

**Support**

**for**

**Awareness Programme on  
Environmental Hazards of Electronics Waste  
through Digital India Initiative  
(PHASE – II)**

Ministry of Electronics & Information Technology  
(R&D in Electronics Group)  
Electronics Niketan  
6, CGO Complex, Lodhi Road  
**New Delhi – 110 003**

## 1. **Introduction:**

Rapid growth of the electronic industry and high rate of obsolescence of the electronic products lead to the generation of huge quantities of electronic waste (e-waste). The recycling of e-waste in non-formal units by unscientific, unhealthy and non-environmental friendly methods is the key challenge in our society. Like other parts of the world, India is also facing serious challenges due to growing generation of e-waste, lack of awareness of the environmental, social and economic aspects, amongst various stakeholders. The channelization of the e-waste for proper recycling and establishing a system of accountability in e-waste management would only happen if effective awareness could be established amongst all the stake holders.

Ministry of Electronics and Information Technology (MeitY) had initiated “Awareness Program on Environmental Hazards of Electronic Waste through Digital India Initiative” in 2015 to create awareness for hazards of the recycling methods being used by unorganized sector vis-à-vis best practices available for environment friendly recycling. The stakeholders chosen were government officials, school/ college students, resident welfare associations, manufacturers, producers, dealers, re-furbishers, recyclers and informal sector. Development of suitable content for the stakeholders, organising awareness workshops and inventory study of quantum of e-waste were broad agenda.

## 2. **Aim and Objective:**

This document provides a call for new proposals for the second phase of the program, divided into following:

### 2.1 **Awareness:**

Project proposals are invited for organizing workshops/ activities, using the content developed by MeitY, to create awareness among the public about the hazards of e-waste recycling by the unorganized sector and to educate them about alternate methods of disposing their e-waste. In the second phase, a total of 20 states/UTs, namely, Andhra Pradesh, Andaman and Nicobar Island, Chhatisgarh, Daman and Diu, Delhi, Gujarat, Haryana, Himachal Pradesh, Karnataka, Kerala, Lakshadweep, Maharashtra, Meghalaya, Punjab, Rajasthan, Sikkim, Tamil Nadu, Telangana, Tripura and Uttarakhand would be covered. The city(ies) would, however, be chosen during evaluation and identification of the project proposals.

### 2.2 **Inventory:**

Proposals are also invited for assessment of the quantum or Inventory of e-waste in **all the states and UT except for 10 states**, namely Madhya Pradesh, Uttar Pradesh, Jharkhand, Orissa, Goa, Bihar, Pondicherry, West Bengal, Assam and Manipur. (*Inventory study in these states has already been undertaken during Phase-I*).

## 3. **Scope of Work:**

The project proposal(s) should cover e-waste awareness activities and/or workshops related to stakeholder(s) (schools, college, RWAs and Localities, bulk consumers, dealers, refurbishers, informal sector and manufactures) or e-waste inventorization in the States/UTs indicated above. Grantee institutions/ organizations have to use MeitY’s standardised content for organising the activities and/ workshop and could cover any of the following work packages (WP):

- WP1: Preparation of suitable content from the existing content or with minor modification for:*
- (a) social media;*
  - (b) Course content for the SWAYAM digital platform for college students and/or School level curriculum (class VII to IX)*

WP2: Upgradation of GreenE Website – creating information utility common for government, public, NGO, industry etc.; flashing small quotes from ministers, celebrities etc.; or as required from time to time

WP3: Training of Trainers

WP4: Awareness activities and/or workshop for stakeholder(s) upto village level (in local language)

WP5: Inventory of e-waste generation

WP6: E-waste awareness campaign through cinema in states

WP7: Feedback and monitoring of projects by an agency

[Note: (i) Preference would be given to the organisations putting State agencies on board in terms of active participation alongwith financial support (i.e. in consortium mode.)

(ii) Preference would also be given to the proposals with specific financial contribution from implementing agencies/ industrial organisations.]

#### 4.1 General eligibility criteria and guidelines for financial support:

- a) The applicant should be an Autonomous Body / Society registered under Societies Registration Act, 1860
- Or
- State Government of the selected state
- Or
- An industry association / body registered under the Indian Companies Act
- Or
- An academic institution / central university / deemed university under Central Government, such as, IITs, NITs, IISc etc.
- b) The above mentioned agency/body are required to have a sound track record, technically and financially, for a minimum period of 3 years, and the same should be reflected through annual reports / balance sheets / financial statements etc.
- c) The agency proposing partnership with state department for executing this programme will be preferred.

#### 4.2 Guidelines for proposals:

S.No.	Work Package (WP)	Description
1.	<b>Preparation of suitable content</b> from the existing content or with minor modification for:  (a) Social media;  (b) Course content for the SWAYAM digital platform for college students and/or School level curriculum (class VII to IX)	To develop digital content in suitable byte size for  (a) 30 sec. to 1 minute video  (b) To make Massive Open Online Course (MOOC) suitable for college/ school students alongwith video of maximum 15 minutes

S.No.	Work Package (WP)	Description
2.	<b>Upgradation of GreenE Website</b> – creating information utility common for government, public, NGO, industry etc.; flashing small quotes from ministers, celebrities etc.; or as required from time to time	----
3.	<b>Training of Trainers*</b>	<ul style="list-style-type: none"> <li>• Min. 40 participants per event</li> <li>• Max. 5 events/ state</li> <li>• 3 Day event</li> </ul>
4.	<b>To organise awareness activities and/ workshop</b> for stakeholder(s)	<ul style="list-style-type: none"> <li>• MeitY’s standardised content should be used</li> <li>• Min. participants 30000 per state</li> <li>• TA/DA for trainers to be provided</li> </ul>
5.	<b>Inventory of e-waste generation</b>	----
6.	<b>E-waste Awareness Campaign through Cinema</b>	Screening of E-waste awareness film
7.	<b>Feedback and Monitoring of Projects</b>	Agency/organisations who have not applied for any of the work packages would be preferred.

*\*While ‘Training for Trainers’ for school students, informal sector and government officials could be in class-room style; for RWA, college students, dealers and manufacturers the training could be in online mode.*

**4.3** State Government Agencies are encouraged to apply separately. Under this scheme, MeitY would provide Digital India and MeitY logo supports; content support; and financial support.

## **5. Brief Background of Phase-I of Programme:**

**5.1** In the initial phase, a city each in the 10 identified states, namely, Madhya Pradesh, Uttar Pradesh, Jharkhand, Orissa, Goa, Bihar, Pondicherry, West Bengal, Assam and Manipur have been covered.

### **5.2 Achievements:**

(a) Knowledge-base created:

- Posters and Training Manuals for all stakeholders in 5 different languages (Hindi, English, Odiya, Bengali and Assamese)
- Films and Radio Jingles
- GreenE Mascot
- Website ([www.greene.net.in](http://www.greene.net.in) / [www.greene.gov.in](http://www.greene.gov.in)) - To act as a repository of the awareness material and facilitate consumer to dispose e-waste properly
- Facebook page – My.Greene
- Twitter - @Greene
- You Tube – IamGreene
- Mobile app, for both android and iOS

(b) Outreach:

- Workshops/ activities have been organised for all the stakeholders, including government officials, to encourage them to participate in “Swachh Digital Bharat” by giving their e-waste to the authorized recyclers only.
- The mass awareness through cinema was undertaken, since it reaches to maximum number of people.

(c) Inventorisation of e-waste:

- Inventory study for estimation of the quantum of e-waste has also been carried out in all the above-mentioned States.

***First phase of the program has been completed.***

**6. Other terms and conditions:**

6.1 Financial support would be subject to satisfying the guidelines enumerated at Para 5 above. In the event of any deviation from the commitments made, grant-in-aid received will have to be returned to MeitY with interest (compound). Negative report on the event at any time will be held against the organizers.

6.2 The grantee organization shall render Utilization Certificate in Form GFR 12 as per GFR 2017 and Audited Statement of Accounts to MeitY in respect of grants-in-aid within 30 days of the completion of the event.

6.3 The grantee institution should ensure submission of following to MeitY within 30 days of holding of any event.

- Utilization certificate and Audited Statement of Accounts.
- 3 copies of the proceedings along with soft copy and a list of participants containing presentations made or issues discussed and key recommendations of the event in hard and soft copy.

6.4 In the event of failure on the part of the grantee organization to submit the requisite documents to MeitY, it would be taken into account for grant of any further financial assistance by MeitY to such institution(s)/ Organization(s).

6.5 The Audit authorities as well as MeitY shall have the authority to call for such details and documents as they deem necessary in order to satisfy themselves that the grant has been utilized in accordance with rules and for the purpose for which it has been given and it shall be the duty of the grantee organization to furnish to the audit authorities and MeitY the information and documents required from time to time.

6.6 Recipients of grants will execute the prescribed Surety Bond for the amount of GIA as per Government instructions in force. They should also follow other instructions as given in GFR and attached terms & conditions.

6.7 No post-facto approval will be admissible under this scheme.

6.8 Under no circumstances, funds would be released to an Event Manager.

6.9 The application for grant in aid should be submitted to MeitY before **15<sup>th</sup> February 2018**.

6.10 The organisation should agree to register 5 MeitY technical officers, including one from the concerned division free of charge, as full delegate.

All requests must be made in the prescribed proforma given at Annexure - I and submitted to **Dr. Sandip Chatterjee, OSD to Secretary & Director, R&D in Electronics Group, Ministry of Electronics and Information Technology (MeitY), Electronics Niketan, 6, CGO Complex, Lodhi Road, New Delhi-110003 [email: [ewaste@meitv.gov.in](mailto:ewaste@meitv.gov.in)]**.

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