

Indian e-Waste campaign targets 5 tons waste over the year

Tags : electronic waste,electronic recycling,e-waste,gurgaon,pluss polymers,advit foundation,campaign,

NEW DELHI (Scrap Monster) : The e-Waste awareness and collection campaign launched by Advit Foundation-a non-profit organization and Pluss Polymers-a chemical research and manufacturing company in Gurgaon, India aims to collect 5 tons of e-waste over the year.

According to the joint press release by the two organizations, the campaign is being organized to spread awareness on the impact of electronic waste due to their bad disposal and to educate the Gurgaon community on methods of safe disposal of electronic waste.



As part of the campaign, awareness sessions and e-waste collection events will be organized at various residential complexes and schools around Gurgaon. All the collected e-waste will be sent to authorized recyclers, where it will be segregated, recycled or safely disposed.

Advit Foundation, established in 2004, works among communities to promote environment conservation and sustainable development. Pluss Polymers is a material research and development company involved in thermal energy storage and polymer processing aides.

According to recent study, the Indian e-waste recycling market is forecast to double to \$3 million by 2018. Estimates suggest that e-waste in the country will surpass 2.15 Million Tons by 2018.

The e-waste volumes in the country are growing at an alarming pace. In recent times, e-waste generation has accelerated in India with refrigerators, washing machines, computers and printers, televisions, music systems, mobiles and i-pods contributing significantly to the waste-stream.

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