



Quarterly Report – Veira Electronics Pvt. Ltd.

Quarter 3 - 2020

Oct-2020 – Dec-2020

EPR Authorisation No - B – 29016(345)/(EPR)/18/WM-III Division Dated: 05.12.2018

Awareness Overview Till Dec 2020

• No. of posts: **880**

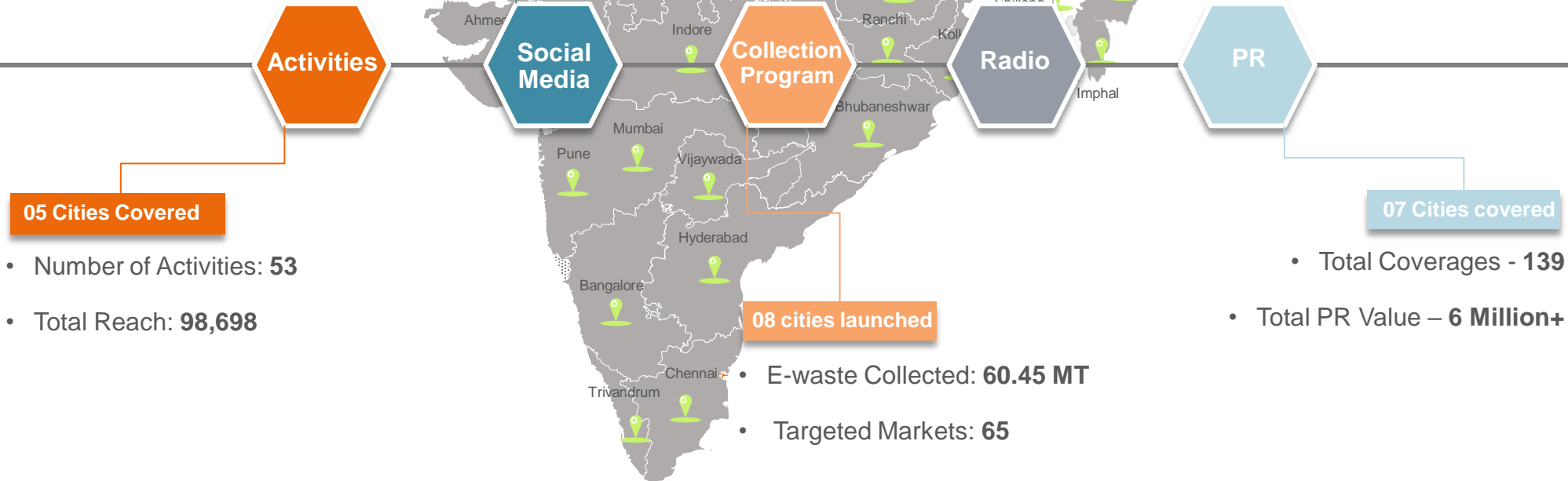
• Impression/Reach: **8 Million+** (paid + organic)



• Total Listenership: **15 Million+**

• Total Slots Broadcasted: **5,300**

15 Cities Activated



Consolidated Dashboard – May – Dec 2020

S. No.	City	School			College			RWA			Bulk Consumer/Office Cluster			Retail			Informal Sector			Total	
		Number	Touch Point	Reach out	Number	Touch Point	Reach out	Number	Touch Point	Reach out	Number	Touch Point	Reach out	Number	Touch Point	Reach out	Number	Touch Point	Reach out	Total Number	Total Reach
1	Delhi	22	869	14,575	-	-	-	-	-	-	9	222	20,200	1	109	45,000	-	-	-	32	79,775
2	Bangalore	3	301	2,694	2	72	1,540	1	10	1,200	1	10	100	1	50	50	-	-	-	8	5,584
3	Indore	-	-	-	-	-	-	1	40	2,600	1	50	1,000	1	32	110	1	42	350	4	4,060
4	Mumbai	5	338	3,750	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	3,750
5	Shillong	-	-	-	-	-	-	1	26	2,800	2	43	729	1	25	2,000	-	-	-	4	5,529
Total		30	1,508	21,019	2	72	1,540	3	76	6,600	13	325	22,029	4	216	47,160	1	42	350	53	98,698

Activities
Touch points
Reachout

Schools

DEHRADUN
THU, 10 DEC 2020

30; 1,508; 21,019

College

Jammu, India
Longitude: 74.8648° E, Latitude: 32.7164° N
Friday, 18 Dec 2020 11:38 AM
5° C

02; 72; 1,540

RWA

Ernakulam, Kerala, India
Longitude: 76.4453° E, Latitude: 10.0079° N
Friday, 18 Dec 2020 05:30 PM
28° C

03; 76; 6,600

Bulk Consumer

Vijayawada, Andhra Pradesh, India
Plot no. 153, 154, Block no. 23,
Autonagar, Auto Nagar, Vijayawada,
Andhra Pradesh 520007, India
Lat: 16° 39' 13.3184" Long: E 80°
40' 40.4148"
16 / 12/20 03:14 PM
27.89° C

13; 325; 22,029

Retail Outlets

Bengaluru, Karnataka, India
No 1, 1st Cross, Tulsi Krupa Plaza,
Pailwan M Krishnappa Lane,
Opposite-Dasappa Hospital, S J
P Road, Thigalarpet, Halsurpete,
Nagarathpete, Bengaluru, Karnataka
01 Dec 2020, 11:52 AM
Clouds
25.1 °C
77.1 °F

04; 216; 47,160

Informal Sector

DAUSI
Moradabad, Uttar Pradesh, India
Famous Electronics, Rehmat Nagar Gate No.1, Rehmat Nagar Road, Chandausi, Rehmat
Nagar, Moradabad, Uttar Pradesh 244001, India
Lat N 28° 48' 55.09636"
Long E 78° 46' 26.01794"
18/10/20 02:07 PM

01; 42; 350

Feedback Forms

Session Assessment Letter

Please indicate: _____ Dated: _____

1. Organisation Name The Conteridge Prop Ling Woy Id

2. Address L67-8 Block-A, Silver Mall

3. Name Anand Bhor Mobile no 9826455368

4. Designation _____

5. Stakeholder
 School College RWA
 Office Cluster/Bulk Consumer Dealer Informal
 Other (Specify) _____

6. Total Strength _____ No. of Participants _____

I hereby confirm/declare that above mentioned details are true and correct to the best of my knowledge. And we also assure you we that will circulate this information of Clean to Green awareness Program in our entire organization and every individual will get sensitized over the topic.

Indore

Prepared by _____
 Checked by _____
 Approved by _____

Cartridge Refilling World
 LG-Block-A Silver Mall,
 B.R.N.P. Marg, INDORE

Session Assessment Letter

Please indicate: _____ Dated: _____

1. Organisation Name Samsith Mount litera Zee School

2. Address No. 9 1st Main Ramanna Garden, Rama Chandrapur - Vijayanagara.

3. Concern Person Name Ashwini N.V.

4. Designation Value U.M. Mobile no 948594665

5. Stakeholder
 School College RWA
 Office Cluster/Bulk Consumer Dealer Informal
 Other (Specify) _____

6. Total Strength 100 No. of Participants 160

I hereby confirm/declare that above mentioned details are true and correct to the best of my knowledge. And we also assure you we that will circulate this information of Clean to Green awareness Program in our entire organization and every individual will get sensitized over the topic.

Bangalore

Prepared by Ashwini N.V.
 Checked by _____
 Approved by _____

What did you like best about the workshop?
We learnt how to deal with E-waste and Plastic waste, learnt about how to deal with the day to day waste challenges.

What did you like least about the workshop?

Please state things you would want to see in project in future workshops

Please mention other areas of trainings that you would like to have
3R (Reduce, Recycle, Reuse).

As per the school Mems are not sharing any student
Delhi

C2G – Communication Channel

Metrics	Results
Impressions	5,299,474
Reach	2,611,710
Engagement	3,37,286



Collection of **60.45 MT** e-waste from Stakeholders via 8 Cities Collection Program.



World Environment Day
5th Jun 2020

International E-waste Day
14th Oct 2020

Collection Program

E-Safai Launch
10th Nov 2020

Call Center Training

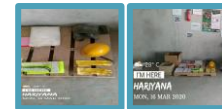
Collection Centers

Metrics	Results
Impressions	13,34,637
Reach	12,65,604
Engagement	64,688



Metrics	Results
Impressions	7,37,261
Reach	6,71,398
Engagement	13,270

36 Collection Centers
29 Cities
25 Logistics Partners



Social Media, Press Release and Classified ads

HEARTIEST CONGRATULATIONS
to the winners of
#ConnectNCollect
contest

green 4.3

Did you Know?
THE GOLD BY THE WORLD'S E-WASTE
EQUALS MORE THAN A TENTH OF
GOLD THAT IS MINED EVERY YEAR.
AND YET IT MOSTLY REMAINS
BURIED IN THE LANDFILLS

green 4.3

**DID YOU KNOW
E-WASTE
ACCOUNTS FOR
70% OF
INDIAN
LANDFILLS?**

green 4.3

E-WASTE

green 4.3

With our
**INTERNATIONAL E-WASTE DAY
CAMPAIGN #CONNECTNCOLL**
we reached out to over
**PEOPLE ONLINE TO HELP LINK
INDIANS INTO A COMMUNITY
SAVING OUR PLANET**

green 4.3

**International E-waste Day
#ConnectNCollect** was an effort
to create
a greener ecosystem

green 4.3

TOGETHER WE CAN!

green 4.3

3rd INTERNATIONAL E-WASTE DAY
WE ARE AT SELECT CITY WALK, SAREKI!

green 4.3

Find your way to E-waste
Pick-up Truck

#ConnectNCollect

green 4.3

Join green
Bring you
Call for Clean India

green 4.3

ಕ್ಲೀನ್ ಟು ಗ್ರೀನ್ ನಿಂದ ಅಂತಾರಾಷ್ಟ್ರೀಯ ಇ-ತ್ಯಾಜ್ಯ ದಿನಾಚರಣೆ



ಬೆಂಗಳೂರು, 27:

ಎಲೆಕ್ಟ್ರಾನಿಕ್ ಮತ್ತು ಇನ್ಫರ್ ಮೇಷನ್, ಕ್ಲೀನ್ ಟು ಗ್ರೀನ್ ಇ-ತ್ಯಾಜ್ಯ ವಿಲೇವಾರಿ ಕುರಿತು ಜಾಗೃತಿ ಮೂಡಿಸುವ ನಿಟ್ಟಿನಲ್ಲಿ 3 ನೇ ಅಂತಾರಾಷ್ಟ್ರೀಯ ಇ-ತ್ಯಾಜ್ಯ ದಿನವನ್ನು ನಗರದಲ್ಲಿ ಪ್ರವೃತ್ತಿಸಲಾಗಿದೆ. ಆಸ್ಟ್ರೇಲಿಯ ಮತ್ತು ಆಸ್ಟ್ರಿಯದ ಅಧಿಯಾನದ #ConnectNCollect Integrated ಮತ್ತು ಸಂಗ್ರಹದ ಸಮಾಲಂಕಿತ, SpottheChota Hathi Contest ಮತ್ತು ಶಾಲೆ ವೆಬಿನಾರ್ ಗಳು ಸೇರಿದಂತೆ ಆರು ದಿನಗಳ ವಿವಿಧ ಚಟುವಟಿಕೆಗಳಿಗೆ ಈ ಕಾರ್ಯಕ್ರಮ ಸಾಕ್ಷಿಯಾಯಿತು.

ಇ-ತ್ಯಾಜ್ಯ ಟ್ರಕ್ ಚಿಟಪೇಟೆ, ಎನ್ ಲೈಟ್, ಅವನ್ಯೂ ರಸ್ತೆಯಲ್ಲಿ ಆ. 9 ರಂದು, ಮಲ್ಲೇಶ್ವರಂ ಮಾರುಕಟ್ಟೆ, ಸಂಜೆಗೆ ರಸ್ತೆ, 100 ಆಡಿ ರಸ್ತೆ ಮತ್ತು ಸಿಎಸ್ ಎಂ ರಸ್ತೆಯಲ್ಲಿ ಆ. 10, ಮುಗಡಿ ಮುಖ್ಯರಸ್ತೆ, ಡಾ.ಲಾಜುಕುಮಾರ್ ರಸ್ತೆ ಮತ್ತು ಡಾ.ಅಂಬೇಡ್ಕರ್ ನಗರದಲ್ಲಿ ಆ. 11 ರಂದು, ಮಾರಕಳ್ಳಿ ಗ್ರಾಮ, ದೊಡ್ಡಕಣ್ಣಿ ರಸ್ತೆ, ಸಿಲ್ವ ಬೋರ್ಡ್, ಎಸ್ ಎಸ್ ಆರ್ ಲೇಔಟ್ ನಲ್ಲಿ ಆ. 12 ರಂದು ಹಾಗೂ ಎಂಪಿ ರಸ್ತೆ, ಪ್ರಿಗೇಟ್ ರಸ್ತೆ, ಬರ್ಸ್ ಸ್ಪೋರ್ಟ್ ನಲ್ಲಿ ಆ. 13 ರಂದು ಸಂಕಟಿ ಇ-ತ್ಯಾಜ್ಯವನ್ನು ಸಂಗ್ರಹ ಮಾಡಿತು.

ಆರ್ ಎಲ್ ಇಂಡಿಯಾದ ವ್ಯವಸ್ಥಾಪಕ ನಿರ್ದೇಶಕ ರಾಧಿಕಾ ಶಾಲಿಯಾ ಮಾತನಾಡಿ ಈ ಅಭಿಯಾನದ ಮುಖ್ಯ ಉದ್ದೇಶ ಅಪಾಯಕಾರಿಯಾದ ಇ-ತ್ಯಾಜ್ಯದ ವಿಲೇವಾರಿಯ ವ್ಯವಸ್ಥೆ ಕುರಿತು ವಿವಿಧ ಪಾಲುದಾರರಿಗೆ ಜಾಗೃತಿ ಮೂಡಿಸುವುದು, ಸಂಗ್ರಹದ ಅಭಿಯಾನ ಸೇರಿದಂತೆ ಮತ್ತಿತರ ಶಿಕ್ಷಣ ನೀಡುವುದಾಗಿ ಹೇಳಿದರು.

ಎಲೆಕ್ಟ್ರಾನಿಕ್ ಮತ್ತು ಇನ್ಫರ್ ಮೇಷನ್ ಸಮೀಕಾಲದ ನಿರ್ದೇಶಕ ಡಾ.ಸಂಧ್ಯಾ ಬೆರ್ ನೆ ಮಾತನಾಡಿ ಜವಾಬ್ದಾರಿಯುತ ನಾಗರಿಕರಾಗಿ ಇ-ತ್ಯಾಜ್ಯವನ್ನು ಜವಾಬ್ದಾರಿಯುತವಾಗಿ ವಿಲೇವಾರಿ ಮಾಡುವುದರಿಂದ ಆಗುವ ಅಪಾಯಗಳ ಬಗ್ಗೆ ನಮ್ಮಲ್ಲೇ ಅರಿತುಕೊಳ್ಳಬೇಕಾದ ಅಗತ್ಯವಿದೆ ಎಂದು ಹೇಳಿದರು.

RLG launches Clean to Green e-waste collection campaign



Under the aegis of Ministry of Electronics and Information Technology (MeitY) and in line with the Digital India movement, RLG India drives the Clean to Green campaign to encourage safe and responsible disposal of electronic waste (e-waste). Through the campaign, RLG India reinforces its commitment towards building a sustainable and greener environment and preventing the poisoning of our ecosystem due to the flow of e-waste into landfills. Radhika Kalia, MD, RLG India, who drives the Clean to Green campaign, said, "Under this programme, we acquire discarded and unwanted electronic products and recycle them to protect the environment. The e-waste can either be dropped by owners at our various collection centres, or on request, collected by our team from homes." The vehicle is accompanied by a team of 'Clean to Green Champions'. The champions created awareness among the various stakeholder segments about responsible disposal of e-waste.

ವಲೀನ್ ಟು ಗ್ರೀನ್ ನೆ ಮನಾಯಿ ತೀಸರಾ ಅಂತರಾಷ್ಟ್ರೀಯ ಇ-ಕರ್ಚಾ ದಿವಸ

ಗೌರಿ ಬಿಲ್ಲಿ, 15 ಅಕ್ಟೋಬರ್ (ಮಾನ್ ಲಾಲ್) : ಇಲೆಕ್ಟ್ರಾನಿಕ್ಸ್ ಮತ್ತು ಇನ್ಫರ್ ಮೇಷನ್ ಮಿನ್ಸ್ಟ್ರಿ ಆಫ್ ಇಂಡಿಯಾ ನಿಯೋಗಿತವಾಗಿ ರಾಜ್ಯ ಮಂತ್ರಾಲಯ ಒಳಗಡೆ ಏರ್ಪಡಿಸಿದ ಇ-ಕರ್ಚಾ ದಿವಸಕ್ಕೆ ಏರ್ಪಡಿಸಿದ ಏರ್ಪಾಡಿನಲ್ಲಿ ವಲೀನ್ ಟು ಗ್ರೀನ್ ನೆ ಅಂತರಾಷ್ಟ್ರೀಯ ಇ-ಕರ್ಚಾ ದಿವಸವನ್ನು ಆಯೋಜಿಸಿದೆ. ಈ ವೇಳೆಗೆ ರಾಜ್ಯದ ಅನೇಕ ಭಾಗಗಳಲ್ಲಿ ಇ-ಕರ್ಚಾ ವಾಹನಗಳನ್ನು ಹಾಕಲಾಗಿದೆ ಮತ್ತು ಅವುಗಳನ್ನು ಸಂಗ್ರಹಿಸಲು ಬಯಸುವವರಿಗೆ ಅವುಗಳನ್ನು ಸ್ವೀಕರಿಸುವ ಅಗತ್ಯವಿದೆ. ಟು ಗ್ರೀನ್ ನೆ ಅಂತರಾಷ್ಟ್ರೀಯ ಇ-ಕರ್ಚಾ ದಿವಸವನ್ನು ಆಯೋಜಿಸಿದ ಉದ್ದೇಶವೆಂದರೆ ಉತ್ತಮವಾಗಿ ಇ-ಕರ್ಚಾ ದಿವಸವನ್ನು ಆಯೋಜಿಸುವುದು, ಸಂಗ್ರಹದ ಅಭಿಯಾನ ಸೇರಿದಂತೆ ಮತ್ತಿತರ ಶಿಕ್ಷಣ ನೀಡುವುದು ಮತ್ತು ಜನರನ್ನು ಸಂಭಾವಿತವಾಗಿ ವಿಲೇವಾರಿ ಮಾಡುವುದು ಎಂದು ಹೇಳಿದರು.

Return to Value

Collection Program

The campaign commenced in -

- **Noida and Delhi** on 15th July 2020
- **Gurugram** on 24th September 2020
- **Hyderabad** on 5th October 2020,
- **Bangalore** on 30th October 2020,
- **Ahmedabad** on 5th November 2020
- **Chennai** on 12th November 2020 &
- **Jammu** on 17th December 2020



Collection of **60.45 MT** e-waste from Stakeholders via 8 Cities Collection Program

Cities Captured

Noida, Delhi, Gurugram, Hyderabad, Bangalore, Ahmedabad, Chennai & Jammu

JAMMU COLLECTION PROGRAM

clean to green 

Inaugurated by
Sh. Suresh Chugh, Chairman
PCB, J&K



**LAUNCH EVENT:
DEC. 17 & 18 2020**



Chairman JKPCB launches E-waste Mobile Collection van, awareness campaign

AT JAMMU: The J&K PCB Chairman, Sh. Suresh Chugh, today launched an E-waste Mobile Collection Van in Jammu. The van is equipped with a mobile application for reporting e-waste collection points. The van will be used to collect e-waste from various locations in Jammu. The van is equipped with a mobile application for reporting e-waste collection points. The van will be used to collect e-waste from various locations in Jammu.



मोबाइल वैन से एकत्र किया जाएगा ई-वेस्ट

जम्मू, 17 दिसंबर: जम्मू प्रदूषण नियंत्रण बोर्ड (JKPCB) के अध्यक्ष श्री सुरेश चूगु, आज जम्मू में ई-वेस्ट मोबाइल संग्रहण वैन का शुभारंभ किया। यह वैन ई-वेस्ट को एकत्रित करने के लिए उपयोग की जाएगी।



Chairman PCB launches E-waste Mobile Collection van

Excelsior Correspondent JAMMU, Dec 17: In a first of its kind initiative, Chairman Pollution Control Board (JKPCB) Suresh Chugh, today flagged off E-waste Mobile Collection Van to create awareness among consumers and bulk consumers regarding E-waste which is one of the most serious and fast emerging environmental issues in the present times. He also kick started a two-day awareness cum collection campaign to be carried out in main city areas (Cenashah area). Member Secretary, JKPCB, B.M. Sharma, noted that all electronic and electrical items such as computers, televisions, mobile phones etc. on completion of their useful life are being discarded rapidly and contribute to the huge quantities of e-waste. The generation of this waste (e-



World Environment Day Celebration; 5th June 2020

11 Cities Covered

New Delhi, Dehradun, Lucknow, Almora, Raipur, Chandigarh, Hyderabad, Agartala, Kolkata, Vijayawada & Moradabad

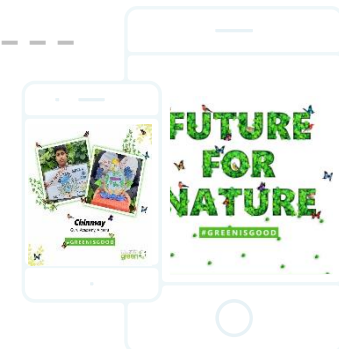


47 Schools Participated

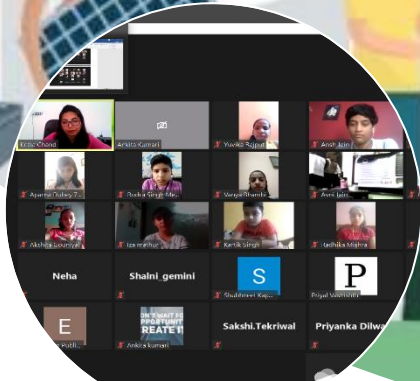
Students from PAN India were encouraged to use home waste such as newspapers, plastic bottles, polythene bags, and the like, to create sustainable Do-it-Yourself (DIY)

221 Entries Received

Talented & ambitious students who expressed their thoughts on #sustainability through #art & pledged for #greenisgood.



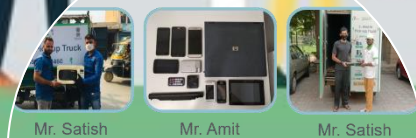
#ConnectNCollect



EDUCATED

WEBINAR

Encouraged students to share knowledge about Hazardous effect of e-waste & importance of responsible recycling



Mr. Satish

Mr. Amit

Mr. Satish



Mr. Rahul

Mr. Danish

ENGAGED

SPOT CHOTA HATHI CONTEST

Target Cities – Delhi, Noida, Gurugram, Hyderabad & Bangalore.



EXECUTED

MALL ACTIVITY

Encouraged audience to take pledge for #CleantoGreen & to make a call at toll-free number and schedule a pickup.

Oct 14th, 2020 International E-waste Day Celebration

Glimpse of Virtual Launch of E-Safai on 10th November

E-Safai: 3 year long DPP project managed in collaboration between GIZ India and RLG India supported by German Government. It shall provide strong support in channelizing e-waste for formalization of informal sector.

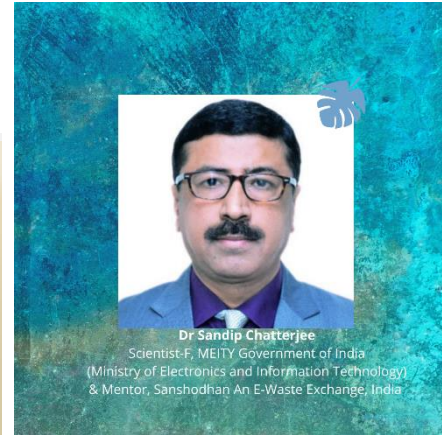
TARGETS:

- 90 e-waste bins to be setup
- 2 Recycling facilities to be setup
- 4 Collection Centres
- 1,000+ Employment Opportunities
- Create awareness among 3,00,000 people



Dr. Dharamendra Gupta, Scientist 'F', (HSM)

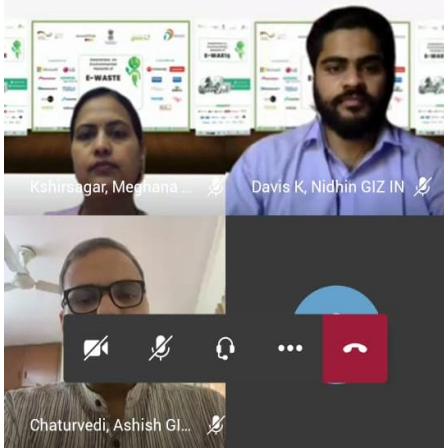
expressed the value of the implementation of e-waste management rules.



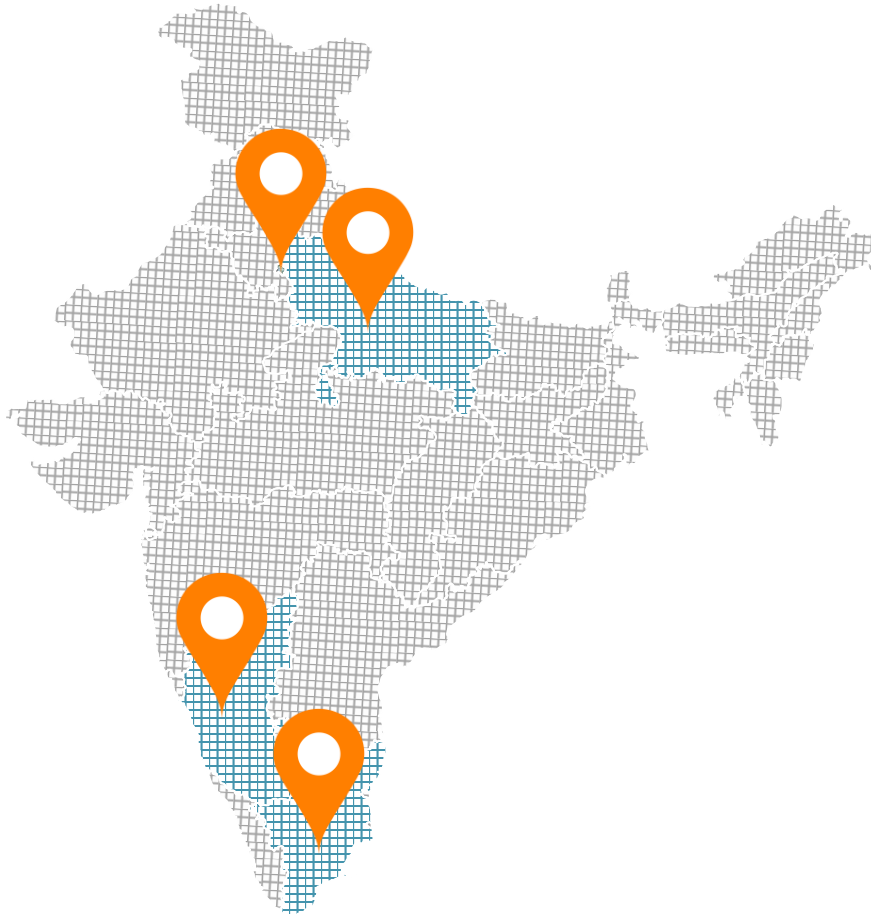
Dr Sandip Chatterjee
Scientist-F, MEITY Government of India
(Ministry of Electronics and Information Technology)
& Mentor, Sanshodhan An E-Waste Exchange, India

Dr. Sandip Chatterjee, Director and Scientist F,

Ministry of Electronics and Information Technology (MeitY), voiced the value of technology to recycle the low metals at the launch of E-Safai. It further decides the return of investment in the process of setting up a value chain for e-waste management.



Contact Us



RLG Reverse Logistics India Pvt. Ltd.

Assotech Business Cresterra,
Upper Ground Floor, Tower 1, Office No
007 & 008, Plot no 22 Sector - 135, Gautam Buddha Nagar,
Noida – 201301

Registered Office –

RLG Reverse Logistics India Pvt. Ltd.

94, Pocket - 4, Sector 11, Dwarka,
Delhi – 110075

Branch Office –

RLG Reverse Logistics India Pvt Ltd.

Swirl Lifestyle LLP, No: 3020, Old Y Block,
4th Street, 13th Main Road, Anna Nagar,
Chennai – 600040

Branch Office –

RLG Reverse Logistics India Pvt Ltd.

#34, 1st Floor, APJ Complex,
17th Cross, CMH Road, Lakshmipuram Ulsoor, **Bangalore – 560008**