

PROPOSED AWARENESS and EPR plan

One of the major challenges in India with regards to e-waste recycling is that consumers do not completely understand the term recycling and even if they do, they do not associate recycling with Electrical and Electronic Equipment. Moreover, there is an intrinsic attitude of clinging to old/unused items and storing them because of emotional attachments. Hence the major work today is to engage with people and create awareness on the benefits of responsible recycling for the people and the planet.

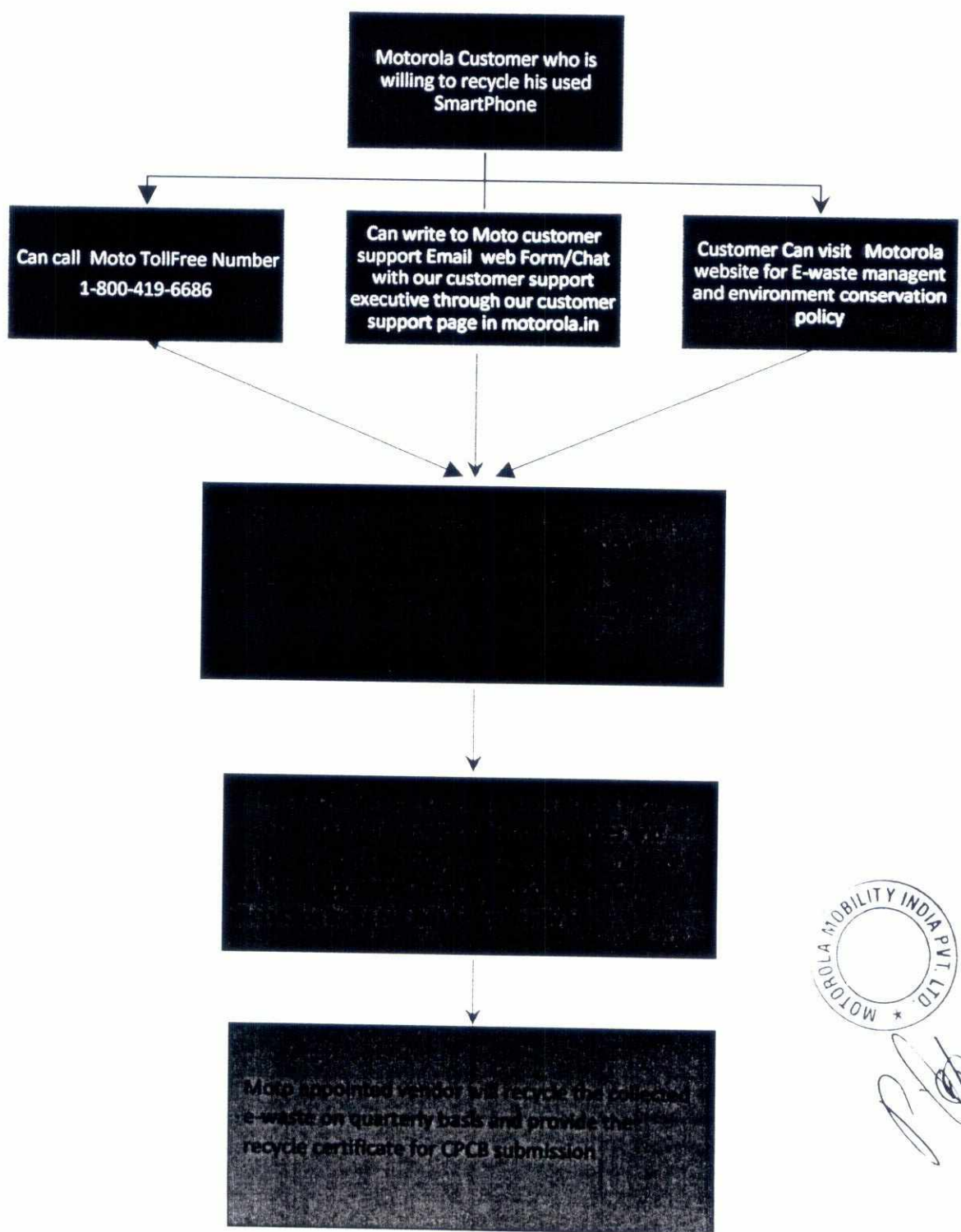
We understand that driving behavioral changes amongst consumer is very important to inculcate the recycling habits. We aim to raise the awareness on e-waste recycling among masses and to make it as easy and convenient as possible for people to drop their old devices for recycling. While designing our campaigns, we adopt the 360-degree approach, and target different sections of the society to raise awareness on e-waste recycling.

Details of the awareness campaigns, that we wish to carry out are provided below. The total cost for carrying out these awareness activities is ~INR 25Lac, which would be equally split among promotion channels. We propose to spend the allocated budget in the Financial Year 2017-2018. Some of the campaigns that we propose to carry out are as below.

- General Retail/Repair Stores Awareness Programme** – A very significant number of old electronic and electrical products after going through multiple ownership end up in small repair stores across the country who have very little knowledge on e-waste. The objective of the programme is to reach out to such stores, educate them on e-waste, and provide them an access to responsible recycling. Each of these enrolled stores would take responsibility of engaging with their neighborhood/network electronic stores and channel their e-waste to a responsible recycler via us. To execute this programme, we would partner with trusted NGOs and engage with small retail and repair stores across major cities. Also consumer can write to us on email id ewastecollection@sunlark.in to submit their used handset
- Awareness through own website/Marketing:** A consumer message to be carried out in print advertisement as well as anyone who wishes to know more about e-waste recycling can visit our website
- Collection of e-waste :** Motorola Mobility plan to collect the used units from customer using one of its reliable channel service centers, MMIL will place collection bins in 150+ service centers across the country and educate the customer with various marketing campaigns and provide incentive program to service partner for motivation in collection and ship back to our re cycling partner for e-waste recycling, for the same we plan to allocate 15L INR annual budget to achieve the FYI target of e-waste collection



Flowchart for channelization of e-waste for Motorola Mobility India Pvt Ltd



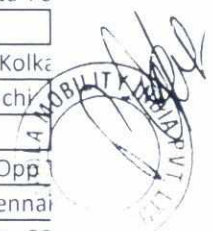
**Budgetary Allocation For e-waste collection and recycling for
Motorola Mobility India Pvt Ltd**

S. No.	Item	Budget
1	Awareness	Total INR 6 Lacs
	a. Through own Website	
	b. Call centre and email support to customers	
	c. Training the Field service team in collection of e-waste	
	d. awareness program through news paper product advertisements	
	e. awareness through danglers and leaflets at service centers	
2	Collection cost including Specific Collection Schemes, Collection Centres, Channelization (including cost of reverse logistics), Recyclers / Dismantlers	INR 9 Lacs
3	RoHS testing	We will meet CPCB budget requirements as per guidelines received from CPCB on demand




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Service Center Name	Service Center City	Service Center State	Service Center Address
Fortune Services	Calicut	Kerala	Merryland Square Thiruthiyad Road ,Calicut(4) - 673004
Hcl Touch-(Lenovo Exclusive Centre) - Kochi	Kochi	Kerala	31/738, B3, Vytila-Thammanam Road, Vytila, Kochi – 682019
Voice Plus	Kottayam	Kerala	Malikayil Buidling, Iranjal Road, Opp Mount Carmel School, Kanjikuzhi, Kottayam
Thrissur Mobile Care	Thrissur	Kerala	Tc-Xix/122/8&9, Achus Centre, Poothole Road , Thrissur - 680 004
Dreams Mobiles	Trivandrum	Kerala	Kairali Plaza, Karamana, Thiruvananthapuram
Sri Balaji Technologies	Vijayawada	Andhra pradesh	DrNo30-17-37,Varanasivari Street,Durga Agraharam, Vijayawada,Krishna Dist Andra Pradesh -
Bright Infocom	Vishakhapatnam	Andhra pradesh	Ashok, 10-5-11,Ramnagar, Vishakapattanam - 530003
Happy Mobile Service	Belgaum	Karnataka	3449,Radhakrishna Tower,Samadevi Galli,Belgaum - 590002
Shri Shakti Services	Hubli	Karnataka	No 217 Ugf A Block, It Park Opp Glass House, Hubli - 580029
Smart Tech	Mangalore	Karnataka	14-1-58/2, Essel Tower,Bunts Hostel Circle ,Mangalore-575003
Samrudhi Infocom Services	Mysore	Karnataka	#30, 1St Floor, Highpark Hotel Building, Op To Vijaya Glass House Devraj Urs Road, Mysore
Digitel Communication	Chennai	Tamil Nadu	Prabhu Center, 1St Floor, New No46,Old No20,Ramaswamy Street,Behind Fathima Jewellers,T
I-Pick Solutions India Private Limited	Delhi	New Delhi	F12, Bhagat Singh Market, Near Goal Market,Connaught Place, New Delhi-110001
Technocare Solution Pvt Ltd	Delhi	New Delhi	Upper Ground Floor,F-11,Jannak Palace, District Center, Janakpuri,Delhi
Pristine Enamor	Ambala	Haryana	Shop No 175/7,First Floor, Bank Road, Ambala Cantt
Janak Communication	Faridabad	Haryana	Shop No 5/125, Railway Road, Opposite Bankey Bihari Mandir,Nit-5, Faridabad(121002)
Tech Solutions	Jaipur	Rajasthan	Plot #7A, Tejaji Marg,Opp Metro Pillar # 120,New Sanganer Road, Near Sodala, Jaipur
Simran Electronics	Agra	Uttar Pradesh	G1 & G2,Raman Tower, Sanjay Place, Agra
Maa Saraswati Computers	Jammu	Jammu & Kashmir	660-A 2Nd Floor ,Gandhi Nagar-Jammu-180004
Hcl - Jaipur	Jaipur	Rajasthan	Lenovo Exclusive, First Floor, Sunny Paradise, Tonk Road, Near Gopalpura Flyover, Jaipur1St Fl
Hcl Touch - Lenovo Esc - Jodhpur	Jodhpur	Rajasthan	E-123, Sudarshan, Kalpatru Shopping Centre, Jodhpur, Rajasthan - 342 001
Hcl Touch-(Lenovo Exclusive Centre) - Meerut	Meerut	Uttar Pradesh	A-20,A-21, Ground Floor, Meerut Mall, Meerut, Up
Info Solutions	Kanpur	Uttar Pradesh	220 Express Road And Mall Road ,Kanpur - 228 001
Infocare Services	Lucknow	Uttar Pradesh	1st Floor , Vaibhav Complex, Maruti Puram, Faizabad Road, Lucknow - 226 010
Elite Communications	Varanasi	Uttar Pradesh	C-33/2, C, Chandua , Sgra (Opp Bharat Mata Mandir) , Varanasi - 221 010
Hcl - Rohini (Delhi)	Delhi	New Delhi	Hcl Touch, Shop # 155, Aggarwal City Plaza, Manglam Place, Sector-3, Near M2K, Rohini, New
Hcl Lenovo Esc - Ghaziabad	Ghaziabad	Uttar Pradesh	R/88 First Floor , Raj Nagar Ghaziabad
Hcl Services Ltd - Lenovo Exclusive - Kolkata	Kolkata	West Bengal	7 Khairu Place, Ground floor, Near Chandni Chawk metro station , Gate no-6 Kolkata - 700072
Hcl Touch - Lenovo Esc - Kolkata - Gariahat	Kolkata	West Bengal	37/1, Gariahat Road, Ground Floor, opposite AMRI hospital, Near Dhakuria Bridge Kolkatta-70
Netsol Associate	Guwahati	Assam	Nilgiri Mansion, Opp Namecare Hospital,Ground Floor, Bhangagarh, Guwahati
Syscomp Electra	Barrackpore	West Bengal	4/6, SNBanerjee Road, Barrackpore Shopping Arcade, Upper Ground Floor, Barrackpore, Kolka
Hcl Touch - Lenovo Esc - Ranchi	Ranchi	Bihar	Shop No A-2, Shree Sai Tower, Dr Debuka Nursing Home Lane, Circular Road , Lalpur, Ranchi
B2X Lenovo Flagship	Bangalore	Karnataka	"The High Steet", #62, 11Th Mainroad, 4Th Block, Jayanagar, Bangalore
Hcl Touch (Lenovo Exclusive) - Bangalore	Bangalore	Karnataka	Hcl Infosystems Limited, No 197/A, Binnamangala lind Stage, Indira Nagar, Banglore-38 (Opp
Hcl - Chennai	Chennai	Tamil Nadu	Hcl Touch,Ground Floor,Habeeb Towers,No196(Old No756),Vasan Avenue,Anna Salai,Chennai
Hcl Touch - Lenovo Esc - Surat	Surat	Gujarat	Shop No 140, First Floor , Lakshmi Enclave,Near Gajera Vidhya Bhavan , Katargam , Surat - 39



Technotronics Technologies - Ghatkopar	Mumbai	Maharashtra	204, 2Nd Floor, Rajgor Empire, Oppoiste Metro Bridge No 4, Near Micromax Center, Ghatkopar
Vashi Telecom	Mumbai	Maharashtra	C-2/3/0-1, Sector 2, Vashi, Navi Mumbai - 400703, Opp Abbott Hotel
Today Telecom	Mumbai(Dadar)	Maharashtra	9/10, Padmavati Darshan, Near Deepak Cinema, NM Joshi Marg, Lower Parel, Mumbai
Nexon Technologies	Ahmedabad	Gujarat	A38 Shaktidhara Society, O, Near Dinesh Chamber, Bapunagar, Ahemdabad
R Tel Services	Vadodara	Gujarat	Kunj Plaza, Tower A, Dandia Bazar, Vadodara
Innovation Computers	Nagpur	Maharashtra	Shop No 13,14, Basement, Impression Plaza, Congress Nagar Square, Dhantoli, Nagpur-440010
Vanshika Electronics	Delhi	New Delhi	Wa-118, Shakarpur, Mother Dairy Road, Delhi - 110092
Cell Point	Gurgaon	Haryana	S-113, First Floor, Sahara Mall, MG Road, Gurgaon
Sant Rameshwari Enterprises	Chandigarh	Haryana/Punjab	SCO - 26, 1st Floor, Sector - 20 - D, Chandigarh - 160020
Cellular World	Mumbai	Maharashtra	Orchid Plaza, 1st Floor, 107, Near Platform No 8, Dattapada Road, Borivali (West), Mumbai 40
M2 Mobicare	Mumbai	Maharashtra	Prime Mall, Shop No 28, 2Nd Floor, Irla, Vile Parle West, Mumbai - 400056
Kavya Enterprises	Pune	Maharashtra	Shop-3/4, C Wing, Shrinath Plaza, Dnyaneshwar Paduka Chauk, FC Road, Shivajinagar, Pune-41100
Service & Communication Solutions	Delhi	New Delhi	A-180, Sukhdev Nagar Market, Kotla Mubarakpur, Bhishma Pitamah Marg, Defence Colony Rec
A S Mobile Service	Amritsar	Punjab	Shop No 20, 2Nd Floor, Deen Dyal Upadhya Complex, Bhandari Brigh, Outside Hallgate, Amrits
i-Pick Solutions India Private Limited	Noida	Uttar Pradesh	C-10, First Floor, Sector - 10, Noida
Communication Solutions	Delhi	New Delhi	F-26/4, Ground Floor, Okhla Phase 2, New Delhi, Adjoining Yamaha
Supreme Electronics	Kota	Rajasthan	352, Shopping Centre, Guman Pura, Kota
Syscomp Infosol	Kolkata	West Bengal	BD-79, Sector-1, Saltlake City, Near City Centre-1, 3 No. Water Tank
New tech	Patna	Bihar	12, ashiana glaxy, exhibition road
Ss Electronics	Secunderabad	Telangana	SHOP NO 21,22 HARDY COMPLEX, M G ROAD SECUNDERABAD-500003
Multiple Mobile Care	Coimbatore	Tamil Nadu	SHREE GOKULAM TOWERS NO-306 2ND FLOOR, 100 FEET ROAD GANDHIPURAM COIMBATOR
Charm Care	Erode	Tamil Nadu	D.NO, 137 N.S.V. TOWERS PERUNDURAI ROAD, NEAR COLLECTOR OFFICE & SUDHA HOSPITAL I
Emperor Electronics	Tirupur	Tamil Nadu	NO.7, VITTAL DASS SALT STREET (NEW MARKET STREET) (NEAR OLD BUS STAND) TIRUPUR - 641
Teleport	Trichy	Tamil Nadu	K.M TOWERS, 1ST FLOOR C-35, NORTH EAST EXT, 5TH CROSS THILLAI NAGAR, TRICHY - 620018
Sact Communication	Madurai	Tamil Nadu	SRI LAKSHMI ARCADE NO-278, 1ST FLOOR GOODSHED STREET, MADURAI - 625001
Sathyam Electronics	Hyderabad	Telangana	NO:2-41/2, GROUND FLOOR BESIDE AIRTEL, CHAITNYA CHAMBERS, CHAITNYAPURI, DILSHUK
Mobi Quest	Hyderabad	Telangana	NO, 14-24-1 P.NO 1, MIG-1, 1ST FLOOR, NYR CHAMBER, KPHB COLONY MAIN ROAD, KUKATPALLY
V Care	Salem	Tamil Nadu	NO, 6-A/215, N.S COMPLEX FOUR ROADSOMALUR MAIN ROAD SALEM - 636009
Prudent Telecom Services	Thane	Maharashtra	Jainn Building near jainn Mandir, Tembhi naka thane West
MobiCare	Kochi	Kerala	Door No. 44/2214 C(1)A,, 1st Floor Holy Tuesday Shopping Mall, Near Mathrubhoomi, Kalo
Sara mobile shopee	Pune	Maharashtra	Lenovo service centre, Sai plaza building, 1st floor, Sai chowk, Above Channel 5 shop, Pimpr
Mobile Hut	Allahabad	Uttar Pradesh	10 Sardar Patel Marg Civil Line
SHASHWAT ENTERPRISES	Gorakhpur	Uttar Pradesh	Baldev plaza 1 st floor shop no 391-392 Golghar
The Mobile Unique	Durgapur	West Bengal	Ucp O11 Bengal Ambuja House Dev.Ltd, City Centre - 713216
HCL Services Ltd	Bhubaneswar	Odisha	Plot no-A-1, BMC MALL, Saheed Nagar
Universal	VADODARA	Gujarat	FF-101, Pavan Complex, Glacier Complex, Jetalpur Road, Alkapuri, baroda
HCL Lenovo Exclusive Ludhiana	Ludhiana	Punjab	Shop No.1, First Floor, Model House, Model Town



Mehta watch company	Dehradun	Uttanchal	L-122A , Food and Entertainment City,(MDDA COMPLEX),Clock tower
HCL Touch - Lenovo Esc - Ahmedabad	Ahmedabad	Gujarat	HCL Services Ltd., 62,63, First Floor, Management Enclave, Near Nehru Park,Vastrapur, Ahmec
HCL Touch - Lenovo Esc - Rajkot	Rajkot	Gujarat	Pramukh Swamy Arcade, Shop no 9/10, Upper Level , Malaviya Chowk, Gondal road
HCL Services Ltd	Pune	Maharashtra	Shop no 26, 27 ,Manisha blitz, Shankar math,Solapur RD Hadpsar
KYATHI COMMUNICATIONS	BENGALORE	KARNATAKA	No.264, 1st Floor, 10th Cross, Rajaji Nagar,1 st Block
MOBILE RESCUE	PONDICHERRY	PONDICHERRY	No 11,1St Floor,Kamarajar Salai
VASAVI ASSOCIATES	GUNTUR	Andhar Pradesh	No 6/7/36 Shop No4-5-6,Vsr Complex,8Th Lane 1St Cross Road Arundelpet
SRP Services	Jamshedpur	Jharkhand	1/C, Hotel Sagar Complex, New Kalimati Road, Sakchi
Katyayani Services	Dhanbad	Jharkhand	1st Floor,Sahjanand Market Complex,Bank Road,near PNB bank
Air voice	Howrah	West Bengal	374,Belilious Road,Belilious Road,Near Howrah maidan
Technico	Siliguri	West Bengal	Shop No-14,1st Floor International Market,Sevoke Road
MOBILE CLINIC	AJMER	Rajasthan	F-7 Amar Plaza,First Floor ,Ajmer,Rajasthan - 305001
Care Solutions	Bhopal	Madhya Pradesh	Shop No 5 & 6, Plot no 135 Malviya Nagar, Near Patrakar Bhawan,Bhopal – 462003 (M.P)
Shyam incorporation	Raipur	Chattishgarh	Shop No. 34, 1st floor, Samvet Shikhar Complex, Opposite BJP office, Rajbandha maidan – Raipur
Odyssey Technologies	Ahmedabad	Gujarat	1st Floor, Dharnidhar Complex, Opp Daxni Railway Crossing, Maninagar, Ahmedabad - 380008
Anand International	Kolkata	West Bengal	233, Diamond Harbour Road, Behala, Kolkata,West Bengal - 700034
BM gadgets Services Pvt Ltd	Pune	Maharashtra	1st Floor, Meenal Arcade, Next to Samudra Hotel, Nal Stop, Off Karve Road, Pune,Maharashtra
Golden Telecom	HISSAR	HARYANA	1St Floor, Shop No 572, Opp. Hdfc Bank,Kathmandi Road, Hissar, Haryana -125001
HARA AGENCY	CUTTACK	ODISHA	SINGHPLAZA,BESIDE OF KEDARSON,DOLAMUNDAI,CUTTACK - 753001
Instant Solutions	Gurgaon	Haryana	Shop No. 5-6, Devi Palace, 522/3 Prem Nagar, Old delhi Road, Opp Raj cinema Hall, Gurgaon, Haryana
KHUSHI COMMUNICATION	Delhi	NEW DELHI	5A/1 First Floor Tilak Opp. Police Station Metro Pillar No 492 New Delhi - 110018
Kunal telecom	Aurangabad	Maharashtra	Shp no 3 & 4, Trimurthy Complex, Near Savarkar Statue, Samarth Nagar, Aurangabad,Maharashtra
RNA Services	Surat	Gujarat	Office No. 2, Ramsha Tower, Above Vijay Dairy, Adajan Patia, Adajan, Surat - 395009
Shubham telecom services	Nashik	Maharashtra	Shop no 2, Ambika Apt., Holaram colony, canada Corner, nashik,Maharashtra - 422002
Vac Teleinfra Solutions Pvt Ltd	Bangalore	Karnataka	No.411 ,1St Floor,1St Main, 1St Cross, 7Th Block,,Koramangala Behind Voda Fone Store, Bangalore
Herry Communicaton	Mehsana	Gujarat	F21, 22 Sanskrut Shopping Mall, Opp, sales India Show room, Nr Gayatri Temple, Mehsana Highway
Shradha communications	Haldwani	Uttanchal	Durga city center, behind IDBI Bank, Haldwani, Uttanchal - 263139
BM Enterprise	Balasore	Orissa	V.N.Marg,In front of Hero Showroom,Balasore,Orissa
S.V.Teleservices	Chennai	Tamil Nadu	No:70/29, 1st Floor, Sardar Patel Road, next to Ambikapuram building, Adyar,Chennai - 60002
J.K. Electronics	Moradabad	Uttar Pradesh	J.K Electronics C/O J.K Complex Bazar Gunj Neem Ki Piyau Moradabad,Uttar Pradesh - 244001
Stregth Services Pvt.Ltd	New Delhi	Delhi	WA-88,Shakarapur,Above ICICI Bank,East Delhi, New Delhi - 110092
Sri Siddi Vinayaka Communications	Warrangal	Telangana	6/2/91/6 , F/1, Shop No 29/30 And 31Krms Reddy Complex, Vijaya Talkies Road Hanmakonda
Communication Merchants	Surat	Gujarat	Ug-69,70, Wing-C, Shreeji Arcade,Anand Mahal Road,Adajan ,Surat
Rg Technical Solutions India Pvt Ltd	Bangalore	Karnataka	S21/A 1St Floor 7Th Main 80Ft Road, 1St Block Koramangala, Bangalore-560034, Land Mark:Anand Mahal
Drd Services	Dehradun	Uttarakhand	1St Floor, Opposite Epfo Building, Vyomprasth, Gms Road, Dehradun - 248001
The Knowledge Technologies	Nashik	Maharashtra	Shop No1, "Sarang", Kamal Hsg Soc, Opp Wadgaonkar Hospital, B/H Khatib Dairy Gangapur Road, Nashik
Dg Mobile Service	Thane	Maharashtra	Shop No 5, Dev Prayag Chs,Bhakti Mandir Road,Opp Thanawala Garage, Hariniwas Circle, Thane



Krony Systems	BHAVNAGAR	Gujarat	102,Krushna Darshan Complex, Parimal Chowk,Waghawadi Road, Bhavnagar
Telesoft	Barasat	West Bengal	N / 20 Jessore road , Jatindra Sarani , Barasat ,West Bengal



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