



ENABLING BRANDS TO

# CLOSE MATERIAL LOOPS



CREDITS: VERENA RADULOVIC

## Principal Producer Partners

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**Apple**



## Other Producer Partners

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HMD India  
TNS India  
Savex Technologies Pvt. Ltd.  
Supertron Electronics Pvt. Ltd  
Redwood Interactive

Inflow Technologies Pvt. Ltd.  
M Tech Informatics Ltd.  
Flipkart  
Cisco  
Concentrix

# KARO SAMBHAV- *ENABLING* TRANSFORMATION

- Creating grass-root ecosystems that *enable* participation and behavioral change
- Integrating and formalising *Informal Sector Waste Pickers and Aggregators*
- Enable scale and transparency via mobile technology to *enable* scale



# Enabling Behavioural Change



**500+**  
CORPORATE  
OFFICES

**1,250**  
SCHOOLS  
ENROLLED

**2,500**  
TEACHERS  
TRAINED

**600,000**  
STUDENTS  
ENGAGED

**38**  
**BILLION**  
MEDIA  
IMPRESSIONS

# Integrating the Informal Sector



**5000+**  
COLLECTORS &  
AGGREGATORS

**800+**  
REPAIR SHOPS



# System Maturity



Collection in **Metric Tons**

# ECOSYSTEM FOOTPRINT



68 Cities | 32 States & UTs

2064.08 MT

Total E-Waste Collected Since September 2017

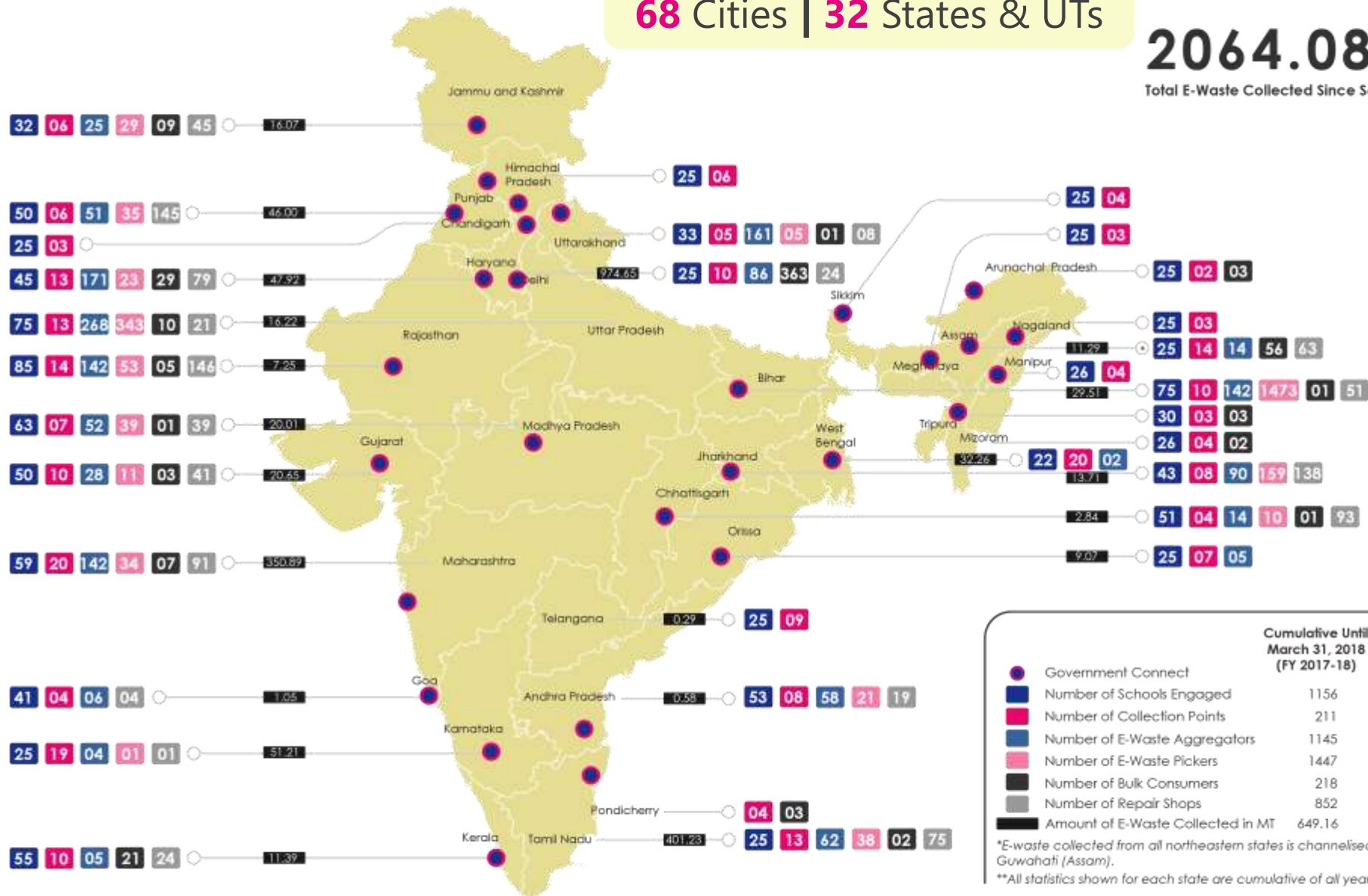
2064 METRIC TONS

1250 SCHOOLS

5000 COLLECTORS

266 COLLECTION POINTS

SEP '17-JULY '18



	Cumulative Until March 31, 2018 (FY 2017-18)	Cumulative Until July 31, 2018
● Government Connect		
■ Number of Schools Engaged	1156	1214
■ Number of Collection Points	211	266
■ Number of E-Waste Aggregators	1145	1528
■ Number of E-Waste Pickers	1447	2274
■ Number of Bulk Consumers	218	520
■ Number of Repair Shops	852	1107
■ Amount of E-Waste Collected in MT	649.16	2064.08

\*E-waste collected from all northeastern states is channelised from Guwahati (Assam).  
 \*\*All statistics shown for each state are cumulative of all years until July 31, 2018.

# India E-Waste Programme

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- National consumer awareness and behavior change campaign
- Setting up the basics for a **legitimate e-waste industry**
- Creating a grassroots driven network, capacity building and knowledge exchange



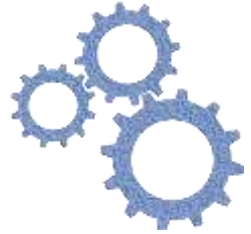
# E-waste Value Chain being Impacted by Karo

PRODUCTION

CONSUMPTION  
(Sources Of E-waste  
Generation)

WASTE COLLECTION

WASTE DISPOSAL



Manufacturer



Bulk Consumers  
&  
Individuals



Urban Local Bodies



Formal  
Recycling



Retailers



Repair Shops



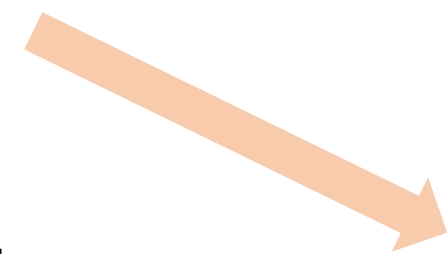
Waste Pickers &  
Aggregators




Informal  
Recycling



Landfill



 Unregulated Flow Of E-Waste

 Regulated Flow Of E-Waste