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Ewaste Campaign
By Asha

Keeping in line with the philosophy of environmental sustainability, Advit Foundation with support from Pluss Polymers, initiated a campaign towards e-waste awareness at the IT-BPO hub of Gurgaon.

Electronic products - which include home appliances such as washing machines, refrigerators, ACs, microwave ovens and gadgets such as computers, laptops, telephones, mobile phones among other things - contain harmful substances such as lead, cadmium, beryllium or brominated flame retardants.

"Electronics contain various toxic substances such as mercury, lead, and cadmium that are harmful to both humans and the environment. Therefore proper collection and disposal of e-waste is needed, instead of accumulating it in houses or just throwing away in trash or selling to the unorganized sector," opines Samit Jain, Managing Director, Pluss Polymers.

As part of this campaign, awareness sessions and e-waste collection drives are being organized by employees of Pluss Polymers in various residential complexes and schools in Gurgaon. All the collected e-waste will then be sent to an authorized e-waste recycler for segregation, recycling of recyclable components and safe disposal of the remaining scrap.

The first leg of this campaign was conducted on 15th Feb at Belvedere Towers, DLF Phase III, Gurgaon. Nearly 100 kgs of e-waste was collected from the society and sent for recycling/ safe disposal to Earth Sense Recycle Pvt. Ltd., an authorized company providing e-waste management services.

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