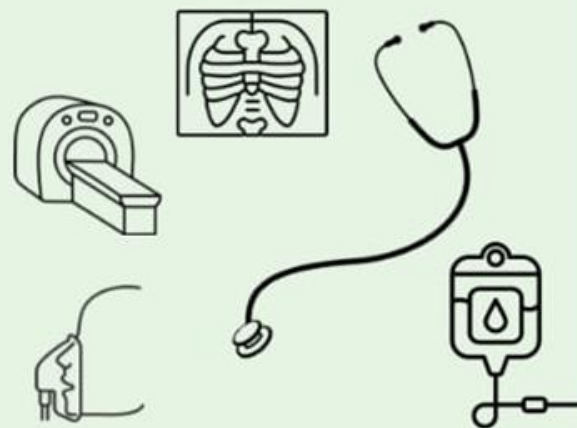
Electrical and electronic tools



Toys, leisure and sports equipment

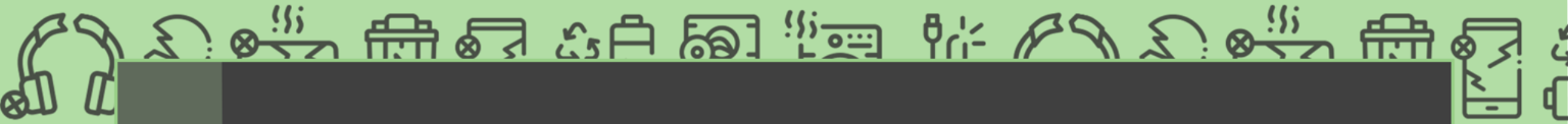


Medical devices



Laboratory Instruments





Challenges

1. CONSUMPTION

Business News > Small Biz > SME > Budget 2023: India imports thousands of electronic components, denting Modi government's self-reliance push

Budget 2023: India imports thousands of electronic components, denting Modi government's self-reliance push

By Garima Bora, ET Online • Last Updated: Feb 01, 2023, 09:39 AM IST



SHARE



FONT SIZE



SAVE



PRINT



COMMENT



Market

Consumer Electronics ▾

Region

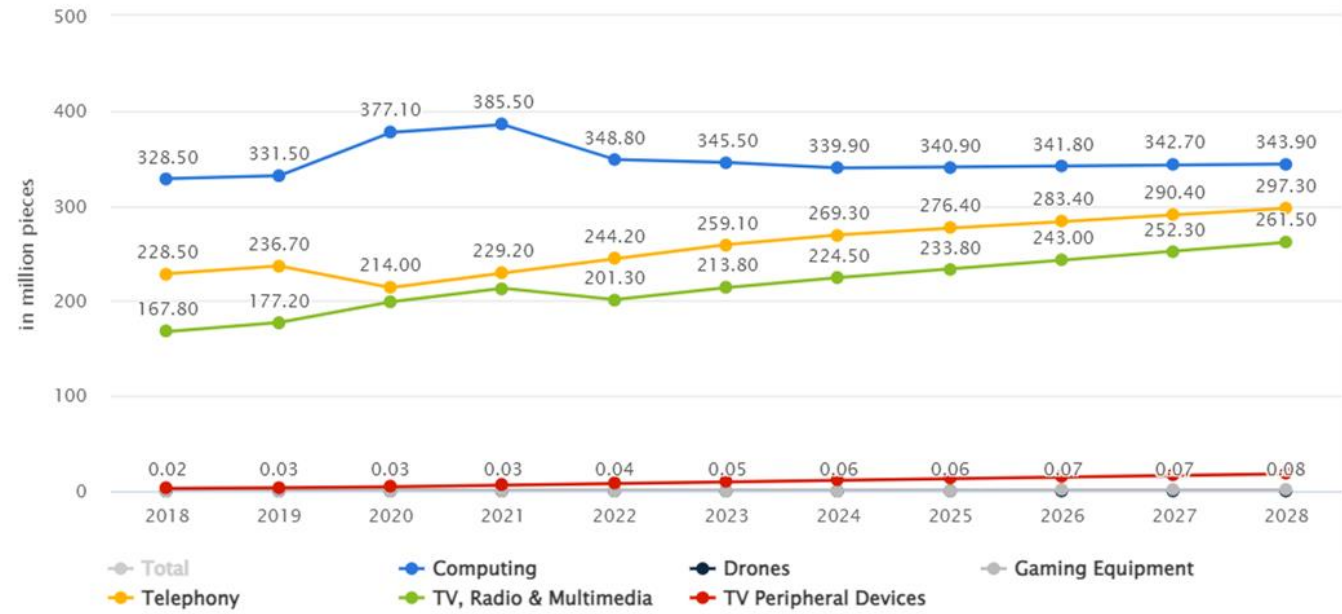
India ▾

Region comparison

Compare to other regions +

VOLUME BY SEGMENT

VOLUME GROWTH BY SEGMENT



Most recent update: Mar 2023

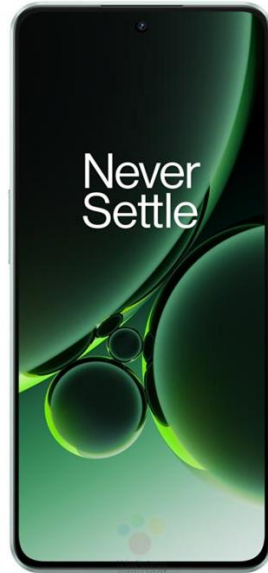
Source: Statista Market Insights



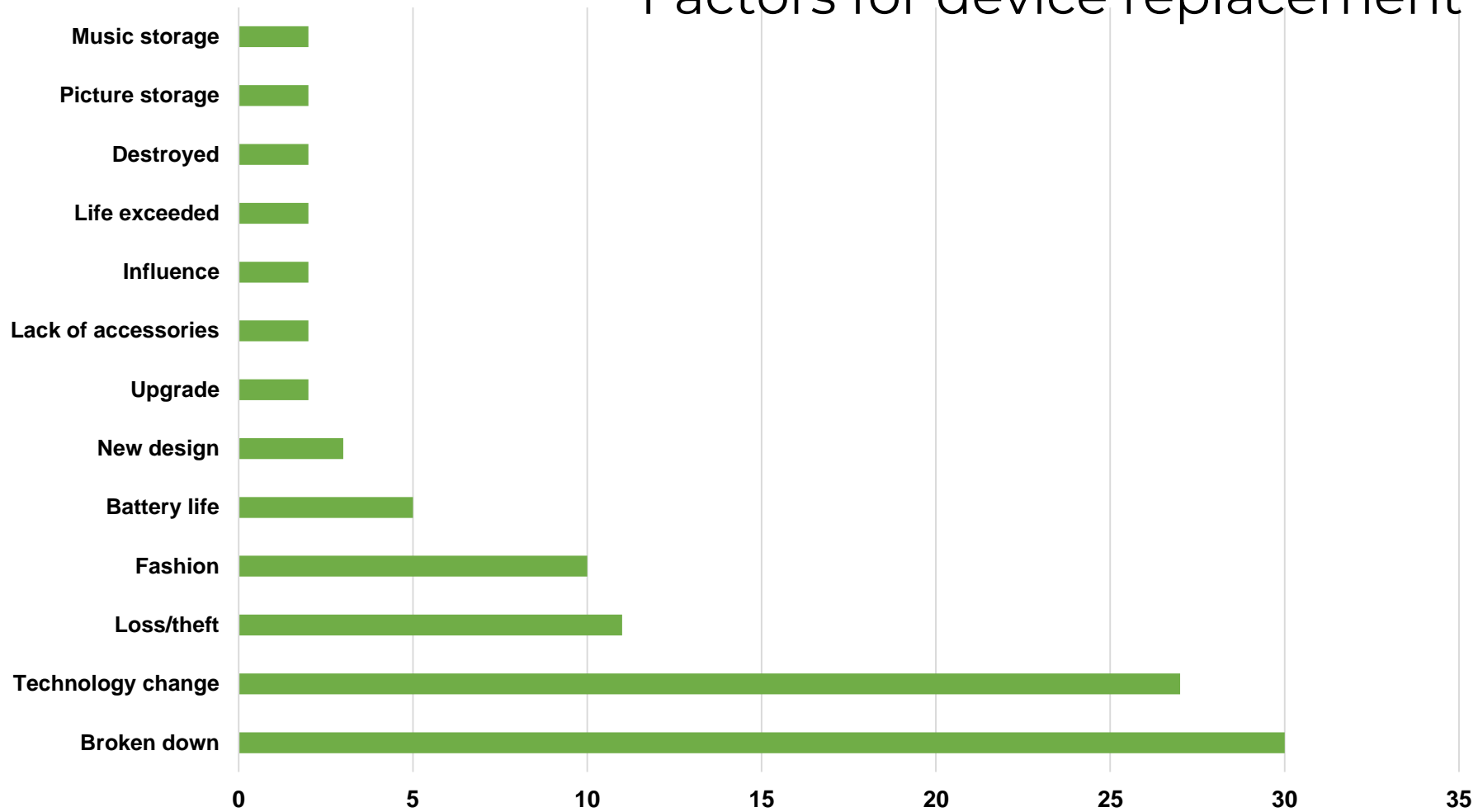
- Increase in purchasing power
- Faster technological advancements
- Decrease in average life of devices
- Rising emphasis on using technology
- Fastest developing country in the world
- Percentage increase in population year-on-year
- Factors such as social media influence, status symbol etc. result in purchase

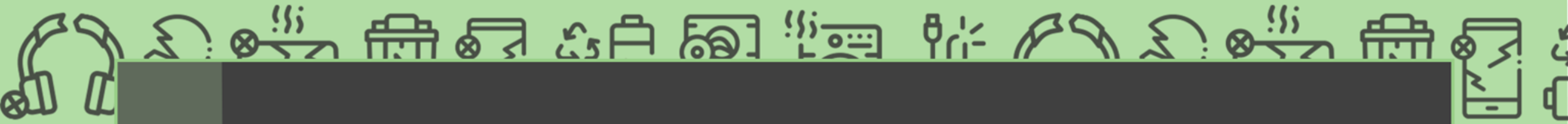


Which one would you BUY?
And WHY?



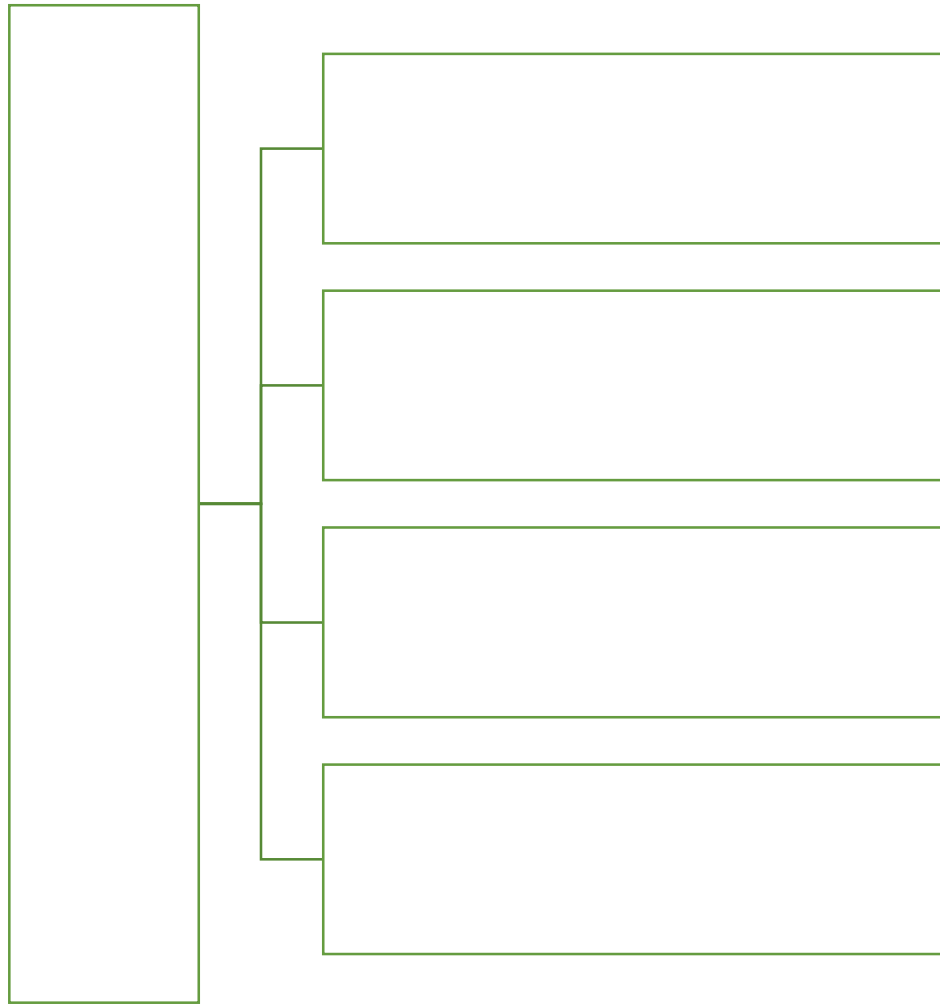
Factors for device replacement





Challenges

2. LACK OF AWARENESS



Including Copper, Aluminum,
Gold, Silver and Platinum

Including Lead, Cadmium,
Mercury, Phosphor



What do you do with your e-waste?

HOARD



SELL



RECYCLE



The Informal Sector of Waste Management

- 95% of waste is managed by this sector
- Using rudimentary techniques such as acid bath for metal recovery



- Release of toxic gases into air, water and soil causing pollution
- Loss of resources that could have been reused, repurposed, recycled or upcycled
- One of the largest recruiters of child labor



EDITION IN

THE TIMES OF INDIA

India G20 Summit Times Evoke Maharashtra Delhi Karnataka Tamil Nadu Telangana Uttar Pradesh West Bengal

NEWS / INDIA NEWS / Globally 80% Of E-Waste Either Ends Up In Landfills Or Being Infor...

TRENDING Monsoon in India G20 Summit 2023 Tomato Price in India Uniform Civil Code S Jaishankar Amit Malviya

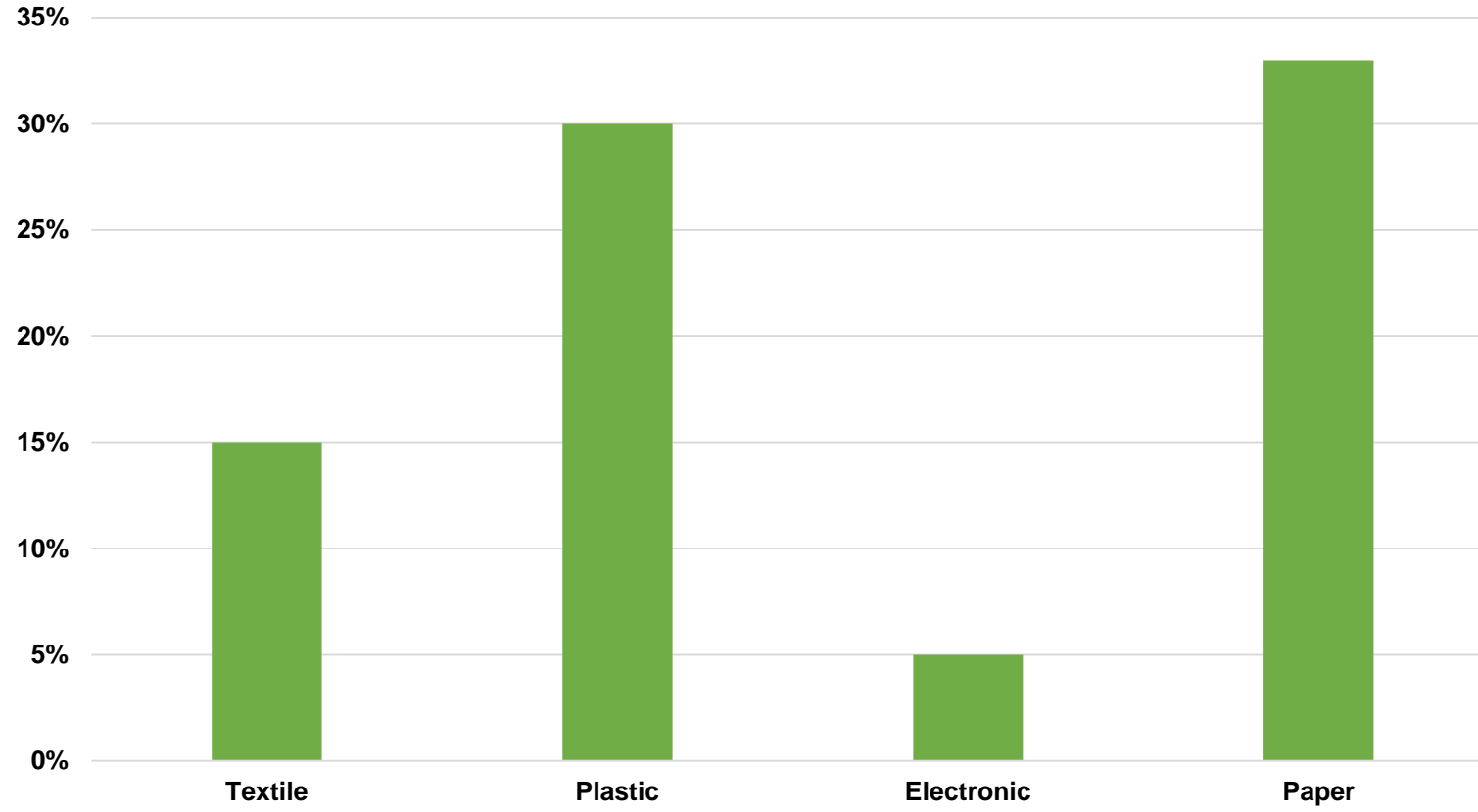
THIS STORY IS FROM JANUARY 25, 2019

Globally 80% of e-waste either ends up in landfills or being informally recycled, says UN agencies



Percentage of waste recycled

E-waste having the lowest recycling rate



- Inadequate infrastructure and resources
- Lack of knowledge sharing with individuals involved in segregation process
- Diverse cultural practices
- Behavioral problems
- Fractured messaging to domestic help and commercially engaged individuals
- No penalty for not complying





- Every waste type has a different method of recycling which makes segregation a must
- Waste for some can be useful for someone else, therefore segregation helps in repurposing, refurbishment and repair
- E-waste also requires a SEPARATE BIN!



Standing tall

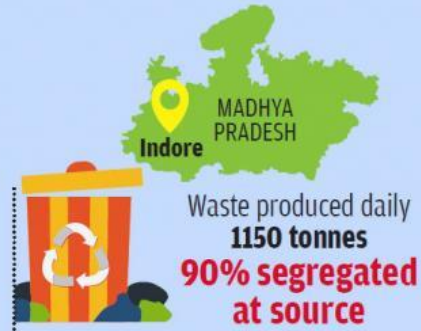
The strategies that enabled the forum cities, that performed well in the assessment, to manage waste better



Waste produced daily
7 tonnes
95% segregated at source

POPULATION: 15,000 (Small city)

KEY STRATEGIES: Generates money from waste processing; plastic bags of less than 50 microns banned; fine for violation; littering, non-segregation also fined; and, focus on awareness, training



Waste produced daily
1150 tonnes
90% segregated at source

POPULATION: 2.7 million (Large city)

KEY STRATEGIES: Segregation in all 85 wards; strict monitoring, heavy fines; focus on centralised processing; 850 open garbage spots removed; and awareness campaign using radio, TV, print ads

Small cities win big on waste management

Down to Earth, Niti Aayog

- Vengurla, Maharashtra
- Indore, Madhya Pradesh
- Alappuzha, Kerala
- Gangtok, Sikkim
- Bobbili, Andhra Pradesh



Waste produced daily
58 tonnes
85% segregated at source

POPULATION: 2,40,000 (Mid-size city)

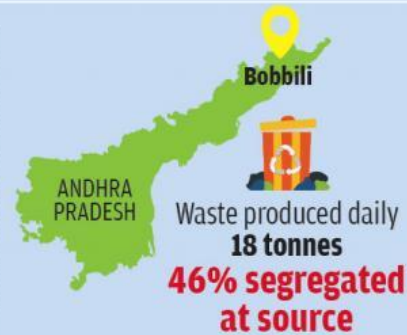
KEY STRATEGIES: Decentralised waste management in all 52 wards; most wet waste processing done *in situ*; under the state's Green Protocol bans single-use plastic items



Waste produced daily
45 tonnes
80% segregated at source

POPULATION: 1,50,000 (Mid-size city)

KEY STRATEGIES: Banned plastic since 1997; first state to ban PET plastic bottles, styrofoam (used for insulation) in official meetings; an initiative turns dry recyclable waste into handicrafts, trains women

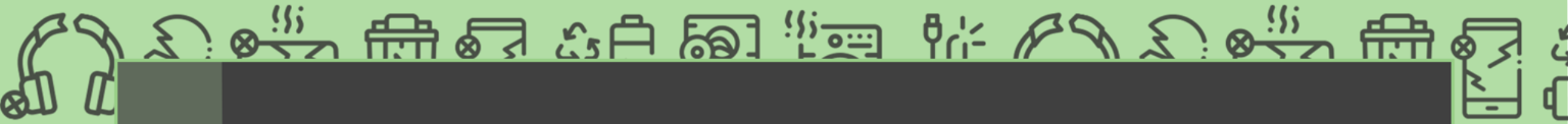


Waste produced daily
18 tonnes
46% segregated at source

POPULATION: 60,957 (Small city)

KEY STRATEGIES: Waste segregation in all 30 wards; treated via composting, biomethanisation; 100% door-to-door collection; and one of the first cities in the state to ban polythene bags in 2011





Challenges

4. LACK OF INITIATIVE



WHO CARES?



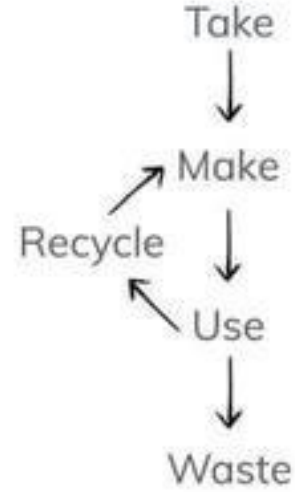
Moving towards a Circular Economy

A circular economy is a model of production and consumption, which involves sharing, leasing, reusing, repairing, refurbishing and recycling existing materials and products for as long as possible.

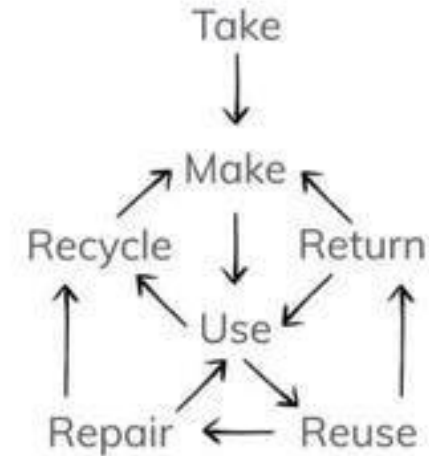
LINEAR ECONOMY



RECYCLING ECONOMY



CIRCULAR ECONOMY



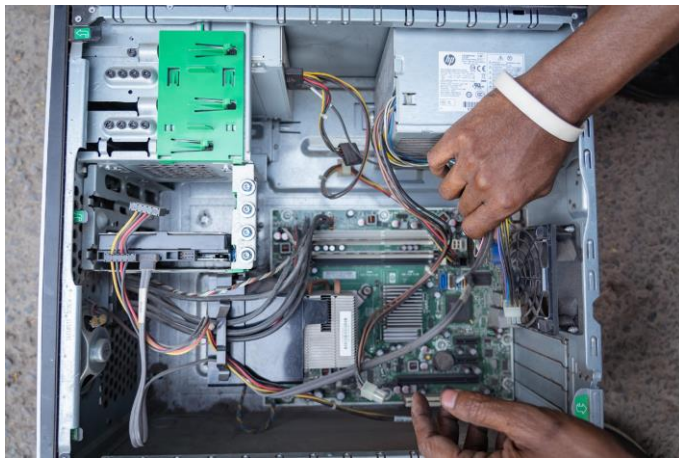
Create Awareness

- Knowledge is key – learn, practice and then preach!
- It's never too late to learn



Dispose your waste with a formal recycler

- Item-wise segregation and proper disposal of harmful substances
- Recovering metal, plastic and glass
- Reducing carbon footprint



Install an E-waste Bin

- Place a designated e-waste bin for collection and proper segregation
- Encourage members in your society, friends, family and colleagues to dispose their e-waste in a bin
- Bins can be placed in offices, institutes and complexes



Formalize the informal sector

Educate the local scrap dealers in your area to supply/sell the waste they collect to authorized recyclers instead of dismantling the items themselves

This will help prevent release of harmful chemicals as well as efficient recovery of metals



Search



The journey from "Santosh" to "Santosh Ji" | Changing Lives - with RESPECT



Hulladek Recycling
396 subscribers

Analytics

Edit video

2



Share

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Polluter-Pays-Principle (PPP Policy)

Adopted by OECD in 1972 as an economic principal for allocating the cost of pollution control

- As defined by the Ministry of Environment in E-waste Management Rules, the PIBO (Producer, Imported, Brand Owner) of electronic and electrical devices have to allocate funds for e-waste recycling as a part of PPP Policy.
- This compliance is known as Extended Producers Responsibility (EPR) wherein the producer of electronic items are held responsible for its disposal and recycling once it becomes 'waste'.



The E-waste Management Rules was formulated so that all stakeholders of the e-waste chain can be held responsible for proper waste disposal and recycling.

The most recent update has been published on 1st November, 2022



Recycling in India: A Market in Transition

📅 May 25, 2021 ⌚ Reading time: about 6 minutes #India #recycling #Top-News

Informal waste collectors play as big a role in India’s recycling market as public institutions and private companies. The recycling rates remain low while the volume of waste is growing. The business prospects for the future are correspondingly high.



Fastest Growing Industry

- Year-on-year growth in waste management businesses
- Creating employment opportunities for several individuals
- With increasing awareness, waste management organizations are attracting many investors
- The government is continuously supporting and encouraging the growth of these companies



Hulladek Recycling

Incorporated in 2015, Hulladek is a waste management company that collects and channelizes electronic and electrical waste. Licensed by the Central Pollution Control Board, we currently operate in 20 states across the country. We have successfully recycled over 4 million kgs of e-waste in India.

Our tagline '**Hungry for E-Waste**' shows our insatiable hunger for waste and is also a pun on the word 'Hungary'



30 million+
people reached



250
brand collaborations

10,000
households impacted

150
bins installed



300+
awareness sessions

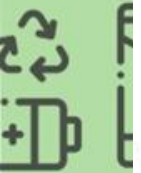
On a mission to make

RECYCLING THE NEW COOL

1,200
collection drives across the country



30 active collection points in **18** states





MY KOLKATA

EDUGRAPH

The Telegraph *online*

Friday, 14 July 2023

HOME OPINION INDIA MY KOLKATA ▾ EDUGRAPH ▾ STATES ▾ WORLD BUSINESS SCIENCE & TECH ENTERTAINMENT SPORTS ▾

Home / Business / Hulladek Recycling plans to recycle 50,000 tonnes of e-waste by 2025

Hulladek Recycling plans to recycle 50,000 tonnes of e-waste by 2025

The company was established in 2015 by Nandan Mall, a commerce graduate from St. Xavier's College

A Staff Reporter | Kolkata | Published 13.11.21, 02:12 AM



SABKO BATAO, E-WASTE GHATAO
Let's take a pledge to recycle!



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