

KARO SAMBHAV

DISRUPTING STATUS QUO

IN E-WASTE MANAGEMENT

KARO SAMBHAV'S PRODUCER MEMBERS

PRINCIPAL PARTNERS

- Apple
- Dell
- HP
- Lenovo

OTHER PARTNERS

- | | |
|----------------------|-------------------------|
| Appario Retail | Inflow Technologies |
| Cisco Commerce | M Tech Informatics |
| Computer Planet | Redwood Interactive |
| Concentrix Daksh | Savex Technologies |
| Data Direct Networks | Supertron Electronics |
| HMD Mobile | World Wide Technologies |
| TNS Mobile | |

ENABLING ENTERPRISES TO CLOSE MATERIAL LOOPS

Co-creating Sustainable Solutions for E-Waste Management

Picture credits © Verena Radulovic

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MESSAGE FROM THE FOUNDER

I would like to express my gratitude for your support on behalf of the entire Karo Sambhav family.

As the world celebrates its first International E-Waste Day this year, we are waking up to grim realities. E-waste is the fastest growing waste stream in the world and is also one of the most misunderstood. With the advent of Extended Producer Responsibility in India with the E-Waste Rules, we have an immense opportunity to create systemic and sustainable solutions to our country's E-Waste crisis. It is exactly with this intent that Karo Sambhav was founded.

Karo Sambhav is unique in its commitment to bring different stakeholders on a single transparent platform, with always a producer-first focus in its approach. With the drive and support of our founding members- Apple, Dell, HP and Lenovo- we have been able to create a model which enables all value chain players to derive a fair value from their participation.

The idea of making things possible is not just in our name-it is a core value that is weaved in the culture at Karo Sambhav. However, our work has only been possible because of the support and participation it has received from all its partners. With this spirit and humility, I would like to present our first Impact Report. I look forward to working with you!

-Pranshu Singhal



FOREWORD

Verena Radulovic's journey with Karo Sambhav

One year ago, I sat in Karo Sambhav's office and observed how its four or five staff and a few advisory stakeholders began to sketch out a plan to manage electronic waste more responsibly in India. While the newly formed organization's immediate focus would be to help electronics producers meet their collection and recycling targets per the revised E-Waste Rules, Karo Sambhav's staff cast a larger vision: to design and advocate for an e-waste collection and recycling system where all actors in the e-waste value chain would be held accountable to their requirements, where e-waste tracking would be transparent, and where materials would be safely recycled.

One year later, Karo Sambhav has grown to over thirty employees and the office hums with twenty-and-thirty somethings steeped in managing producer accounts, external communications, research, and most notably, in heading out into the field and building relationships with partner organizations and with informal e-waste aggregators and collectors to try to access the many volumes needed for producers to meet their targets.

Karo Sambhav faces many challenges as a producer responsibility organization (PRO). PROs are designed to broker bulk e-waste recycling contracts on behalf of multiple producers, help them with their obligations to raise awareness, and to help with tracking and reporting- all at economies of scale. While PROs are common in North America and Europe for helping producers collectively manage their e-waste recycling targets, in India the concept is new and therefore not many producers and recyclers yet see the full value-add of a PRO. However, Karo's biggest challenge lies in accessing e-waste at an affordable rate from a well-established and well-networked informal aggregator market. As previous studies and pilots have shown, it remains very difficult to break into the e-waste market and beat the prices offered by informal recyclers.

And yet, the Karo 'ecosystem' teams, the ones who foray into the informal markets to make purchases have begun to build trust with some smaller aggregators, and slowly, work with them in ways that help improve their livelihoods. Starting with small cash

purchases, the Karo teams eventually work with aggregators to shift them to digital payments, and in some cases, help them set up their bank accounts, thereby bringing them into the digital economy and increasing the traceability of the flows of e-waste. "What has changed for you after working with Karo Sambhav," I asked a few of the aggregators with whom they have established a working relationship. "I now have confidence in how I present myself," one said. "I can see the money in my bank account very quickly and no longer have to travel with large amounts of cash," said another. While the gains may still be at the individual level, there are perhaps hundreds of such workers across India. Accessing each of them will take time, against a rising and impatient tide of fluctuating market prices for e-waste. No one said changing the system would be easy, but, as Karo Sambhav is beginning to demonstrate, it can be made possible.

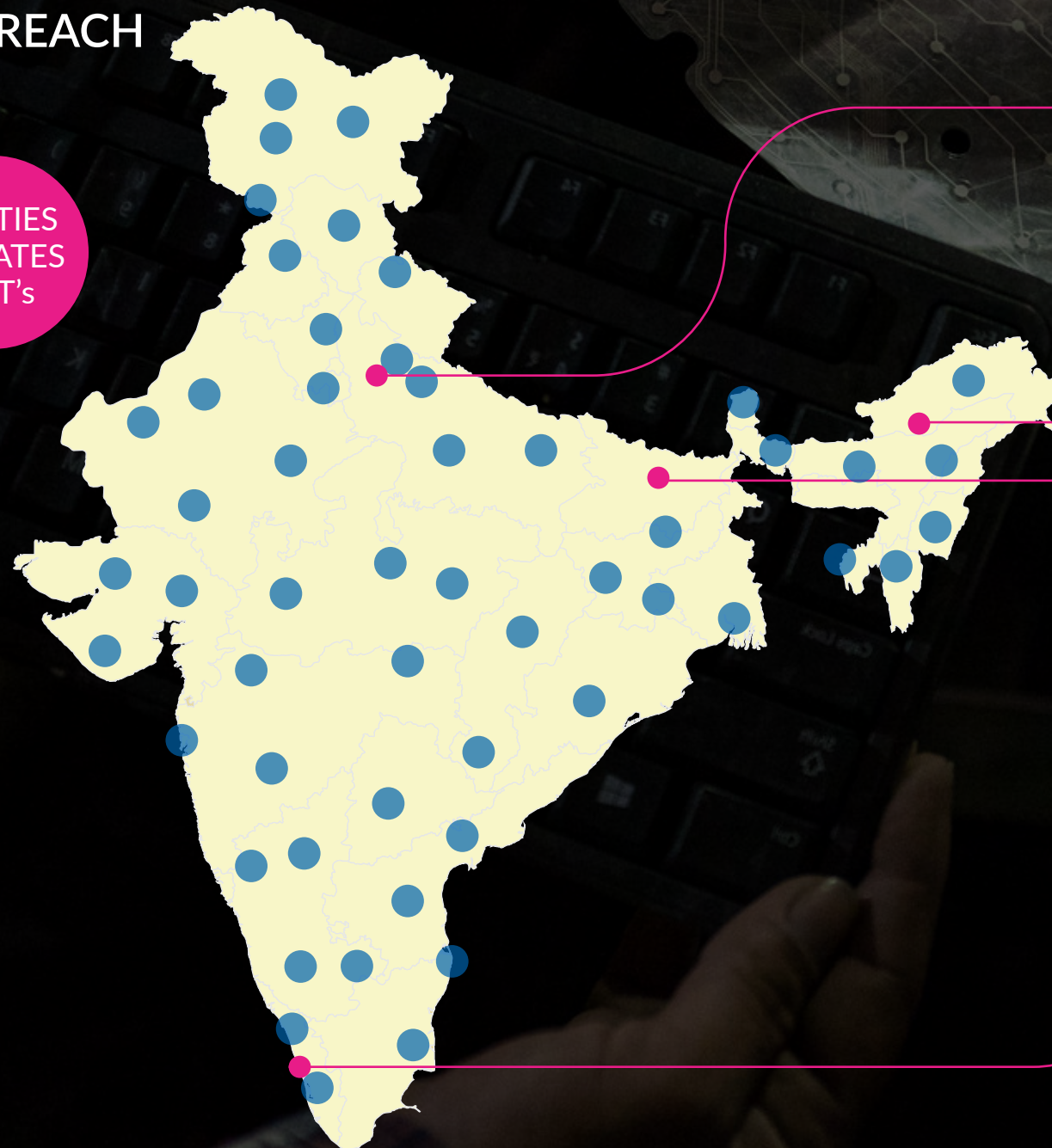
-Verena Radulovic is a sustainability practitioner and photographer based in Washington, D.C. She works at the U.S. Environmental Protection Agency.



Picture credits © Verena Radulovic

OUR REACH

68 CITIES
31 STATES
& UT's



INDIA'S LARGEST E-WASTE TRADING HUB

Areas like Mustafabad and Seelampur in Delhi are the biggest e-waste markets in the country, dominated by the informal sector actors. Karo Sambhav started its pilot operations from the city to understand and impact systemic changes at the grassroots level and support formalisation of the sector.



ADVOCACY TO ENABLE BEHAVIOUR CHANGE

Due to consistent efforts of our partners, e-waste has received an increased focus of State Pollution Control Boards and invited participation from consumers. Karo Sambhav's aim to enable behaviour change has received immense support from consumers, schools, teachers and students in the region.



MOVING CLOSER TO SOURCE

As one of the most important value chain actors, waste pickers are the closest to the source of e-waste generation and lowest in the waste generation pyramid. Our waste picker programme generates legitimate livelihoods by connecting them to formal take-back channels and help them to grow with dignity.



GROWING OUR NETWORK

Karo Sambhav's reach spans 68 cities. In multiple regions, our network's strength has gained visibility. As of the date of publishing of this report, we are the only recognised PRO in Kerala, apart from being one of the first to be registered by Central Pollution Control Board in the country.

OUR IMPACT



1500 +
SCHOOLS
ENROLLED

3,000 +
TEACHERS
TRAINED

6,00,000 +
INDIVIDUALS
ENGAGED

500 +
AWARENESS
INITIATIVES

500 +
BULK
CONSUMERS

38 BILLION
DIGITAL &
MEDIA
IMPRESSIONS

5,000 +
COLLECTORS &
AGGREGATORS

800 +
REPAIR
SHOPS

ENABLING THE ECOSYSTEM

E-Waste Rules presented an immense opportunity for different stakeholders to collectively solve the e-waste crisis in India. Brands like Apple, Dell, HP and Lenovo were invested in creation of a legitimate Producer Responsibility Organisation (PRO) solution for the industry, going beyond compliance check boxes of their Extended Producer Responsibility obligations. Karo Sambhav now has 17 producer members.

- ▶ Karo Sambhav has created a collaborative platform for all stakeholders and value chain actors to participate in a transformative solution in the e-waste sector:
- ▶ We are working to create industry benchmarks which facilitate sustainable collection and recycling of e-waste
- ▶ We are creating transparency by leveraging mobile technology and engaging with actors across the entire value chain- from source to treatment
- ▶ We are driving behaviour change on e-waste with diverse audiences across the B2B and B2C spectrum through deep engagement programmes

Lenovo works with the WEEE consortia to support the development of systemic solutions for responsible e-waste management, with interventions at all levels of the e-waste value chain. Our EPR programmes enable behaviour change and support creation of formal take back channels by making inroads with the informal sector. We aim to maximise the impact of our programmes via continued engagements with consumers, PROs, recyclers and other stakeholders to collectively solve the multi-layered challenges in the sector and to create systemic solutions to those challenges.”

-Rahul Agarwal
Manager Environmental Affairs & Sustainability, Lenovo India

STRATEGIC ALLIANCES

Karo Sambhav has worked with a range of industry enablers, associations, municipal corporations, NGOs, informal sector waste pickers, collectors and aggregators, and recyclers across India committed to responsible recycling. Our most active partnership has been with **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 and the implementation of a PRO solution for the industry.

Karo Sambhav is also a part of the 12th cohort of **Microsoft ScaleUp** programme designed for startups offering a single point of entry to engage with Microsoft through a broad-based and holistic approach.

Karo Sambhav has been a strong partner to IFC’s ‘India E-waste Program’ aimed at building a responsible, sustainable private sector led e-waste management ecosystem in India. With an active network in over 31 states and UTs, Karo has been instrumental in building a cohesive collection network across India enabling ethical and responsible collection of e-waste. Not only is Karo making an impact at the grassroots level by providing cleaner and more sustainable livelihoods but is impacting change across the value chain and is today a strong voice in the sector. Karo’s technology platform will bring much needed transparency to the system, creating a new benchmark for the sector. IFC and Karo will continue to work together to build awareness and to systematically address some of the most pressing challenges facing the sector today including strengthening of the e-waste value chain and providing support to regulators and other stakeholders to enable stronger enforcement and implementation of the E-waste Rules.

-Sarina Bolla
India E-waste Program, Program Manager
International Finance Corporation (IFC), World Bank Group



Pankaj Mohindroo, President, Indian Cellular Association interacts with Karo Sambhav's execution partners in September 2017

We have been at the forefront of bringing mobile manufacturing and access to mobile technology in the country and as a facilitator of the mobile manufacturing and system design eco-system in India, we recognise our responsibility towards responsible e-waste management. Our alliance with Karo Sambhav is aimed at bringing e-waste management on the frontlines of board room discussions. When discussing sales, our member community should be conscious of its environmental responsibility and devise effective channels to incorporate their EPR within their business plans. Karo Sambhav's systemic interventions are unprecedented with the kind of transparency, accountability and scalability they have enabled and are an opportunity for the industry to jointly solve the e-waste problem.

-Pankaj Mohindroo
President, Indian Cellular Association (ICA)

CREATING OPPORTUNITIES WITH THE INFORMAL SECTOR

Over 95% of e-waste generated in India is being managed by the informal sector, with multiple layers of last mile waste pickers, repair shops and apex e-waste aggregators in the waste collection pyramid. Karo Sambhav's interventions are enabling a grassroots level integration of these actors.

- Pilot programmes were held to test programme design, scope and to enable a model which can be scaled up.
- The programmes are creating secure and sustainable opportunities for informal sector actors and transitioning them towards a formal market. All transactions are accountable, with a compulsory KYC process for all stakeholders, and checks and balances for all stages of movement of e-waste.
- Karo Sambhav is leveraging the strong reach of waste pickers, aggregators and repair shops to create an India-wide ecosystem that can channel the monumental volumes of e-waste being generated in the country towards responsible recycling facilities.
- Karo Sambhav's programmes have not only supported livelihood creation, but also created interlinkages with existing government schemes to support community development efforts. For instance, a direct result of our intervention was that the self-help groups of waste pickers in Bihar got access to revolving funds under the National Urban Livelihood mission to buy e-rickshaws for their daily collection efforts.
- Waste aggregators, who were earlier involved in informal dismantling, are now only focusing on e-waste collection for responsible recycling. Due to a direct growth in their business, traders have started transacting with Karo Sambhav through online bank payments and have registered themselves under GST.

I have been working in this sector for more than 20 years. I was one of the first aggregators who started dealing in electronic waste in Jalandhar. I had some major setbacks after few years of selling goods on credit and then failing to recover the money.

After I started giving my electronic waste to Karo Sambhav, my fear of not recovering my money has gone and I am also able to resume collecting electronic waste in bulk. I have seen an immediate effect on my financial standing.

- Furkan, E-Waste Aggregator, Jalandhar



Picture credits © Verena Radulovic

Dilshad Malik was one of the first aggregators to join our movement. Dilshad saw an opportunity to create legitimate and sustainable business by joining Karo Sambhav's waste aggregator programme. The programme sensitises collectors on the implications and value of channelling e-waste through formal take back channels.'



Picture credits © Verena Radulovic

Waste pickers in Bihar increase their reach with households through an E-Rickshaw bought by their Self-Help Group. By joining the waste collector programme, they have found an increased stability in their income streams. The programme engages waste pickers from some of the marginalised communities in the country.

ENABLING BEHAVIOUR CHANGE

Karo Sambhav’s awareness programmes enable a behaviour change through deep and sustained engagement with diverse audiences. With a focus on both, enterprises and individuals, the programmes aim to make recycling a way of life.

Karo Sambhav is adopting a multi-faceted approach to conduct outreach and awareness activities. Through workshops, activities, trainings, meetings and digital/ traditional media, we are driving engagement at various touch points with individual and bulk consumers.

Our 250+ collection point network has enabled individuals to dispose their e-waste responsibly by reaching out to their nearest e-bin.

What is clear is that there is a severe lack of awareness on the issue of e-waste and the impacts of toxic metals through informal recycling within the student and educator communities. Due to the activities carried out under the Karo Sambhav school programme, students are now aware of these issues happening right here in heart of the national capital (Delhi). The emotional impact of this learning is crucial to future behaviour change.

-Swati Ganguly
Juana Technologies (Karo Sambhav Execution Partner)

Karo Sambhav, the sentiment, is perhaps best captured by the spirit of the students enrolled in its programmes. The passion and energy of the education community has helped “Karo Sambhav” become a call to arms.

The school programme was one of the first programmes to get implemented and was identified as being a strong and effective method of driving behaviour change. It drives the message of shared responsibility of e-waste with individuals, while facilitating a journey of learning and discovery for students. The programme had tremendous impact.



- Over 1500 schools have participated in the programme in all states of the country. Over 3000 educators have been trained to conduct exercises and teach modules as per the programme.
- As a direct impact of the programme, over 500 activities were conducted by students which reached more than 6,00,000 individuals in their local communities.
- Over 98% of schools which ran the programme would like to continue participating in the programme in Karo Sambhav’s cohesive e-waste movement.

The programme was quite interesting for us. For the first time, an organisation has come forward to tackle a non-biodegradable waste like electronic waste at the school level and to engage with students.

- Dr. Arunima Ghosh
Educator, Kolkata



Picture credits © Arts Forward

Through a four-month long programme, Karo Sambhav has built capacity of educators and students on critical environmental issues like waste from Electrical and Electronic Equipments (WEEE), engaged them on preventive environmental strategies like circular economy and inspired teachers, students and local communities to act upon it.



By engaging with diverse audiences, Karo Sambhav has constantly worked to bring about awareness on the issue of e-waste. The sector- mostly considered a black box- has started to see traction. Our media interactions and engagement with key stakeholders has brought the issue into the limelight.



Karo Sambhav has over 250 collection points across India. Individuals can drop their e-waste at the nearest collection point. Collection points can be set up in schools, offices, shops and your local RWAs. You can also call Karo Sambhav's toll-free number 1800 2121 434. **Join Karo Sambhav's cohesive e-waste movement!**

INDIA E-WASTE PROGRAMME

International Finance Corporation (IFC, a part of World Bank) and Karo Sambhav have partnered to focus on awareness generation, capacity building and knowledge exchange for the e-waste sector in India. The objective of this collaboration is to address critical gaps in the market and develop a locally relevant ecosystem for responsible collection and recycling of e-waste with the end goal of mobilising private sector investment towards the industry.



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

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