E-waste management program in Mahadevapura Zone

What is 'bE-Responsible'?

To simply put, it is an effort to engage with the 'non-bulk' generators of e-waste to not only facilitate channelization of e-waste to the formal sector but also to increase awareness of it.

Two non-profit organisations, Saahas and ENSYDE, with support from Western Digital, initiated the program in 2017. Primarily focussing on the non-bulk generators, the program evolved to incorporate various other stakeholders, such as India Post, Bangalore One etc., to reach out to various sections of the Bengaluru city.

Engaging with audiences in the malls, parks and residential areas, the program expanded awareness regarding e-waste and its proper management through a variety of means - street plays, stalls, painting contests and competitions amongst others.
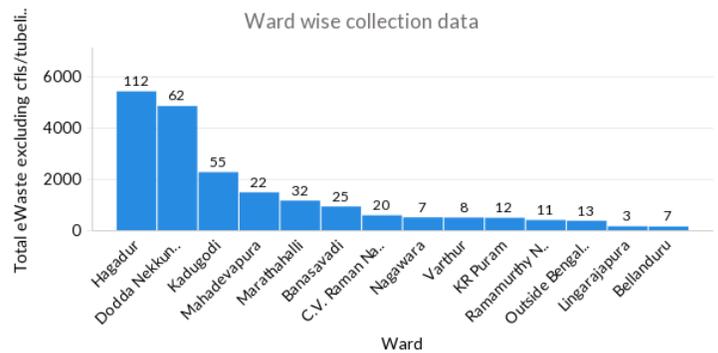

Picture 1: Awareness session on e-waste
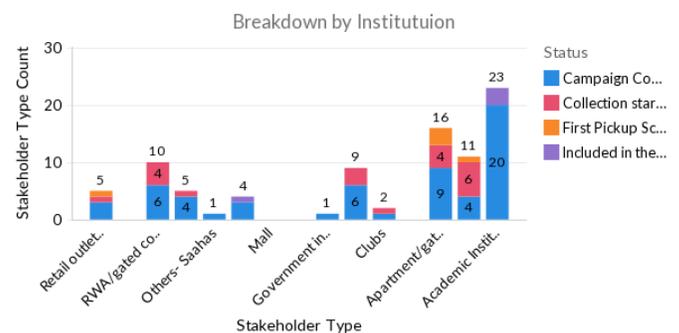
Program data

bE-Responsible (Western Digital) program till date has collected around 19.9 Tonnes of e-waste from the 13 wards in Mahadevapura Zone, through 465 collections.

Table 1: Ward wise e-waste collection data

Similarly, e-waste awareness was conducted with 87 institutions, engaging with nearly 320 institutions and organisations throughout the Mahadevapura zone.

Table 2: Data on awareness sessions with different stakeholder categories

Program impact

Apart from generating awareness pertaining to and collection of the e-waste in the region. The program through its deliverables have been able to minimise the environmental impact of the said e-waste, had it been discarded improperly or sold to the informal sector.

The collected e-waste helped reduce nearly 5707kg[1] of GHG emissions, similarly, 117kg toxic metals were diverted from reaching landfills. Thereby lessening the environmental impacts, that could have been caused by the improper disposal of e-waste material.

Post-program

To ensure there is no roll-back on the progress achieved, an entrepreneurship opportunity was expedited by the program. E-prakruti, the firm was established by one of the ex-employee of Saahas, which deals primarily in non-bulk e-waste collection in Bengaluru city. The program aided in the formalisation of the firm, i.e. registrations under various centre and state laws - GST, Professional tax etc., to ensure that the proprietor's venture remains hassle-free and follows all legal procedures.

Through the establishment of such a service providing firm, the existing e-waste channels are perpetuated even after the program's conclusion. The existing contacts of the program are transferred to the firm, with an average of 58 kg/day e-waste collection.

Furthermore, the firm's tie up with a PRO provides stability to the business side of the process, enhancing the rate of collection thereon incrementing the sustainability of the program, long after its closure.

Testimonials

"*Earlier we used to collect the e-waste in our area periodically and have to personally transport the same to the bins placed in nearby areas. Now we are proud owners of the bE-Responsible e waste-bin which has solved a lot of our problems like safely storing the small e-waste items without worrying about them being destroyed before getting disposed.*

It has been great being a part of the bE-Responsible program for the past year and a half. They not just helped us in creating awareness about the hazards of e-waste in our layout (by conducting awareness programs for children as well as adults) but also organized monthly collections so that both the bulky as well as the smaller items can be safely disposed of easily. Our sincere thanks to Saahas, Ensyde and team for the wonderful initiative."[sic]

- Ms. Huma Farheen, resident MS Ramaiah North City Layout

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[1] Calculated on the basis of data available on e-stewards e-waste calculator

"The be-Responsible program has been a great way for our residents to dispose the e-waste responsibly.

We started this program in our community (BEML Layout) in Oct 2018. Prior to this program, there was no proper way to dispose e-waste. Residents had to find their own way of disposing elsewhere, or they would give it to the regular waste collector or give it to the local Kabadiwallas. Often we have seen tube lights disposed in empty sites.

However since the program started in the layout, we have been organizing an e-waste collection drive every 3/4 months. So residents keep the e-waste and hand it over during the drive. Residents are very happy with this facility and are very happy with the facility of doorstep pickup for bigger items.

It has been a wonderful experience working with the Be-Responsible team to organize the e-waste collection drives in our neighbourhood. Professional and supportive.

We hope that this facility continues in the same way.

I would strongly recommend communities to reach out to the team and join the program. It is a small action but a BIG impact."[sic]

- Ms. Anu Govind, Resident, BEML Layout

"Until May, 2018 we used to mix it with other waste & dispose it off thru BBMP Auto tipper.

Ensyde & Saahas came as saviours for E-Waste pick-ups...

They initially started with an E-waste bin at 3 centres in the Whitefield area, one was at M. K. Retail outlet in our layout.

Later, on 18th October, 2018, the first door to door pick up of E-waste drive was done along with volunteers from VMware Company & resident volunteers. 336 kgs of e-waste was saved from dumping to a landfill.

2nd drive on 27th April, 2019 along with CMRIT Students & resident volunteers - In that hot climate, managed to collect 97 kgs

3rd drive was on 1st March, 2020 just before the pandemic period. Collected 266 kgs along with resident volunteers only.

4th drive was the recent one, on 20th March, 2021. Collected 275 kgs along with resident volunteers only.

All these collection drive wouldn't have been possible without bE-Responsible team (Saahas & Ensyde). We are really thankful to the entire team. Hoping to see this continues... "[sic]

- Ms. Rekha M, Resident, AECS Layout