

They end up in piles - and that’s what’s burning
We don’t give a damn - and we’re not learning
That this is a madness. It doesn’t make sense.
How could our society be so dense?”

~ Anonymous

Hasn't our world really changed where we are privy to global happenings at the press of button, visual simulations and all this without having to move a muscle, well almost! From the basic radio to televisions, computers, cell phones, PDA's, laptops, digital photo frames, digital cameras, pen drives, external hard drives, and now android phones, our world has truly shrunk from a bulky machine to a tiny compact chip. And as technology improves at a very fast pace with freshly launched models becoming redundant in a short span of time and most users purchasing newer models to keep up with that pace, the e-waste piling in our homes, work places and backyards is something we must be concerned about.



Old and obsolete electronic equipment is the fastest-growing portion of our waste stream. Indians discard an estimated 4700,000 tonnes of e-waste each year (as per study conducted by GIZ-MAIT, 2011). E-waste contains a variety of toxic substances, which include lead, mercury and cadmium. When e-waste is disposed into landfills, these toxins can be released into the atmosphere or seeps in through the land and have adverse health effects to people handling it and negative environmental effects.

Did we know that India ranks lowest in its knowledge of recycling of e-waste? Do we know what materials go into manufacturing an ordinary cell phone and what happens to it once discarded? Do we know what percentage of E-waste comes back for recycling? Do we know that India is one of the few countries in the world to adopt a law for safe handling and disposal of e-waste? Did we know that registered recyclers handle a very minor proportion?

(Approx 5%) of the overall e-waste being recycled in India while the rest 95% is handled by informal sector? Do we know who are responsible for final recycling of E-waste end products? Or for a start, do we even know what exactly is E-waste?

SWaCH in collaboration with GIZ invite colleges from different backgrounds to explore these questions and more; and present ideas and inspiration for how we can rethink E-waste and, in particular, it's awareness and disposal through ways that are outside traditional approaches. The campaign aims to identify and discuss the major challenges and needs associated with management and sensitization of e-waste amongst the college students from different backgrounds in Pune. The campaign will use an activity-based learning and self-discovery methods, involving games, puzzles and arts. The participants will become familiar with the knowledge of e-waste while at the same time gain hands-on experience making an interactive e-waste art installation, learn from subject matter experts and paper presentations, engage through street theatres and performances, and involve through poster making, photography, poetries and more...

Activities	Medium of Presentation	Important Dates	Prizes
<p>“Coffee with Keyboard”</p> <p>(Max. no. of co-authors – 2)</p>	<p>A paper presentation on any one of the following topics:</p> <ul style="list-style-type: none"> • Implementation of E-waste policy/regulation in India • Role of Government, NGOs, Schools and Colleges in reducing E-Waste - its strategies and approaches • Role of Extended Producers Responsibility in Sustaining E-waste Management • E-waste as pollutant on the ecosystem and humans 	<p>Last Date to Register: 10th Dec 2013</p> <p>Last Date to submit your abstract: 15th Dec 2013</p>	<p>1st Place – Rs. 3000</p> <p>2nd Place – Rs. 1000</p>
<p>“Mute Noises”</p> <p>(Max no. of members – 4)</p>	<p>A short film or documentary on the Role of Informal Sector in e-waste recycling and its effect on health of the workers.</p>	<p>Last Date to Register: 10th Dec 2013</p> <p>Last Date to submit your entries: 19th Dec 2013</p>	<p>1st Place – Rs. 5000</p> <p>2nd Place – Rs. 3000</p>
<p>“The Statue of QWERTY”</p> <p>(Max no. of members – 4)</p>	<p>An E-waste art installation to demonstrate “3 R’s: reduce, reuse and recycle”</p>	<p>Last Date to register: 15th Dec 2013</p>	<p>1st Place – Rs. 4000</p> <p>2nd Place – Rs. 2000</p>

<p>“15, E(waste) Street”</p> <p>(Individual)</p>	<p>Display of 15 best Poetry entries written on E-waste.</p>	<p>Last Date to Register: 10th Dec 2013</p> <p>Last Date to submit your entries: 19th Dec 2013</p>	<p>1st Place – Rs. 2000</p> <p>2nd Place- Rs. 1000</p>
 <p>“Poster-ity”</p> <p>(Max. no. of members – 2)</p>	<p>A poster making competition on the theme of “Evils of E-waste: the disposal and irresponsible dumping of unwanted electronic equipment”.</p>	 <p>Last Date to Register: 15th Dec 2013</p>	<p>1st Place – Rs. 2000</p> <p>2nd Place – Rs.1000</p>
<p>“E-Gaze”</p> <p>(Maximum no. of entries per participant – 5)</p>	<p>A photo story competition – exhibition of 25 best photo entries on E-waste on the campaign day</p>	<p>Last Date to Register: 10th Dec 2013</p> <p>Last Date to submit your entries: 19th Dec 2013</p>	<p>1st Place – Rs. 2000</p> <p>2nd Place – Rs. 1000</p>
<p>“Mehfil-E-Waste”</p> <p>(Max no. of members – 12)</p>	<p>Street Play/ dance drama depiction of E-waste threats and awareness about its collection and disposal</p>	<p>Last Date to Register: 15th Dec 2013</p>	<p>1st Place – Rs. 3000</p>

<p>“The Recycle Rally”</p> <p>College Level Participation</p>	<p>Your one chance to win “Zero E-waste” title. A “Zero E-waste” college contender will attempt to place E-waste Bins in their college premise and collect maximum E-waste for one week starting before the day of campaign.</p>	<p>Last Date to Register: 10th Dec 2013</p> <p>Time Period for E-waste Rally : 15th Dec 2013 - 20th Dec 2013</p>	<p>1st Place – College wins a Trophy and Certificate from SWaCH</p>



Date: 21st December 2013

Venue: St. Mira’s College for Girls, Koregaon Road, Pune

Email your queries to swach.ewaste@gmail.com

Or Call:

Jyotsna Gupta – 9021307484; Pratibha Sharma- 9158007100; Akshat Mandloi – 9975622852



All participants will receive a certificate of appreciation from SwaCH!

Rules and Criteria:

1. Coffee with Keyboard (Call for Papers)

No. of Participants: max – 2

Rules:-

- ❖ Submission of Abstracts of about 300 – 400 words are invited from prospective authors/ researchers for the paper presentation on the following themes:
 - ✓ Implementation of E-waste policy/regulations in India.
 - ✓ Role of government NGOs, School and colleges in reducing E-waste –its strategies and approaches.
 - ✓ Role of Extended Producers Responsibility in Sustaining E-waste Management.
 - ✓ E-waste as pollutant on the ecosystem and humans.
- ❖ Up to two co-authors are allowed. Only one co-author will be allowed to present.
- ❖ Last date for sending the abstract is 15th Dec 2013.
- ❖ Abstracts should be submitted to swach.ewaste@gmail.com
- ❖ Acceptance notification of the abstract will be communicated on 16th December.
- ❖ Participants should be ready with their final papers and presentation by 20th December.
- ❖ Word Limit for final paper: 2500 – 3000 words
- ❖ Time duration for the presentation: 15 mins + 5 mins Q/A
- ❖ Event Coordinator: Pratibha: 9158007100

2. Mute Noises (Short Film/ Documentary)

No. of Participants: max – 4

Rules:-

- ❖ We invite entries from students of diploma/ degree, graduate and postgraduate programmes to participate in the event
- ❖ The theme for the competition is “Role of Informal Sector in e-waste recycling and its effect on health of the workers”
- ❖ Entries for Short Film/ Documentaries – Duration Max 15 mins

- ❖ The event aims to encourage talent among students, not only from media institutes and colleges but also from other disciplines.
- ❖ The event seeks to address a felt need for a platform where student work can be showcased.
- ❖ The deadline to register is 10th December, 2013 and submission of entries is 19th December, 2013.
- ❖ Two best entry will be screened on the day of Event – 21st December, 2013
- ❖ Event Coordinator: Jyotsna: 9021307484, Liyaan: 8698962340

3. The Statue of QWERTY

No. of Participants: (min- 2, max – 4)

Rules and Criteria for E-waste Installation Competition

- ❖ The main theme of the contest is: “3Rs- Reduce, Reuse, Recycle”
- ❖ It is a group activity. Students will participate in a group of not more than 4. Students in the group must be from same college.
- ❖ A group will develop a single installation.
- ❖ **The participants should bring their ART to the venue for display.**
- ❖ The student should use e-waste (electronic waste) like obsolete electronic devices such as memory card, CD, video tapes, RAM, wires, switches and telecommunication devices such as cellular phones, sim card, audio-video devices, etc. They can also use waste packing material and plastic waste.
- ❖ If participants are falling short of E-waste, they can visit SWaCH office at Kothrud Kachra Depot and collect relevant E-waste till the 15th of December. **The same will have to be returned after the event.**
- ❖ The product display should include:
 - Name of the Participants
 - College
 - Department
- ❖ Each judge will rate each entry on a 100-point scale. The final ranking of entries will be based upon the mean of the resulting distribution of scores.
- ❖ Criteria for judging:
 - Creativity and presentation – 50%
 - Originality and resource utilization - 30%
 - Relevance to the theme - 20%

- ❖ The material use for product making should be waste and not bought from the market or else the team will be disqualified.
- ❖ Event Coordinator: Pratibha: 9158007100

4. 15, E(waste) Street

Individual Activity

15, E (waste) Street is a poetry competition open for students. Discover the poet in you with poetry written about E-waste.

- ❖ The poem must be an original composition in any one of the following languages: English, Hindi or Marathi.
- ❖ Two best poetries will be read out on the day of Event – 21st December 2013
- ❖ Please send in your article to swachh.ewaste@gmail.com.
- ❖ Please mention Name, College, Department, Email Id and Contact No.
- ❖ All participants will receive a certification of participation.
- ❖ Event Coordinator: Jyotsna: 9021307484, Liyaan: 8698962340

5. Poster-ity (Poster Making)

Group Activity; No. of Participants - 2

Rules:-

- ❖ The theme of the contest is: “Evils of E-waste: the disposal and irresponsible dumping of unwanted electronic equipment”. The poster should be fun, motivational and inspire students to discover the connections between e-waste and poster theme.
- ❖ All poster entries must include the aforementioned theme or a creative quotation related to the above, in English, Hindi or Marathi only.
- ❖ It is a group activity. Students will participate in a group of two.
- ❖ Posters should be hand-painted only. Participants are free to choose the medium – colours, charcoal, etc.
- ❖ The poster should be printed in “IVORY SHEET” of 14 x 22 inches and submitted to Swach before 18th December 2013
- ❖ The poster display should include: Name, College, Department, Email Id
- ❖ Event Coordinator: Pratibha - 9158007100

6. E-Gaze (Photo Competition)

Individual Competition

Take a digital photo of anything related to the E-waste. It could be a spontaneous shot or a planned photo shoot. You might take a photo of a pile of e-waste in your home, a person (bhangarwala) buying e-waste or dismantling it, bunch of e-waste lying exposed in your local surrounding, etc. Add a clever caption that will encourage others to think about the dangers of E-waste.

Rules:

- ❖ Digital photos must be three (3) megapixels or larger. Entries require high/print quality images – 2048 x 1536 resolution in 4" x 6" print not exceeding size of 2 MB.
- ❖ A story can be narrated through one photo or through series of photos. Maximum no. of photos per participant is restricted to 3.
- ❖ Each entry must include the photographer's name, contact no, email id, college, age, and the photo caption.
- ❖ To enter the Competition you are required to register by 10th December 2013. Take a photograph within the Competition Period of an item(s) of e-waste (i.e. an old computer, computer accessories, printer or television)
- ❖ Photos that have been digitally altered, or "photoshopped," beyond dust removal, cropping, or natural adjustments to colour and contrast, etc. can be disqualified.
- ❖ Hard Copy in **A4 size** to be submitted by 19th December, 2013 at SWaCH Office at Kothrud Kachra Depot by 6:00 pm.
- ❖ Please send in your soft copy to swach.ewaste@gmail.com by 11:59 p.m. local time on December 19, 2013.
- ❖ You can take action shots or stage your photo. If there are any people in the photo, please ask for their permission.
- ❖ Also, photos with inappropriate content determined by a reviewer will be disqualified.
- ❖ The original camera made file maybe requested.
- ❖ Criteria for Judging:
 - Creativity and presentation - 50%
 - Originality and resource utilization - 30%
 - Relevance to the theme - 20%
- ❖ Event Coordinator: Pratibha- 9158007100

P.S Your entry to the contest constitutes your agreement to allow your photographs or artwork with your name and college to be published for educational and promotional materials to create awareness, but not limited to, Web sites, emails, newsletters, posters,

and all other electronic or print media. Entrants retain ownership and all other rights to future use of their photographs.

7. Mehfil-E-Waste (street theatre)

No. of participants: 10-12

Rules:

- ❖ One entry per college.
- ❖ Time limit is 20-25 minutes.
- ❖ Use of mics and make up is strictly not allowed.
- ❖ No props will be provided. Teams may use props but need to inform the event coordinator beforehand.
- ❖ Decision of the judges will be final and binding.
- ❖ Preferred Languages: English, Hindi and Marathi
- ❖ Event Coordinator: Pratibha- 9158007100

8. The Recycle Rally

Rules:-

- ❖ Each college will be provided 2-4 E-Waste Collection Bins.
- ❖ Each college will have to assign a College Contender who will be in charge of the bins as well as creating awareness in their respective colleges.
- ❖ The bins which will have to be collected from SwaCH office at Kothrud Kachra Depot.
- ❖ Collected E-waste needs to be submitted after the event to the SWaCH office.
- ❖ The Rally will be operational between 15th to 20th December only.
- ❖ Judging Criteria: College with maximum weight of E-Waste wins a trophy of honour and certificate from SwaCH.
- ❖ Event Coordinator: Jyotsna: 9021307484, Liyaan: 8698962340

Program Schedule

Date: 21st December, 2013 (Saturday)

Venue: St. Mira's College for Girls, Koregaon Road, Pune

Timings	Event	Location
10:15 am - 11:00 am	Registration	Quadrangle
11:00 am – 11: 15 am	Welcome Address	AV Hall
11:15 am – 12:30 pm	Paper Presentation and Panel Discussion	AV Hall
12:30 pm – 1:00 pm	Short Film Screening	AV Hall
1:00 pm – 1:30 pm	Poetry Reading (and Refreshment)	AV Hall
1:30 pm – 2:15 pm	Street Theatre	AV Hall
2:15 pm – 4:00 pm	Prize Distribution and Closing	AV Hall
*Art Installation, Posters, Photographs will be on Display throughout the event		