

E-waste Project Report

Usha Pravin Gandhi College of Management participated in an 'E-waste Wise' project of Oasis NGO and Sony Music. The journey began with an E-waste exhibition which was held on 10th of March 2016, where the students of USHA PRAVIN GANDHI COLLEGE OF MANAGEMENT presented different ideas to reduce E-waste. Dr.A.Kapoor (Principal of Usha Pravin Gandhi College) and Dr. Puja Sukhija (Director of Oasis N.G.O.) were impressed with the hard work and dedication of the students and they came up with an idea of collaboration of U.P.G, OASIS AND SONY MUSIC.

The objective of this OASIS (NGO) is to raise funds for educating the rag-picker's children. Ms. Puja Sukhija from Oasis and Dr. A. Kapoor along with B.Sc. (I.T.) department motivated and guided the students for the successful implementation of the project. In addition, six Project Leaders were selected and briefed about the project.

They were given the task of designing brochures and letters which had to be distributed in order to spread the awareness about recycling E-waste.

The project was carried out in the following manner:

1. H-ward i.e. Santacruz, Khar, Bandra were allocated to the students for the project.
2. Students were divided into 20 different groups of 4-5 students in each group. A group leader was selected.
3. The students visited the designated areas on 3 consecutive Saturdays.
4. The students carried out an initial survey of the allotted areas on June 18, 2016.
5. The students visited most of the societies to spread awareness about the drive but were disappointed as they were not allowed in most of the societies.
6. The society office bearers could not be contacted and some of the security watchmen were rude to the students.
7. As said, "There's no success without obstacles", they too faced many challenges. The cold response in the beginning tried to demotivate them however, they didn't lose hope.
8. During their next visit, students distributed pamphlets in the societies and spread awareness about e-waste recycling amongst the residents.
9. The students decided a day for e-waste collection and conveyed the same to the residents.
10. After three months of dedicated hard work put in by the students, victory emerged by collecting 2200 kg (approx.) of E waste.
11. The students were successful in reaching out an approximate of 4700 families.

The project leaders along with B.Sc. (I.T.) team were felicitated at Juhu Jagruti hall on 30th August 2016. The function started at 12 noon. It was presided by Chief Guest Ms. Poonam Nikam (Deputy General Manager of Sony Music).

The program was made more colourful with cultural programmes based on e-waste as a theme. The students performed street plays and flash mobs and showcased their six months journey of e-waste collection drive.

The programme ended with a vote of thanks and National Anthem.

