

**SELECTION OF AGENCY**

**FOR**

**CONTENT DEVELOPMENT**

**FOR**

**Awareness Programme on**

**Environmental Hazards of Electronic Waste**



Ministry of Communications & Information Technology  
Department of Electronics and Information Technology  
R&D in Electronics Group  
Electronics Niketan  
6, CGO Complex, Lodhi Road  
New Delhi – 110 003

# 1. SUMMARY AND BACKGROUND

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, not conforming to environmental friendly methods is the key challenge in our society. Like other parts of the world, India too is facing serious challenges due to growth of e-waste volume. Further aggravates the situation, 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 can happen if effective awareness could be established among the consumers, manufactures, recyclers, government & corporate sectors and young generations in school /colleges.

It is observed that awareness is the main challenge and to initiate sustained mechanism to provide, training, tools, content materials, films, printed materials for every strata of the society would be imperative. The proposed project aims to create aggressive awareness programme in order to reduce the adverse impact on environment and health due to the polluting technologies, used in the unorganized sector for recycling e-waste. The entire project is divided into three broad stages:

## a. Creation of contents for awareness programme:

1. Training Material – Creation of training material for different stakeholder categories which include – Schools, Youth, Bulk Consumers, RWAs, Informal Sector.
2. Collaterals – Shall cover both ATL/BTL Activities
3. Online/ Social Media Engagement
4. Adaptation of all material in Local Language

## b. Identifying Training Partners:

1. Identification and selection partners in the identified states to implement the project

## c. Implementation:

The pilot project shall cover 10 states which include – Madhya Pradesh, Uttar Pradesh, Jharkhand, Orissa, Goa, Bihar, Pondicherry, West Bengal, Assam and Manipur. Over the span of the entire project duration, the project shall cover 1 city each from amongst these states. The range of activities shall include:

- Workshops for schools/colleges/RWAs/ Bulk Consumers/ Regulatory bodies
- Media Engagement

## a. Inventory study of quantum of e-waste in few specific cities

## **2. PURPOSE AND DESCRIPTION**

In order to provide effective awareness among the various stakeholders, it would be appropriate to create customized contents at various stages. This format would be used to create uniform contents, which will be used by agencies to organize workshop in various states and various cities in local languages.

(i) **Media Engagement ATL (TV, Radio)**

(ii) **Social Media / PR**

(iii) **Activities materials for**

- **RWA/Localities**
- **Schools**
- **Colleges**
- **Bulk Consumer (including corporate & Govt. sectors)**
- **Informal Sector**

## **3. PROJECT SCOPE**

- a. e-Waste problem description and Magnitude
  - Impact on People and Environment
  - e-Waste Rules, 2011 and e-Waste Rules, 2015
  - Solution to the problem – Safe Disposal
- b. Risks associated with e-Waste and therefore the need for safe disposal
- c. Where to dispose - Details of EPR programs
- d. Information on registered recyclers
  - e-Waste Supply Chain Awareness
  - Responsible consumption – Role that consumers can play
  - Inventorisation of e-Waste (applicable for SPCBs and Regulators only)

## **4. PROJECT TIMELINE**

Tentatively 6 months.

## **5. QUALIFICATIONS:**

Applicant should provide the following items as part of their proposal for consideration:

- Description of experience in planning, executing, implementing content development work

- Examples of 3 or more developed content, film, by your organization
- Testimonials from past clients on this job
- Timeframe for completion of the project

## **6. PROPOSAL EVALUATION CRITERIA**

Applications will be evaluated by the Expert Review Committee based on the following basis:

- (a) Evaluation of the quality, relevance of the content with respect to desired output and outcome of the Programme and its scope;
- (b) Evaluation of the optimum financial requirement of the job for particular assignment along with its quality of the work
- (c) Evaluation of the time requirement for the particular job.
- (d) Any modification suggested by the experts on the proposal

## **7. OTHER TERMS AND CONDITIONS**

7.1 Financial support would be subject to satisfying the guidelines enumerated at Para 5&6 above. In the event of any deviation from the commitments made, grant-in-aid received will have to be returned to DeitY with interest. Negative report, at any time, will be held against the organizers.

7.2 The content developed would be the sole property of DeitY and should not be used by the grantee organization for any other purpose. The grantee organization need to submit an undertaking to this effect.

7.3 The grantee organization shall render Utilization Certificate in Form GFR 19-A and Audited Statement of Accounts to the DeitY in respect of grants-in-aid within 30 days of the completion of the job.

7.4 The grantee institution should ensure submission of following to DeitY within 30 days of holding of the event.

- Utilization certificate and Audited Statement of Accounts.
- 3 copies of the developed contents along with soft copy.

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

7.6 The Audit authorities as well as the Department of Electronics and Information Technology (DeitY) 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 the Department of Electronics and Information Technology (DeitY) the information and documents required from time to time.

7.7 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.

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

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

7.10 The application for grant in aid should be submitted to DeitY would be valid for a period of six months from the date of submission.

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

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