



IMPACT REPORT

OCTOBER 2018 - SEPTEMBER 2020



About us

'Karo Sambhav' (Translates to 'Make Possible' in English) is a social enterprise founded with the mission to solve India's waste management challenge. We collaborate with enterprises and enable them to close their material loops by designing and implementing transformative Extended Producer Responsibility (EPR) programmes for Electronic waste (E-waste), Plastics Packaging Waste and Batteries Waste.

Karo Sambhav develops socially responsible, and financially sound circular solutions. The value chain comprises of producers, brands, consumers, bulk consumers/offices, waste pickers, waste aggregators, responsible recyclers, regulatory bodies, municipal corporations, manufacturers using secondary materials etc.

Karo Sambhav's technology platform/app and systems foster good governance, fairness, trust, transparency, and traceability. We have strategic alliances with governments, multilateral, bi-lateral, UN agencies and global think-tanks to co-create engagement programmes that drive long term behavioural change in society, enable collection and responsible recycling of waste at scale.

We engage with diverse stakeholders, thereby creating a synergy, bringing them together on a single platform. Through our extensive programmes we have worked with schools, bulk consumers and informal sector workers in 100+ cities across 28 states and 4 Union Territories and continue to form partnerships which drive circular economy strategies in India.

Our core values and work allow us to create a unique space in the sustainability solutions industry. We uphold ourselves to higher standards, which ensures organisations are able to entrust us with their EPR. We also welcome participation from all stakeholders to collaborate and strengthen the waste management sector in India.



Contents



1-2 • **FOREWORD** *By Thomas Lindhqvist*

3-4 • **A MESSAGE FROM THE FOUNDER** *Ushering a Decade of Change - Pranshu Singhal*

5-8 • **OUR REACH & IMPACT** *Milestones*

9-15 • **DRIVING THE ECOSYSTEM**

CLOSING THE LOOP WITH PRODUCERS

E-Waste - Dedicated Collection Network across India

Packaging Waste - Material Recovery Facility (MRF) in Goa

KARO SAMBHAV FOUNDATION

16-28 • **CHANGING CONSUMER BEHAVIOUR**

AWARENESS & ENGAGEMENT INITIATIVES

Karo Sambhav School Programme | Bulk Consumer Programme

Community Engagement Programme | 'E-Waste Hum Le Jayenge' Campaign

REACHING NEW AUDIENCES

91mobiles.com Pledge to Recycle | TATA Power Earth Week

Digital Media Earth Day | European Union Resource Efficiency Initiative

World Environment Day | Bloggers Meet | Christmas Tree - Art Installation



THOUGHT LEADERSHIP

International E-Waste Day-Karo Sambhav & IFC | E-Waste Management in India: The Way Forward- Karo Sambhav & IFC | Innovation Summit and Exhibition-UNEP | E-waste Management Workshop- DWIH & Max Planck Society Environment, Waste Mitigation and Management Conference-Department of Environment, Haryana | Recent Trends in Environmental Pollution and Disaster Risk Reduction-FICCI | E-waste: Improving the Ground Reality-Toxics Link | Circular Journey for Mattresses-ISPF

29-35

• GENERATING SUSTAINABLE LIVELIHOODS AND INCLUSIVE GROWTH

*CREATING OPPORTUNITIES AND NEW MARKETS WITH
INTERNATIONAL FINANCE CORPORATION*

36-42

• PARTNERSHIPS & MULTILATERAL ENGAGEMENTS

ECO-SYSTEM DEVELOPMENT PARTNERS

GIZ | MEITY | Goa Waste Management Corporation

World Wide Fund (WWF) | IMT Ghaziabad

Public Health Foundation of India (PHFI) | Carbon Busters Club | Digit

GROWTH PARTNERS

International Institute for Industrial Environmental Economics (IIIEE)

The Energy and Resources Institute (TERI) School of Advanced Studies

Microsoft Accelerator

FOREWORD BY THOMAS LINDHQVIST

In April 2019, I had the very rewarding opportunity to return to India and to participate in the development of something I brought with me on my first trip more than twenty years ago. During a number of visits, it has been a privilege to learn about its culture, history, food, historical sites and splendid nature, meet amazing people and learn about their ideas and experiences. I also had the chance to work with a group of people devoted to the introduction and development of Extended Producer Responsibility and it was an unforgettable experience.

Extended Producer Responsibility was a logical outcome of what we had learnt in the 1980s during studies of the environmental impact of products and their waste phase in particular. In order to improve the management of products from a life cycle perspective, we needed to encourage the producers to participate more extensively in the development of a more sustainable society by putting on the market products that are better adapted to sustainable use.

By introducing Extended Producer Responsibility, an incentive would be created

for new product design, and, at the same time, it also becomes possible to move the payment of costs related to waste management to the price of the products and relieve the budgets of municipalities from these costs. By including the costs of end-of-life management in the price of products, it will have an impact on consumption decisions and lead to an overall more sustainable consumption.

On arrival at the Karo Sambhav office, I immediately came to appreciate the willingness to work for serious and sustainable solutions for the issues related to management of Waste Electrical and Electronic Equipment (WEEE). A group of, in most cases, rather young specialists showed their resolution to be a part of a new development in the quest for a more sustainable society. **I could with joy and pride notice that a number of these young collaborators had been my students during their studies at one of the master's programmes at my institute in Lund in Sweden. We quickly realised that Karo Sambhav had already shown their commitment to help serious producers to find sustainable solutions to the management of**

their products at the/their end-of-life. The staff of Karo Sambhav made evident to me and my colleagues the commitment to finding an approach that is workable and leading not only to compliance, but that is also in line with the development of a circular economy.

To find a solution of how to incorporate the informal sector to become part of the solutions that are needed is for many countries a major challenge. The informal sector has played a key role in the management of waste that can be recycled and returned to production of new goods. Karo Sambhav leads the way by demonstrating how the informal sector can find its place in a more sustainable solution. By helping informal collectors to become a part of a transparent and open economy, important steps are taken for the development of this sector. While taking on the the tasks of a Producer Responsibility Organisation, Karo Sambhav is also taking part in the development of the informal sector into a recognised economic actor and thus plays a crucial role for the future of a large section of society. The big commitment to raising awareness is also an impressive feature of Karo Sambhav's work.

I see Karo Sambhav as a well-equipped actor in the future pursuit for a more efficient management of collected products and the improved use of the quality of recycled materials. While it will remain an important

task to collect the discarded products and make them available for recycling processes, I have clearly understood that while we have been successful in collecting end-of-life products, preserving and using the value of the material the products are composed of in an efficient way is globally a serious challenge. I see the use of collected products in advanced recycling processes as a priority in order to make good use of the quality of these materials. This will lead to a more circular economy where materials and their quality is not downcycled, but kept on a high level, thereby contributing to the conservation of virgin resources and the ecoystems connected to them. Recycling can be performed in various ways and with varying impacts but striving for substituting virgin materials with recycled ones is key in the development of a sustainable society.



Thomas Lindqvist is an associate professor and former Director of Research Programmes at the International Institute for Industrial Environmental Economics in Sweden. In a landmark study in 1990, Professor Lindqvist coined and introduced the term "Extended Producer Responsibility", a principle of product stewardship which would go on to define waste management policies in many countries

A MESSAGE FROM THE FOUNDER

USHERING IN A DECADE OF CHANGE

We are delighted to share this second impact report of Karo Sambhav, a movement, we initiated in 2017 to develop a platform and an ecosystem which can enable circular economy. We started our journey with closing material loops for e-waste and have now progressed to working on plastic packaging waste.

In January 2020, the UN Secretary-General Antonio Guterres declared this decade as the 'Decade of Action'. Karo Sambhav is committed to making this decade count and believes that the first five years of the decade will be the most crucial for bringing in the transformative changes to the existing patterns of production and consumption.

This report is coming out both at the start of this decade of action as well as in midst of the Covid-19 pandemic which has very clearly highlighted the critical need to change. This report captures our work and journey in the last two years and the way the movement has grown with the participation of the industry, the formalised informal sector, small businesses, and multiple other institutions and organisations.

Karo Sambhav was conceived with a vision to make recycling a way of life. To this end, our focus has been to collaborate with producers and enable them to close their material loops by designing and implementing transformative Extended Producer Responsibility (EPR) programmes at scale. We have since inception focused on developing socially responsible, and environmentally sound circular solutions by a) Collaborating with disintegrated players across the waste value chain and by b) Developing technology platform and systems that foster good governance, fairness, trust, transparency, and traceability. Karo Sambhav has worked the most on establishing a formal market in the e-waste sector through grass-roots integration of thousands of informal sector waste pickers and aggregators engaged in collection of e-waste, and enabling sustainable livelihoods for them.

The Extended Producer Responsibility can work only if all stakeholders in the value chain take action and hold accountability. From policymakers, producers, bulk generators to individuals, everyone has a role to play. Karo

Sambhav has been setting up systems which drives long term behavioural shifts amongst people, and a value chain which enables collection, and responsible recycling of e-waste.

At one end, we work with the producers and institutions to create solutions which enable large scale systems of change, while at the other end we work with consumers to bring in long-term behavioural change and make them participants in this movement. To catalyse the change, Karo Sambhav works with multiple Institutions to develop systems, processes and standards which foster better governance and enable long term sustainability of this industry.

In Jan 2020, Karo Sambhav became the first Producer Responsibility Organisation (PRO) from Asia to become a member of WEEE Forum (<https://weee-forum.org/>), an international association of international Producer Responsibility Organisations with its head-office in Belgium. This partnership will enable development of standards across the e-waste value chain and bring in global best practices. In Oct 2019, Karo Sambhav partnered with GIZ on a developPPP.de programme to pilot the set-up of collection, sorting and dismantling systems in the non-urban areas.

We would like to thank Professor Thomas Lindhqvist for writing the foreword to this report. He is often referred to as the 'Father of Extended Producer Responsibility (EPR)' as he had coined the term EPR. He has been my mentor since my Master's at IIIEE, Sweden and has been a guide in the setting up of Karo Sambhav.

We are grateful to all our partners and producers for believing in us and empowering us to create inclusive, sustainable, and scalable solutions. We look forward to your continued support in this 'Decade of Change' in building and enabling a circular economy.



*Pranshu Singhal,
Founder,
Karo Sambhav*

OUR REACH & IMPACT

**13,000
TONNES**

IT-E-Waste
collection
till date

**1,07,800
COMMUNITY
Awareness**

TOTAL AWARENESS OUTREACH
through on ground programmes

52,33,708

TOTAL OUTREACH
through school

41,24,544

**BULK CONSUMER
awareness**

10,01,364



Snapshots of Awareness Programmes



OUR COLLECTION CENTRE NETWORK ACROSS INDIA



MILESTONES

September 2017

Partnership with IFC on India E-Waste Programme, to create a sustainable PRO solution for India's electronics industry

August 2018

One of the first PROs to be registered by CPCB as per E-Waste Amendment Rules 2018

October 2018

First International E-Waste Day organised in partnership with IFC. Hon'ble Minister (MOEFCC), Dr. Harsh Vardhan, delivers the keynote

December 2018

Launch of "E-Waste Hum Le Jayenge" - a consumer awareness programme with IFC



Launch of Karo Sambhav's Plastic Venture



Hon'ble Minister (MOEFCC), Dr. Harsh Vardhan at International E-Waste Day 2018

January 2019

Partnership with MeitY on awareness programmes.
Over 250+ awareness sessions across stakeholders in 3 months

April 2019

Industry event "E-Waste Management in India- The Way Forward" organised with IFC. Prof. Thomas Lindhqvist (Father of EPR) delivers the keynote.

September 2019

Consortium of over 30 leading companies under PACE launch a first-of-its-kind, producer led and managed venture for managing post-consumer packaging

November 2019

Karo Sambhav Foundation established to drive SDGs of the UN

November 2019

Formally joins WEEE Forum as Asia's first and only PRO member

September 2020

Takeover of Mapusa MRF's operations in Goa marks the start of packaging operations



Bulk Consumer Awareness Session in partnership with MeitY



Vimal Kedia- President, PACE at Launch of Karo Sambhav's Plastic Venture

DRIVING THE ECOSYSTEM



In its fourth year, Karo Sambhav continues to be a driver of systemic transformations in the waste management sector. The organisation brings together experts to drive circular economy.

Karo Sambhav aims to achieve best-in-class standards. To this end, it has collaborated with global experts, multi-lateral organisations, civil society organisations and NGOs to enable circular economy in India.

Karo Sambhav has set a high benchmark for supplier responsibility and transparency in its supply chain and has been a front runner for inclusion of the informal sector in the implementation of the EPR.

CLOSING

THE LOOP WITH PRODUCERS

E-waste



Karo Sambhav started when thought leaders collaborated to build a transformative and world-class PRO solution in India with best-in-class standards. Today, Karo Sambhav works with over 30 producer partners who have created the foundation of a pan-India E-Waste management system.

Karo Sambhav designs Extended Producer Responsibility solutions which focus on



Bringing transparency, traceability and accountability in the E-Waste value chain



Creating a grassroots ecosystem that integrates the informal sector



Introducing frameworks which ensure inclusion and fairness



Leveraging technology to bring convergence and enable scale

“Xiaomi’s engagement with Karo Sambhav helps it to strengthen electronic waste channelisation. Karo Sambhav impacts a broader spectrum of Indian population including senior citizens and youth through its comprehensive awareness campaigns across universities, RWAs, government institutions and, across digital radio and social media platforms. Xiaomi commends Karo Sambhav’s exhaustive school programmes targeting a behavioural change among young children, thought leaders of tomorrow. Further, Karo Sambhav’s nationwide ecosystem & collection footprint at grass root level formalises informal collectors and enables Xiaomi to achieve its obligatory take-back targets under E-Waste Management rules. Karo’s extensive execution checklist brings in clarity and transparency in the collection and recycling supply chain.

Muralikrishnan B.,
Chief Operating Officer,
Xiaomi India

”



Muralikrishnan B, COO XIAOMI
INDIA using an e-bin

Dedicated Collection Network across India

Karo Sambhav has created and developed dedicated collection channels, and schemes on behalf of its producer partners across 32 cities in India. These multiple channels provide a platform for efficient collection, storage, and movement of e-waste from across the country. These collection centres enable collection from formalised waste collectors and aggregators, bulk consumers, and multiple other collection channels created by Karo Sambhav. The collected e-waste from all channels is sent to authorised recyclers for responsible recycling.

The list of collections centres can be found on
Karo Sambhav’s website: <https://karosambhav.com/collection-centres>

CLOSING THE LOOP WITH PRODUCERS

Packaging Waste

In September 2019, a Consortium of over 30 leading companies under PACE launched a first-of-its-kind, producer led and managed venture (Circular Sustainability Solutions Private Limited (CSSPL)) for collection & recycling of post-consumer packaging.

The CSSPL entity bridges the gap between Producers, Importers & Brand Owners (PIBOs) and the existing value chain of Plastic Waste Management by coordinating with various stakeholders such as aggregators, collection partners, institutional generators, urban local bodies, recyclers and the State and Central Pollution Control Boards.

The vision behind this initiative is to ensure that "No Recyclable Waste Ends up in Landfills by 2025 in India" by enabling implementation of EPR at scale, fostering good governance, socially responsible and environmentally sound practices, and establishing a non-compete and win-win platform for all stakeholders.



Industry Comes Together to launch Asia's Largest Packaging Waste Management Venture (CSSPL)



T Krishnakumar,
President, Coca-Cola India
and Southwest Asia

“Through our vision, World Without Waste, we want to ensure that all our packaging material goes for recycling and not to landfills. This is a journey that we must undertake with our peers in the industry to make it more tangible, rigorous and scalable. We're happy to partake in the launch and subsequent operations of the new producer-led venture.”



Launch of Karo Sambhav's Plastic Waste Venture



Ahmed ElSheikh,
President,
PepsiCo India

“At PepsiCo, we have been striving to build a world where plastic never becomes waste. Today's launch of Karo Sambhav is a landmark step by the industry to pool resources and bring much-needed scale and efficiency to the plastic waste collection and recycling ecosystem. We believe this venture will bring the industry together to collectively commit and provide support in realising the Government's vision of sustainable plastic waste management in the country.”

Material Recovery Facility (MRF) in Goa

With an objective to solve the issue of mixed-dry waste in the state of Goa, Karo Sambhav set-up a Material Recovery Facility (MRF), the operations of which started in September 2020. The Facility was structured to collect various mixed-dry waste from across the state which is then segregated according to respective categories and sent for responsible recycling. The focus was also to maximise the collection of plastic waste in the state to address the emerging issue.

As part of the project, Karo Sambhav, in collaboration in GIZ, will also initiate capacity building programmes for waste collectors/aggregators on identification of different types of waste, need for responsible recycling, collection of waste, etc.



Material Recovery Facility, Mapusa, Goa

KARO SAMBHAV FOUNDATION

Karo Sambhav Foundation was established in November 2019 with the objective of enabling circular economy by bringing together diverse stakeholders of the waste value chain and creating robust infrastructure for waste management.

The Foundation aligns strongly with the United Nations global agenda for sustainable development, striving for a “positive environment and social action”. Foundation’s mandate is to channelize intellectual, knowledge, financial and technology resources for a multidimensional pro-people & pro-environment global action.

The Foundation also aims to build infrastructure and capacity of waste pickers/aggregators enabling sustainable livelihoods and create awareness on responsible waste management among masses.

The key focus of the Foundation is to solve the issue of waste management in the country, drive social inclusion to strengthen and secure livelihoods and promote the protection of the environment.

CHANGING CONSUMER BEHAVIOR



Karo Sambhav's awareness programmes and campaigns ensure that stakeholders across the country are able to participate in making recycling a way of life to enable circular economy. The awareness programmes are designed to have multiple touch points with consumers and inspire them to advocate for environmental sustainability and responsible recycling. The programmes offer a combination of deep engagement and capacity building sessions as well as mass-media reach through various platforms like radio, social media etc.

Besides awareness programmes and media campaigns, Karo Sambhav regularly participates in and organises conferences which facilitate dialogue on responsible waste management, establish thought leadership, and create partnerships which allow the programmes to reach new audiences.



E-waste Awareness and Collection booth at a RWA



Interactive Session with School Students as part of Karo Sambhav School Awareness Programme

AWARENESS & ENGAGEMENT PROGRAMMES

Karo Sambhav School Programme

A flagship awareness initiative by Karo Sambhav, the programme is designed to inspire students and teachers to become responsible citizens and make informed decisions in their daily lives on critical environmental issues. The programme runs for 4-6 months and aims to foster real-world problem-solving skills among students while laying the foundation for deep-rooted sustainable practices through its pedagogical approach.



E-waste Awareness Rally conducted by School Students as a part of Karo Sambhav School Programme



Charu Maini,
Principal, DAV School,
Gurugram

“Our school had an enlightening experience with the Karo Sambhav School Program. We sensitise not only the students but also their families. During our collection drives, students and their families can deposit their E-Waste which is then handed over to Karo Sambhav. The school is proud to be a part of this movement which has made both the faculty members and students take positive steps towards saving the environment.”

In 3 years, Karo Sambhav
School Program has reached

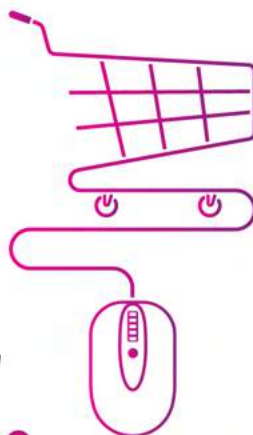
2,802

SCHOOLS IN 32 STATES/UTs COVERING 94 CITIES



Ms. Rhythm Agarwal,
Ass. Env't. Eng.,
Chandigarh Pollution
Control Committee

“These street plays are very influential and CPCC would like to invite these students to perform in their events too. It's a learning experience to listen to children leading the awareness sessions on electronic waste.”



Bulk Consumer Programme

Designed primarily for corporates, the programme builds the capacity of institutions like colleges, offices and government organisations to carry out their responsibilities under the E-Waste (Management) Rules, 2016. The programme also creates opportunities for organisations to build awareness with employees via engagement activities and sessions. Karo Sambhav collaborates with corporates to develop their sustainability practices and E-Waste compliance processes.

In 2 years, Karo Sambhav Bulk Consumer Program has organised

282

BULK CONSUMER SESSIONS

IN 24 STATES/UTs COVERING 69 CITIES



Bulk Consumer Awareness Session

Community Engagement Programme

Karo Sambhav conducts awareness and outreach activities with residential communities and households. Through interactive workshops, games and quizzes, consumers are encouraged to make responsible decisions while disposing of their electronic gadgets and adopt sustainable disposal practices.



In 2 years, Karo Sambhav Community Awareness Program has organised

110

COMMUNITY AWARENESS SESSIONS

**in 12 states/UTs,
covering 40 cities**

Community Awareness Session

E-WASTE Hum Le Jayenge MULTIMEDIA AWARENESS CAMPAIGN

Under the India E-Waste Programme, Karo Sambhav launched a consumer awareness campaign 'E-Waste Hum Le Jayenge' across multiple mass-media channels including social media platforms and radio. The campaign was a quirky take on Bollywood movies to mobilise and engage audiences to recycle their E-Waste responsibly.

Through exciting Bollywood themed advertisements and videos, the digital campaign inspired audiences across the country to adopt responsible decisions while disposing their old electronic gadgets.

During the radio campaign, E-Waste themed jingles were played across cities including Delhi, Mumbai, Bangalore, Bhopal, Kolkata and Panjim on Big FM (92.7) and Radio City (91.1) to create wide-scale awareness on responsible e-waste management.

The collective reach of the campaign was over 17 Million.



Digital Media Reach
4,17,20,429

Radio Campaign Listenership
1,32,47,000

Radio Interactions & Podcast

In November and December 2019, Karo Sambhav was invited by two radio channels to speak on various aspects of e-waste management in the country such as existing practices, challenges and roles of different stakeholders. Pranshu Singhal, Founder Karo Sambhav, interacted with RJ Jassi from Big FM and RJ Aditi from Radio One respectively.

On 5th June 2020, World Environment Day, Pranshu Singhal interacted with RJ Perna from Radio Mirchi on 'Perna Ka Show'. Over a detailed conversation, he shared his insights on how individuals can contribute to dealing with the e-waste crisis, what is EPR and the role of Karo Sambhav in addressing this across India.

In June 2020, Pranshu Singhal, Founder Karo Sambhav was invited for a podcast interaction with CSR BOX, India's leading CSR knowledge and impact intelligence platform. Pranshu spoke on the vision of Karo Sambhav, the crucial role of the informal sector, introducing transparency in the e-waste management sector; and the importance of social media in engaging and communicating the message of responsible recycling.



Pranshu Singhal, Founder, Karo Sambhav interacting with RJ Jassi from Big FM



Pranshu Singhal, Founder, Karo Sambhav interacting with RJ Aditi at Radio One

REACHING NEW AUDIENCES

Karo Sambhav partners with multiple institutions to innovate its engagement programmes and reach a wider and newer stakeholder set. These stakeholders are beyond Karo Sambhav's own awareness programmes and enhance the reach of its efforts in making recycling a way of life.

91mobiles.com | Pledge to Recycle

91mobiles.com, India's largest gadget discovery site, conducted surveys to understand what smartphone users do with their old phones.



More than 90% of Indian smartphone users end up hoarding their old cell phones when they upgrade to a new device



50% of smartphone users own at least three old or unused telephones

In May 2019, Karo Sambhav partnered with 91mobiles to launch a digital campaign "Pledge to Recycle", that garnered over 10,000 pledges from across the country. The campaign had more than 15,000 participants with a digital reach in major cities like Mumbai, Pune, Delhi, Gurgaon, Hyderabad, Lucknow, Kolkata and Bangalore.

TATA Power | Earth Week

During Earth Week (April 22), 2019, an E-Waste collection campaign was organised in collaboration with India's leading Integrated Power Company, Tata Power, in association with TATA CLiQ as Movement Partner. During the campaign, more than 150 collection points were made available for individuals to drop-off their old electronic gadgets.

Digital Media | Earth Day

On Earth Day 2019, Karo Sambhav organised a pan-India postcard making competition where students from various schools were encouraged to participate. This competition was aimed at sensitising young minds on the issue of E-Waste and promoting sustainable practices. Students of various age-groups from all over the country were engaged through the competition.



Pan-India postcard making competition held on Earth Day

EUROPEAN UNION RESOURCE EFFICIENCY INITIATIVE WORLD ENVIRONMENT DAY

On June 5th, 2019, World Environment Day, Karo Sambhav partnered with the European Union and the Resource Efficiency Initiative (EU-REI), for an E-Waste collection drive across all the European Union missions in New Delhi. As part of "Lead the Green Change" event by EU-REI, this drive was effective in generating large-scale awareness and initiating action on responsible recycling and handling of E-Waste; approximately 1.5 tonnes of E-Waste was collected in a single day!

Bloggers Meet

On 7th December 2019, an e-waste workshop was held in Kolkata for bloggers and social media influencers to engage them on the issue of e-waste. The workshop sparked deep discussions among participants to discover ways in which stakeholders could come together to solve the e-waste problem.



Bloggers Meet, Kolkata

Christmas Tree- Art Installation

A first-of-its-kind art installation of a Christmas tree was set up at Novotel Hotel and Residences, Kolkata by Arts Forward, Karo Sambhav's partner in the East, using e-waste. Created with great care and expertise, the installation attracted many viewers and triggered enriching conversations on e-waste management.



Christmas Tree made of E-waste at Novotel Hotel, Kolkata

THOUGHT LEADERSHIP

Karo Sambhav strives to develop thought leadership for its members in the EPR space, provide insights and initiate conversations that can help the industry move forward. Via conferences and stakeholder events, Karo Sambhav strengthens the discourse around transparency, inclusion, sustainable growth and responsible recycling in the sector. This will enable the enhancement of resource efficiency through the incorporation of EPR.

International E-Waste Day-Karo Sambhav & IFC

The first International E-Waste Day was observed on October 13, 2018. In India, Karo Sambhav and International Finance Corporation observed the day on behalf of the European Association of Waste Electrical and Electronic Equipment (WEEE) Forum. The event served as a platform for stakeholders to discuss and explore transformative solutions for E-Waste management.



International E-Waste Day, 2018



E-Waste Management in India: The Way Forward- Karo Sambhav & IFC

The India E-Waste Programme began with a vision of establishing a pan-India solution for responsible growth in the E-Waste sector. The Programme aimed at developing a productive E-Waste management ecosystem and facilitate the establishment of an industry-led solution for the E-Waste challenge in India. The Programme has been actively engaged in the sector for over six years and the Karo Sambhav - IFC partnership was established in September 2017. The Programme officially closed on 3rd April 2019 with this event. Sessions with industry leaders and experts were conducted. The participants reflected on learnings from the Programme; and discussions were held on the industry roadmap and EPR as a policy tool in India.



Innovation Summit and Exhibition-UNEP

In September 2019, Karo Sambhav was invited by the United Nations Environment Programme (UNEP) to showcase its work on E-Waste management at the Innovation Summit and Exhibition in New Delhi. The event connected Sustainable Development Goals with the E-Waste management sector and extensive discussions were held on SDG 12 (Responsible Consumption) in particular.

Recent Trends in Environmental Pollution and Disaster Risk Reduction-FICCI

In February 2020, Karo Sambhav was invited by the Federation of Indian Chambers of Commerce & Industry (FICCI) to participate in the National Conference on 'Recent Trends in Environmental Pollution and Disaster Risk Reduction', where Karo Sambhav's work on e-waste management was showcased.

E-waste Management Workshop- DWIH & Max Planck Society

In November 2019, Karo Sambhav was invited to participate in a workshop at Indian Institute of Technology (IIT – Madras) organized by DWIH in collaboration with Max Planck Society and RWTH Aachen University, to share insights and experiences on e-waste management in India.

Environment, Waste Mitigation and Management Conference-Department of Environment, Haryana

In January 2020, on behalf of The National Association of Software and Service Companies (NASSCOM), Karo Sambhav was invited by the Department of Environment & Climate Change and Department of Urban Local Bodies, Government of Haryana to participate in the Regional Conference on 'Environment, Waste Mitigation and Management'.



E-waste: Improving the Ground Reality-Toxics Link

On 3rd March 2020, Karo Sambhav was Invited by Toxics Link, an organization that has been working on e-waste, to participate in the 'E-waste: Improving the Ground Reality' workshop at the India Habitat Centre, New Delhi. Mr. Pranshu Singhal, Founder Karo Sambhav, shared his insights on Challenges and Opportunities of PRO Operations during the workshop.

GENERATING SUSTAINABLE LIVELIHOODS AND INCLUSIVE GROWTH



The informal sector provides livelihoods to millions of people and is a critical part of the waste management value chain. This network has immense reach and access to waste volumes yet cannot currently compete with formal collection channels. Lack of prior long-term interventions have put marginalised communities and small businessmen in the sector at a disadvantage, with their limited business knowledge and hostile socio-economic conditions.

Karo Sambhav's programmes have successfully created a shift in the sector in this regard. The programmes had targeted interventions to engage with waste aggregators, last mile collectors and repair shops to support their transition into the formal economy. Joining a PRO allowed these stakeholders to function within the framework provided by Karo Sambhav, thereby creating business opportunities and sustainable livelihoods.

**95% of E-Waste
in the country is
recycled by the
Informal sector.¹**

Karo Sambhav enables transparency and scale in waste collection by the informal sector through voluntary initiatives such as:

Supporting the formalisation of waste aggregators, waste pickers and repair shops by facilitating the process of obtaining bank accounts, PAN cards, Aadhaar cards and a GST number registration (wherever applicable), in case of transactions with Karo Sambhav

Registering the engaged waste aggregators, waste pickers and repair shops in the Karo Sambhav App

Removing intermediate players and moving closer to the source of E-Waste in the value chain

Building capacity by organising awareness sessions and trainings and creating training manuals for waste handlers

¹<https://www.downtoearth.org.in/blog/waste/recycling-of-e-waste-in-india-and-its-potential-64034>



**Hemanti Devi,
Waste Picker**

“

Earlier we used to sell our E-Waste as scrap. Now we segregate each item and sell it to Karo Sambhav on a profitable margin. Our income has now doubled per unit sale of E-Waste collected, providing better earning and work opportunities. We have also formed around five collectives of around ten members each in our area. I want to take this opportunity further with Karo Sambhav and become an E-Waste aggregator.

”

Waste pickers and aggregators in different cities are being formalised and undergoing regular training through various initiatives. Due to the development of Karo Sambhav's framework, a large number of stakeholders are routing their E-Waste through formal collection channels instead of recycling it in an unscientific manner.

A key development in the programme is creating the capacity of waste aggregators to support the E-Waste ecosystem. Such aggregators have become advocates of responsible recycling within the informal sector, by incubating smaller aggregators to develop collection channels, setting up small capacity authorised dismantling units etc.

In collaboration with the International Labour Organization (ILO) and International Finance Corporation (IFC), Karo Sambhav also engaged with a group of e-waste handlers to improve workplace health, safety and productivity. As part of this training, an action manual named 'Work Improvements for Safe Home' (WISH), was developed to assist e-waste workers in improving their safety, health and working conditions. These developments ensured higher productivity and work efficiency and promoted cooperation of home workers in the same community.



E-Waste being segregated and bar-coded at
Karo Sambhav's Warehouse



Waste picker enrolled with Karo Sambhav

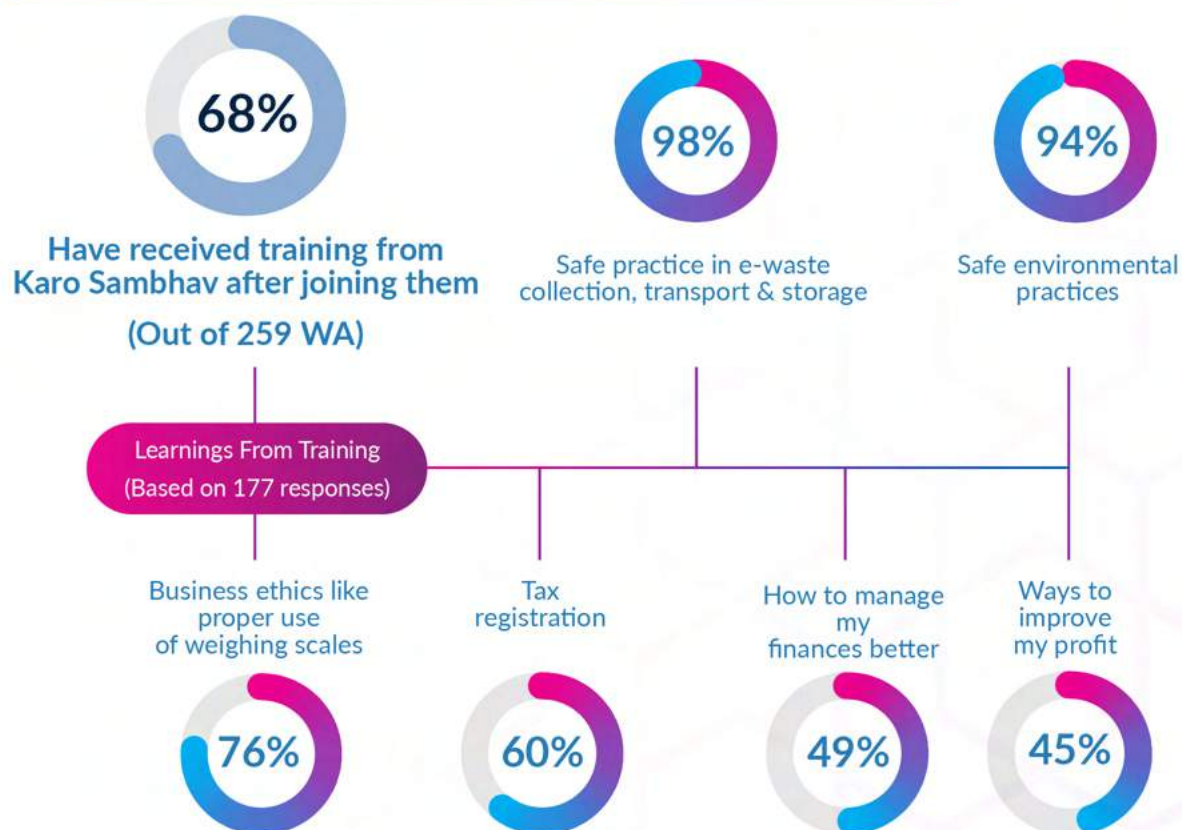
Waste Aggregators/ Pickers Training Session with Hemanti Devi

Creating Opportunities And New Markets With International Finance Corporation

Due to its groundbreaking work with International Finance Corporation, Karo Sambhav has been able to create a shift in the industry to engage with the informal sector and ensure their inclusion as formal collection channels. The India E-Waste Programme was able to make a fundamental shift in how stakeholders engage with waste pickers and collectors; and strengthen their representation in EPR. The Programme was also able to drive quality conversation with waste collectors, aggregators and consumers on responsible recycling.

An impact evaluation study was carried out by an external agency to identify and document the programme impact. Key highlights of the study captured the change in the behaviour and income of the stakeholders of the informal sector, subsequent to their association with Karo Sambhav. The study, which was conducted among the major actors of the informal sector like the waste aggregators, Last Mile Collectors (LMCs) and repair shops, showed that these stakeholders recognise a better future and growth with a PRO like Karo Sambhav. Key factors for this growth include a professional and systematic approach, maintaining a proper system of payments and structure of working. Participants mentioned experiencing a sense of financial independence and confidence – and thereby, a stable livelihood.

TRAINING OF INFORMAL SECTOR



Impact on Quantity Post Association

● After partnership ● Before partnership

Dealing in small quantity has seen an increase

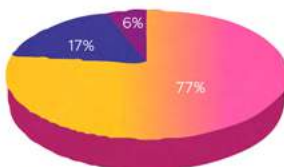


OVERALL IMPACT OF INCLUSION OF INFORMAL SECTOR AS WASTE COLLECTION CHANNELS

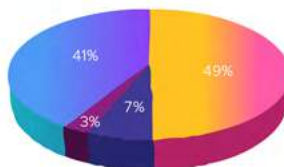
Share of entities e-waste sold to (monthly)

Aggregator Repair Shops Dismantler/recycler Karo Sambhav

Pre - Partnering



Post - Partnering



Implementations of Trainings to the business practices



PARTNERSHIPS AND MULTILATERAL ENGAGEMENTS



Karo Sambhav brings together partnerships with diverse stakeholders. These collaborations contribute diverse expertise to the larger ecosystem. We have strategic alliances with governments, multilateral, bi-lateral, UN agencies and global think-tanks to develop industry setting and globally harmonised systems. E.g. Karo Sambhav had partnered with the International Finance Corporation (IFC), a part of the World Bank Group to set up a robust India-wide transformative solution on e-waste management with the aim of making recycling a way of life. Karo Sambhav is also the first and only member from Asia of WEEE Forum, the world's largest multi-national centre of competence concerning the management of e-waste, enabling members to improve their operations and be known as promoters of the circular economy.



Hon'ble Minister (MOEFCC),
Dr. Harsh Vardhan at International E-Waste Day 2018

ECO-SYSTEM DEVELOPMENT PARTNERS

GIZ

In October 2019, Karo Sambhav signed a development partnership project funded by the German federal Ministry for economic cooperation in collaboration with GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit), a German development agency. The project is titled 'Developing Collection Infrastructure and Recycling Platform for Plastic waste and E-waste in Non-urban India'. The project is for a duration of 3 years from January 2020 until December 2022 and will be implemented in Goa (focus on Plastic waste); Varanasi (focus on Plastic waste); Ghaziabad (focus on E-waste).

The project's focus is on creating scalable collection mechanisms and recycling platforms, capacity building as well as creating awareness among non-urban stakeholders including bulk generators, local communities, waste collectors/aggregators, etc.



MRF, Goa



Recycling Centre, Ghaziabad

MeitY

Awareness drives were organised under the Ministry of Electronics and Information Technology's (MeitY) programme, named "Awareness Programme on Environmental Hazards of E-Waste through Digital India Initiative-Phase II" in association with Manufacturers Association of Information Technology (MAIT) in 2018-19. Sessions were organised for various stakeholders involved in the E-Waste value-chain such as bulk consumers, schools, residential communities and the informal sector. The partnership with MeitY continued in 2019-20.

The objectives of these drives are to strengthen the industry-government collaboration, sensitise the participants towards environmental and health hazards caused by improper disposal of E-Waste and encourage them to adopt responsible measures for sustainable E-Waste management.

Goa Waste Management Corporation

In January 2019, Karo Sambhav partnered with the Goa Waste Management Corporation (GWMC), with an objective to create a practical state-wide solution for E-Waste management in the state of Goa. Various initiatives have been undertaken, including awareness sessions and collection drives for stakeholders and interaction with scrap dealers and Private and Government Departments of E-Waste management. Due to the partnership, over 25 MT of E-Waste has been collected from the state. There has also been cumulative growth in the outreach of Karo Sambhav's work, reaching remote parts of the state.

World Wide Fund (WWF)

In collaboration with WWF India, Karo Sambhav launched a 'Leadership Camp on Circular Economy and Waste Management', a first of its kind. This camp was specially designed to build the capacity of young volunteers to educate and engage residential societies.



Participants of the Leadership Camp on Circular Economy and Waste Management

Mission Ambassador Programme- IMT Ghaziabad

In October 2018, youth ambassadors from IMT Ghaziabad for the 'Karo Sambhav Mission Ambassador Programme' were educated on the issue of E-Waste in India. Through the efforts of the ambassadors, the programme targeted individual consumers in various communities and institutions to inform them on the environmental impact of their current lifestyle. Over 48 volunteers were trained during the Programme.

Public Health Foundation of India (PHFI)

The PHFI, a non-profit public-private initiative, is helping address the limited institutional and systems capacity in India by strengthening education and training, advanced research and technology and facilitating policy and practice in the area of Public Health. They have developed a module in the Karo Sambhav School Programme curriculum, which talks about the impacts of non-scientific methods of E-Waste recycling on human health. PHFI has also implemented Karo Sambhav School Programme in 20 schools in Delhi.

Carbon Busters Club

A Finnish eco-science organisation with a mission to find new and effective ways to teach children about climate change, the Carbon Busters Club (CB Club) has developed one module titled "Climate Change and Culture" in the Karo Sambhav School Programme curriculum.

Digit

One of the most read technology media magazines in India, 'Digit' supports Karo Sambhav's efforts in encouraging responsible recycling of e-waste by sensitizing its readers and followers in various ways. It organised an awareness workshop during the Digit Squad Gaming Event in Noida, with the participation of more than a hundred tech-enthusiasts from the Digit Squad community.



Awareness Session at Digit Squad Gaming Event, Noida

GROWTH PARTNERS

International Institute for Industrial Environmental Economics (IIIEE)

Karo Sambhav organised a workshop on Strategic Environment Development (SED) project with Prof Thomas Lindhqvist, along with his research students from the International Institute for Industrial Environmental Economics (IIIEE) at Lund University in Sweden.



Prof Thomas Lindhqvist at Karo Sambhav office with his students from IIIEE

The Energy and Resources Institute (TERI) School of Advanced Studies

Students from TERI School of Advanced Studies collaborated with Karo Sambhav and IIIIEE for creating innovative solutions for the challenges faced by the E-Waste sector in India.

Microsoft Accelerator

Karo Sambhav is a part of the Microsoft Scale-Up programme (formerly known as Microsoft Accelerator), a global initiative to empower enterprises across the world. The programme enabled a system design for the Karo Sambhav App, to create transparency and accountability across multiple value chain actors. The App enables ease of services, automation of manual activities and brings them under a single monitoring system. Collection and synthesis of data at scale via the App can generate strategic insights that can be used for decision making in the EPR systems.

NOTES

This image shows a single sheet of white paper with horizontal blue lines, resembling notebook paper. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.

[illegible]

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KARO
S A M B H A V
Cohesive e-waste movement

**Making recycling a way of life and
enabling enterprises to close the loop**





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Corporate Address:

408 & 409, Fourth Floor,
Suncity Business Tower,
Sector 54, Golf Course Road,
Gurugram, Haryana 122002, India

www.karosambhav.com

engage@karosambhav.com

+91-124-4551068

Toll Free No. 1800-2121-434