

6. Extended Producer Responsibility Plans:

6.1. Details of overall scheme to fulfill Extended Producer Responsibility Obligations

Philips will establish mechanisms to channelize E-waste from Consumers, Bulk Consumers and Informal Sector. The mechanism aims to cover Pan India. The details of the proposed mechanisms are shared in the following pages.

6.1.1. Channelisation of E-waste from Consumers to TSDF

The scheme details the channelization of E-waste from Consumers to TSDF moving from collection points to collections zones to collection centres and finally safe disposal in authorized TSDFs. Consumers will be provided with bins/bags for depositing EOL lamps at collection points. Consumers can also reach out through phone or digital media to gain information on collection points and disposal mechanism. Wherever Municipal corporation/Urban Local Bodies/Local Authorities/Village Panchayats have existing facilities to channelise and aggregate waste before handing over to TSDF as part of the Solid Waste Management Process, we shall look forward to engage them.

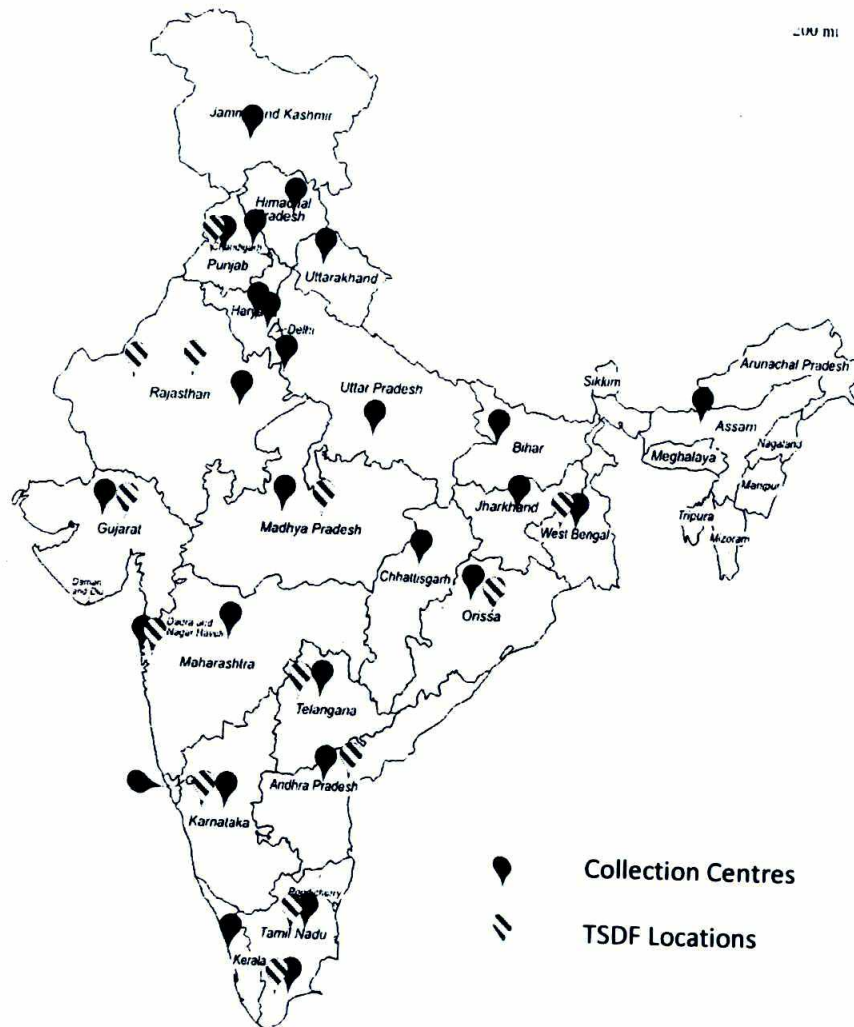
6.1.2. Channelisation of E-waste from Bulk Consumers to TSDFs

The scheme outlines the channelization of E-waste from Bulk Consumers to TSDF. Philips intends to offer Disposal as a Service "DaaS" to bulk consumers to facilitate channelization and disposal of E-waste.

6.1.3. Channelisation of E-waste from Informal Sector to TSDFs

The scheme shows the channelization of E-waste from Informal Sector to TSDFs. We'll engage with competent bodies, working on formalising the informal sector, to drive the move. We also intend to directly approach dominant informal sector players and encourage them to channelize their collections for safe disposal.



Figure 1: The figure below shows the mapping of Collection Centres and TSDFs for Channelisation of E-waste across India



Note:

- This is the initial plan, actual scheme of things may vary.
- Wherever Municipal corporation/Urban Local Bodies/Local Authorities/Village Panchayats have existing facilities to channelise and aggregate waste before handing over to TSDF as part of the Solid Waste Management Process, we shall look forward to engage them.
- The plan may undergo revision with the introduction of PRO going forward.
- In the absence of a recycling unit that fulfills the requirements, the channelization route to TSDF has been opted. It may be revised subject to favourable developments in future.

Table 3: List of Collection Centres and TSDF Locations for Channelisation of E-waste across India

S.No.	 Philips Collection Centres			 TSDF Locations		
	Depot Location's	State	No. Of Depot	TSDF Location's	State	No. Of TSDF's
1	Hyderabad Depot	Telangana	1	Hyderabad	Telangana	1
2	Vijaywada Depot	Andhra Pradesh	1	Vishakhapatnam	Andhra Pradesh	1
3	Bhiwandi/Vadpe Depot Nagpur Depot	Maharashtra	2	Taloja	Mumbai	1
4	Kolkata depot	West Bengal	1	Haldia	West Bengal	1
5	Indore Depot	Madhya Pradesh	1	Pitampur	Madhya Pradesh	1
6	Jaipur Depot	Rajasthan	1	Udaipur Balhotra	Rajasthan	2
7	Bangalore Depot	Karnataka	1	Dobbaspeta	Karnataka	1
8	Chennai Depot Madurai Depot	Tamil Nadu	2	Chennai Madurai	Tamil Nadu	2
9	Ghaziabad Depot Lucknow Depot	Uttar Pradesh	2	Kanpur, Dehat	Uttar Pradesh	1
10	Mohali Depot	Punjab	1	Nimbua, Derabassi	Punjab	1
11	Cuttack Depot	Odisha	1	Kanchichua	Odisha	1
12	Guwahati Depot	Assam	1			
13	Patna Depot	Bihar	1			
14	Raipur Depot	Chhattisgarh	1			
15	Goa Depot	Goa	1			
16	Ahmedabad Depot	Gujarat	1			
17	Gurgaon Depot	Haryana	1			
18	Parwanoo Depot	Himachal Pradesh	1			
19	Jammu Depot	Jammu & Kashmir	1			
20	Ranchi Depot	Jharkhand	1			
21	Kochi Depot	Kerala	1			
22	Dehradun Depot	Uttarakhand	1			
S.No.	Depot Location's	Union Territories		<p>For the remaining locations locations, E-waste will be transferred to the nearest TSDF facilities of the Service Provider.</p> <p>We shall look forward to CPCB and SPCBs for permitting cross-boundary movement of E-waste for these locations.</p>		
23	Chandigarh Depot	Chandigarh	1			
24	Delhi Depot	Delhi	1			

Note:

- This is the initial plan, actual scheme of things may vary.
- Post GST coming into effect, the list of collection centres will undergo revision.
- The plan may undergo revision with the introduction of PRO going forward.
- In the absence of a recycling unit that fulfills the requirements, the channelization route to TSDF has been opted. It may be revised subject to favourable developments in future.

6.1.4. Channelisation of E-waste from Consumers to TSDF

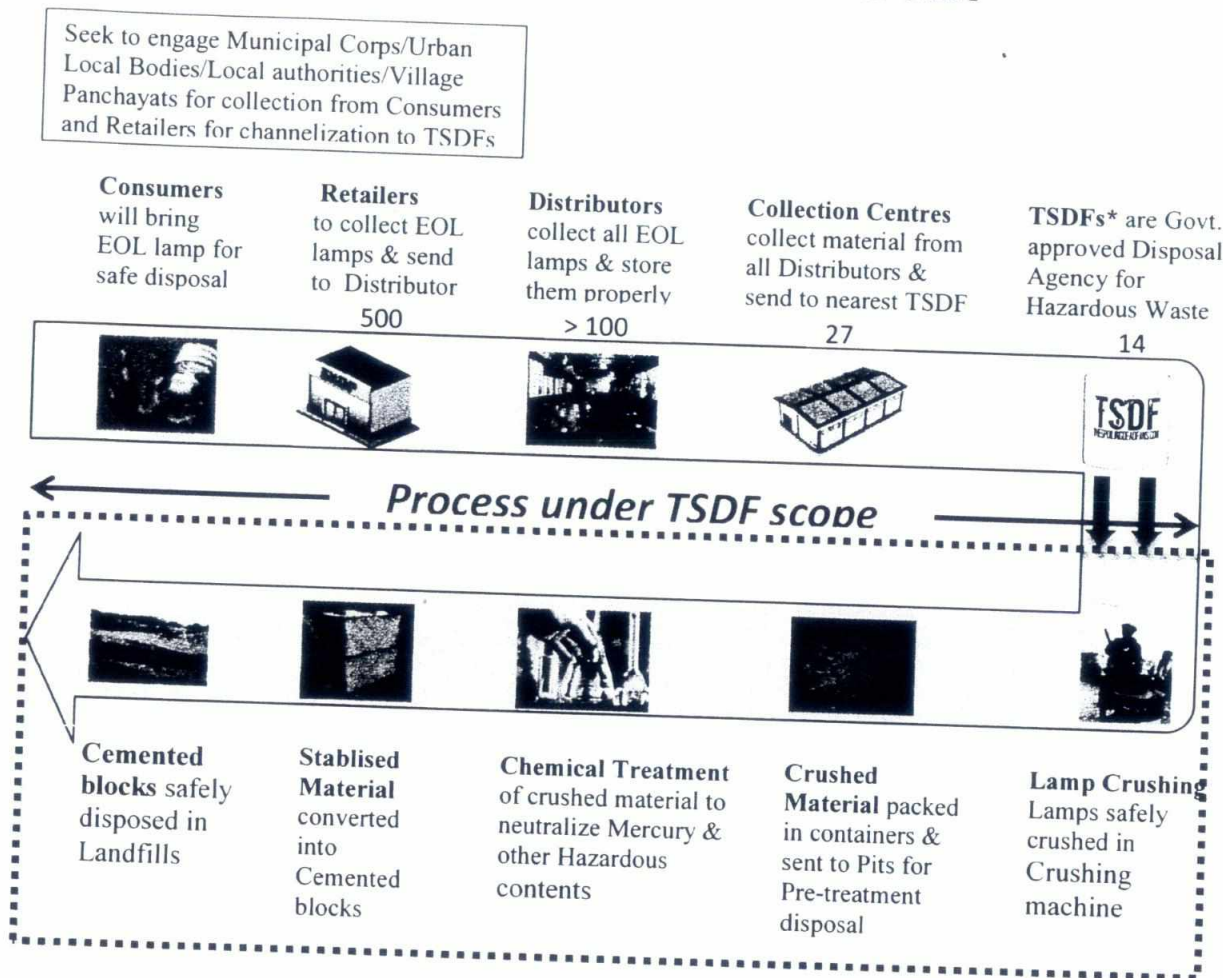


Figure 2: Channelisation of E-waste from Consumers to TSDF

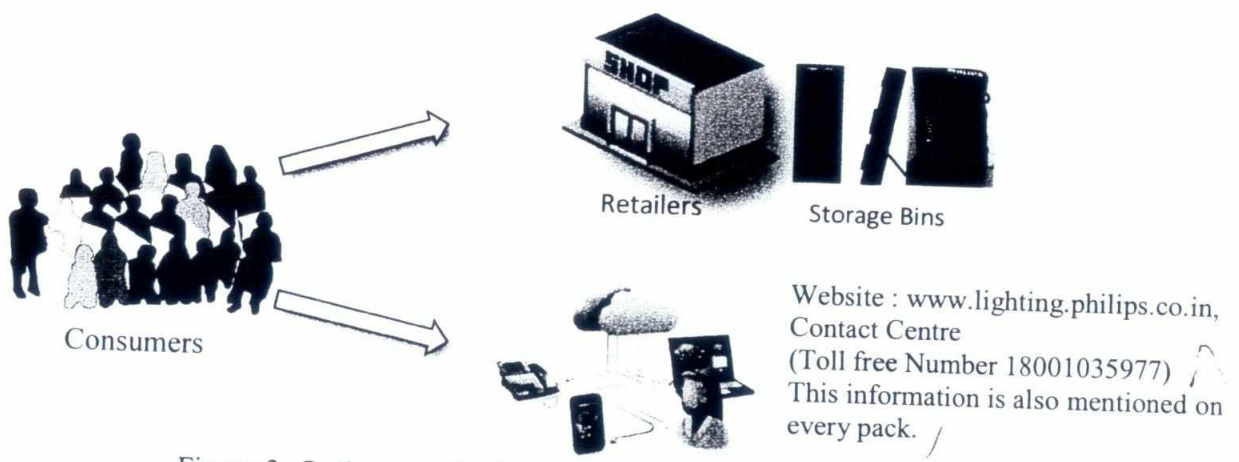


Figure 3: Options available to Consumers for Channelising E-waste

6.1.5. Channelisation of E-waste from Bulk Consumers to TSDFs

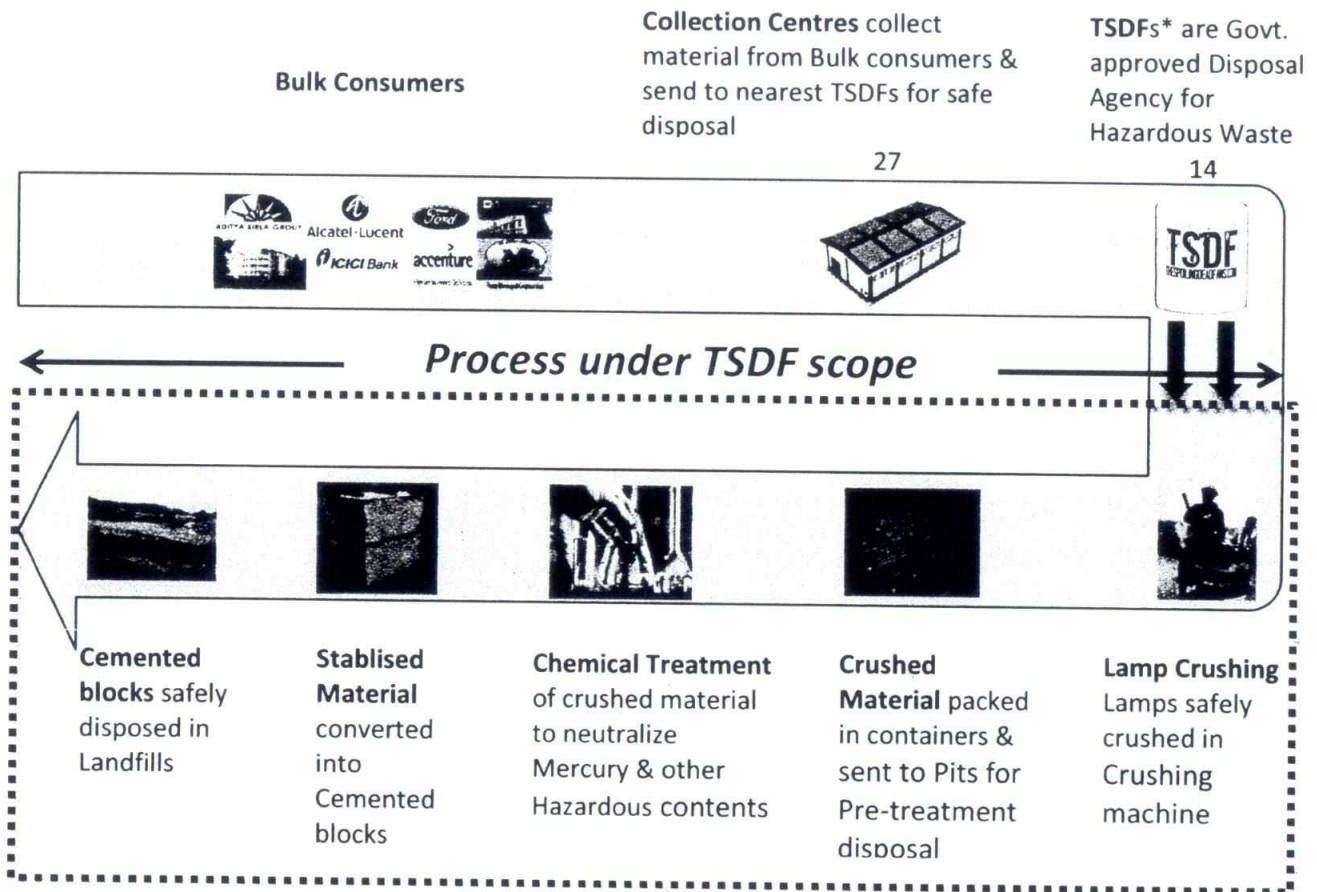


Figure 4: Channelisation of E-waste from Bulk Consumers to TSDFs

Philips intends to offer "DaaS" Disposal as a Service to bulk consumers to facilitate channelising of E-waste.

6.1.6. Channelisation of E-waste from Informal Sector to TSDFs

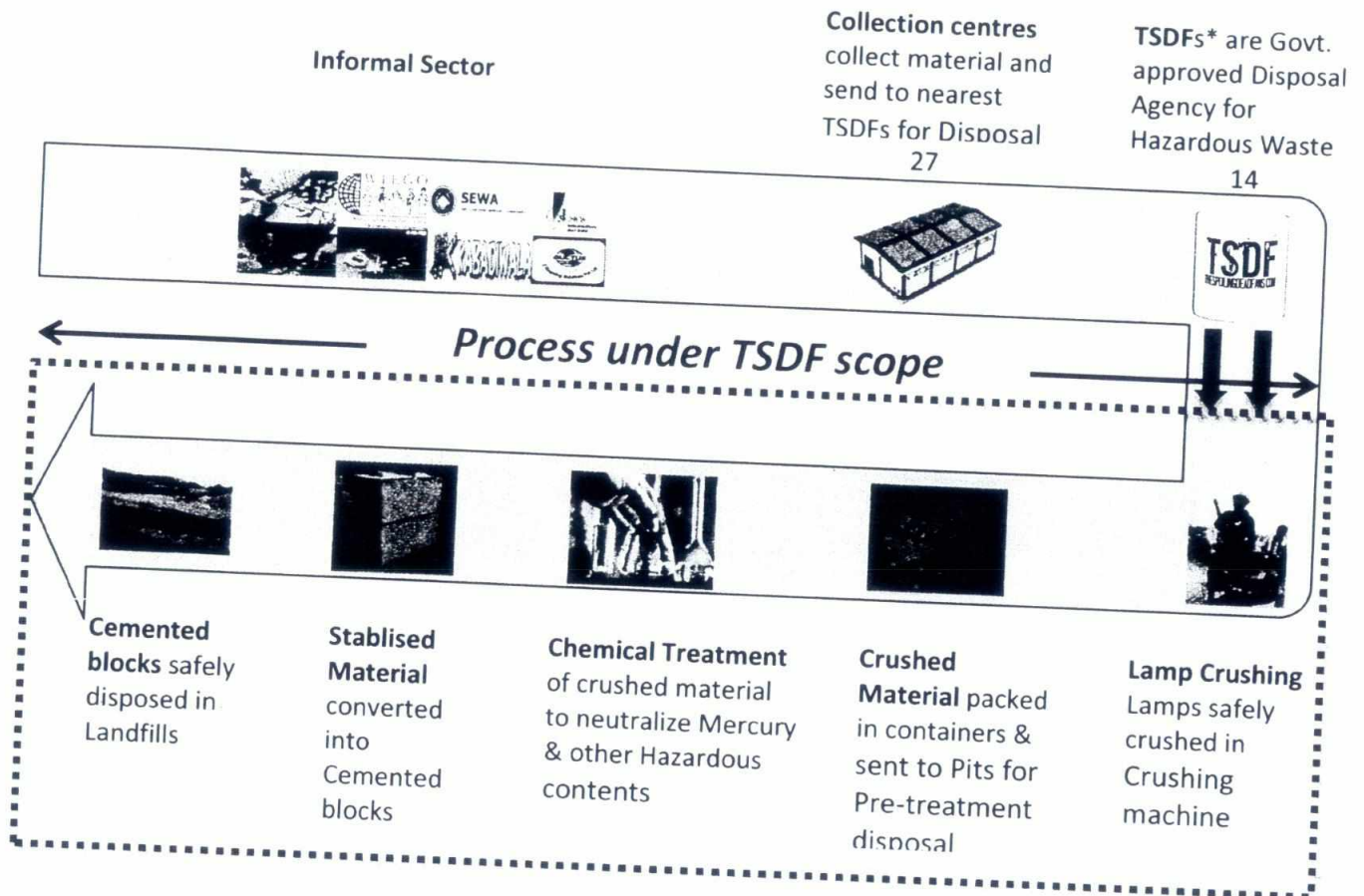


Figure 5: Channelisation of E-waste from Informal Sector to TSDFs

11/6/11

6.1.7. Storage and Transportation of E-waste

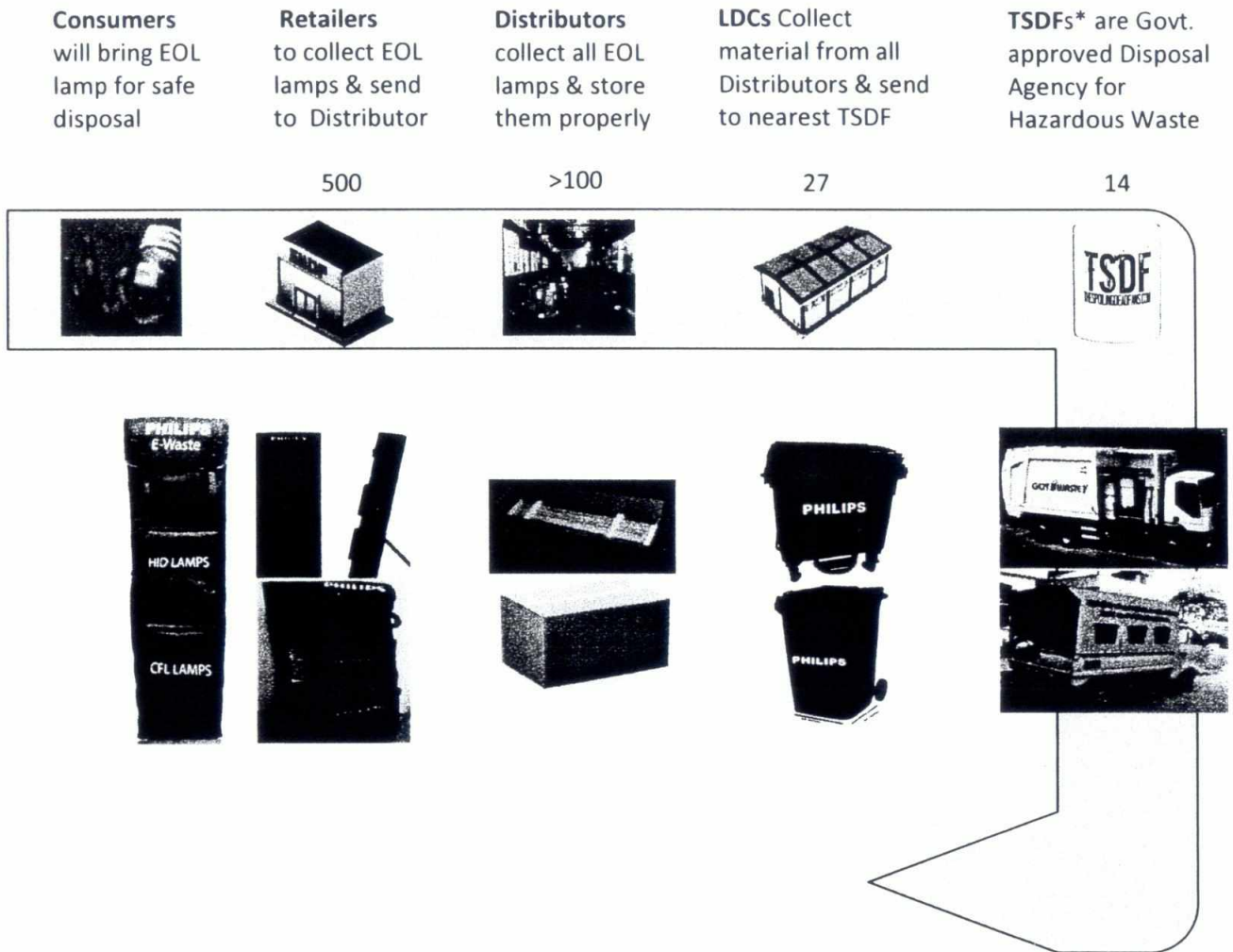


Figure 6: Storage and Transportation of E-waste

Note: The images are indicative only, actual design may vary.

12 7/11

8. Details of proposed awareness programmes.

Our program

- As a part of this program, we will work closely with all our set of audience to ensure maximum awareness and outreach
- Each of the legs developed for it will ensure that all necessary actions are taken for effective output

Objective

- Establish this initiative as a means through which every single individual can contribute to the environment
- A small effort by them can help towards a bigger cause

Target Audience

- B2C
 - Consumer currently owning a CFL/TL/HID lamps and looking at shifting to an LED
 - Retailer: Our loyalty program (BANDHAN) includes hundreds of retailers that can help drive initiative for us
- B2B
 - These would include large corporates and even smaller units. Establish association with them and urge them to contribute to the environment.
 - Philips intends to offer "DaaS" Disposal as a Service to bulk consumers to facilitate channelisation of E-waste.

Plan

- Launch Phase
- Sustenance Phase

Launch Phase

- Brand this initiative and push it across all our platforms
- Announcement of the initiative through a Press Release in Media
- Posters, Danglers etc at all Bandhan stores urging people to make this contribution
- Collection bags outside each of the Bandhan retail outlet to aid the movement



-
- Digital video requesting people to contribute to this
- For B2B, digital emailers to be sent to the corporates urging them to connect with us for this initiative
- Brand the retailer outlet with the branding of this initiative announcing him as an ambassador for this program



-
- In order to ensure that our retailers drive the initiative well, we will initiate a contest for them, top 5 retailers that collect maximum lamps per month get a special prize

Sustenance Phase

- Regular updation of Posters and other collaterals
- Extension of program to MSME segment
- Continuous push on digital platform
- Own days like 'World environment day' and 'Earth day' and dedicated them towards this cause
- Run retailer level program so that they in turn can motivate consumers to make this shift

Philips Lighting India Limited

Name & Addresses of Collection Centre

Sl.No.	Name of Collection Centres	Address	PIN CODE	City	STATE	Region
1	Sailo Agencies	SAILO AGENCIES SARON VENG AIZWAL 796001 MIZORAM INDIA	796001	Aizwal	Mizoram	E
2	Anjali Agencies	Anjali Agencies Melarmath NO 160 H.G.B. Road Agartala 799001	799001	Agartala	Tripura	E
3	Arbind enterprises	Arbind Enterprise Keating Road Lynrah Complex 1 st Floor shilong 793001	793001	Shillong	Meghalya	E
4	Mamta Electricals	MAMTA ELECTRICALS THANGAL BAZAR, OPP: DHARAMSALA IMPHAL 795001 MANUPUR INDIA	795001	Imphal	Manipur	E
5	Banni Super Store	BANNI SUPER STORE THANGAL BAZAR ROAD IMPHAL 782435	782435	Imphal	Manipur	E
6	Bansidhar Anandilal	BANSIDHAR ANNANDILAL G.S.ROAD DIMAPUR 797112 NAGALAND INDIA	797112	Dimapur	Nagaland	E
7	Satyam Inerio	SATYAM INTERIO CONVOY GROUND BAHAI SCHOOL ROAD DARAGAON, TADONG GANGTOK 737102 SIKKIM INDIA	737102	-	Sikkim	E
8	Savera Enterprises	SAVERA ENTERPRISES 124 M.G. ROAD JUNGLIGHAT, GOALGHAR PORTBLAIR 744013 ANDAMAN AND NICOBAR INDIA	744103	Portblair	Andaman & Nicobar	E
9	No direct business				Arunachal Pradesh	E
10	KALIMA ELECTRIC CO	142, Thirunallar Road,	609602	Karaikal	Puducherry	S

Philips Lighting India Limited

11	No direct business				Lakshadweep	S
12	Jalyan Agency	NEAR BUKHARI MASJID, UNA-362560, UNA	362560	Vapi	Daman & Diu	W
13	Deep Enterprises	Near Aso Palav Restaurant, R.K. Trade Center, Vapi	391965	Vapi	Dadra & Nagar Haveli	W

*Contact Centre (Toll free Number 18001035977)

Website – www.lighting.philips.co.in,

Specific collection Schemes (buy-back, exchange, DRS etc.) (Mechanism of collection Scheme)-

Response: Philips has established a channelization mechanism to facilitate consumers for depositing EOL lamps for safe disposal. Philips has also launched various awareness initiatives to encourage consumers to deposit EOL lamps. As per the E-Waste (Management) Rules, 2016, incentive schemes are optional. No such specific schemes have been introduced as it would be impossible to manage such schemes.

Detailed Awareness plan has been shared in the EPR application, which is attached for reference. However, some of the actions have already been executed:

1. Press release done in Dec'16 announcing the launch of Safe Disposal Program by Philips.
2. Publication in leading newspapers viz. TOI, Pioneer, Dainik Jagran etc.
3. Branding the whole initiative viz. "Planetwe", Placement of Collection Bags at collection points.
4. Awareness campaigns being run in School alongwith educating the bulk-consumers.