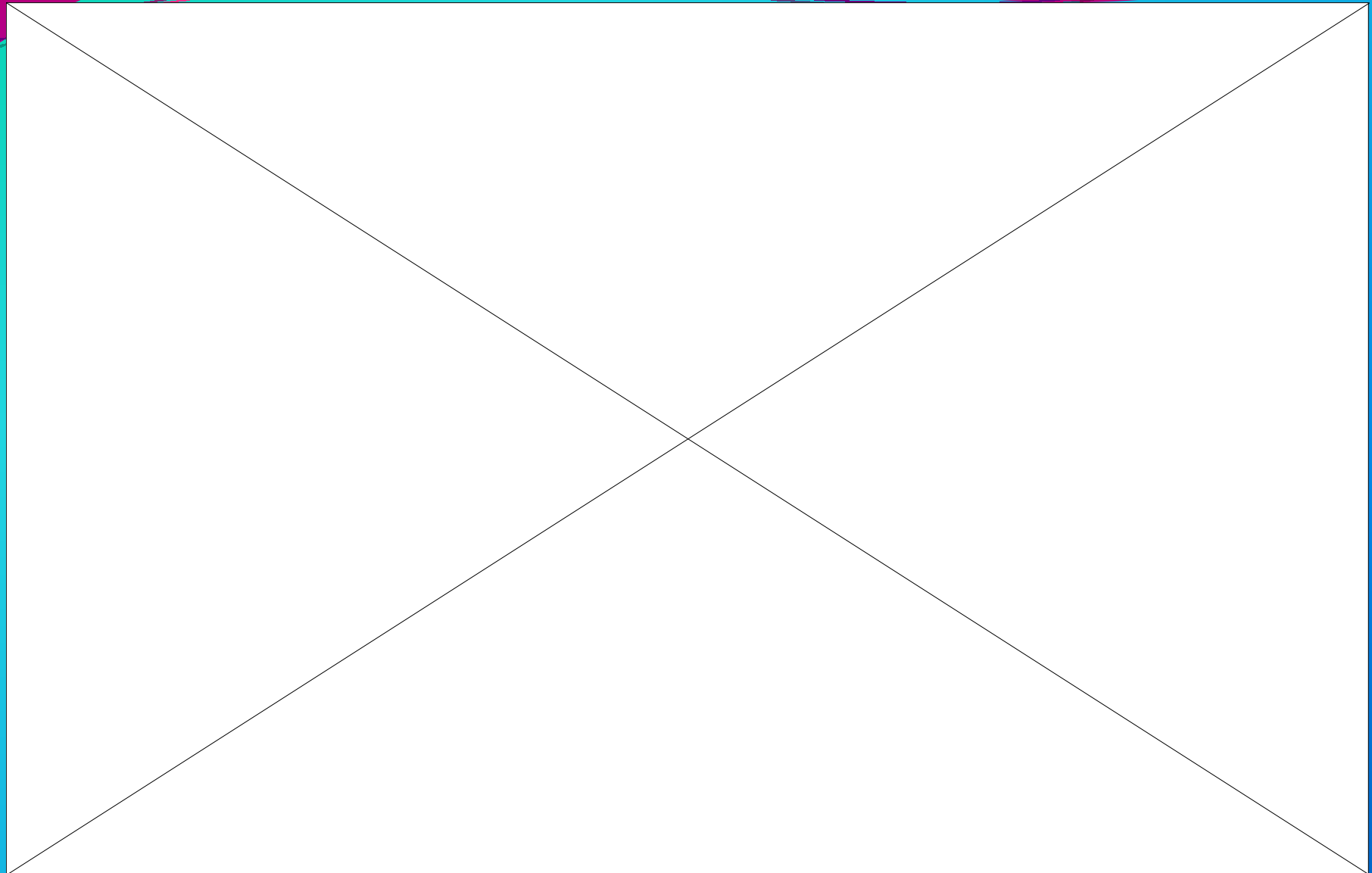


E-Waste Management: The Case of Indian IT Sector

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E-waste

Outline of this presentation

- Background of the research
- Research approach
- Findings
- Way ahead

Research background

- E-waste a growing concern in developing countries
- No separate regulation to manage e-waste in India until recently
- The new regulation for e-waste management based on EU WEEE
- The attitude towards e-waste
- Growth and contribution of IT service sector to economy

Knowledge gap

- E-waste management is a new field of research
- Stakeholders – Producers, consumers and recyclers



- Consumer types – Household and Business/Bulk consumers
- Indian IT sector as a bulk consumer

Aim

The aim of the current research is to understand the structure and mechanism that underpins the management of e-waste in the IT/ITES sector so as to understand a bulk consumer behaviour and evolve a framework for better e-waste management.

Objectives

- Develop a conceptual model of factors influencing e-waste practices in the IT bulk consumer
- Understand the current practices prevalent in the sector for e-waste management
- Identify the factors influencing the current practices for e-waste management
- Trace the path of e-waste among the stakeholders to identify the value-chain in operation
- Develop a framework for the management of e-waste

Research Questions

- What is happening?
 - What are the organizations doing about e-waste?
 - How are they doing it?
 - What difficulties they are posed? Etc.
- Why it is happening?
 - When did the practice start? Why?
 - What influence does CSR, Regulation, client requirement, etc. have on their practice and so on

Methodology

- Qualitative research
- Semi- structured interviews and document analysis
- Very Large (5) Large IT (5) and SME IT (10)
Manufacturers (3) and Recyclers (5)
- Interviews were also done with regulators and other organizations working for e-waste management like GTZ, MAIT, NASSCOM, NGOs like Toxic Links, Greenpeace, etc.

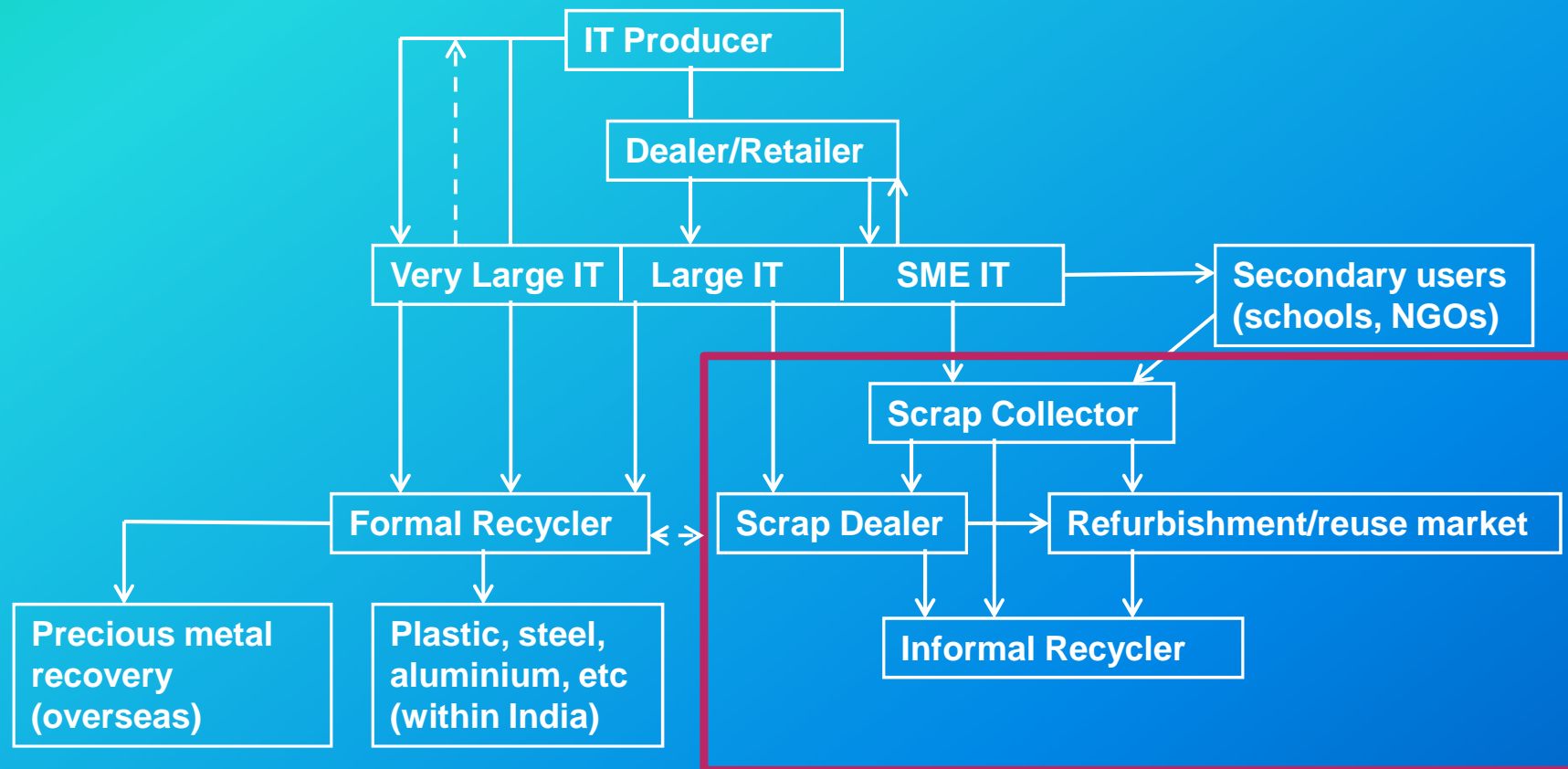
Research procedure

- Literature review
- Pilot study
- Conceptual model
- Field work (interviews, document analysis & observations)
- Data coding and analysis
- Findings and outcomes

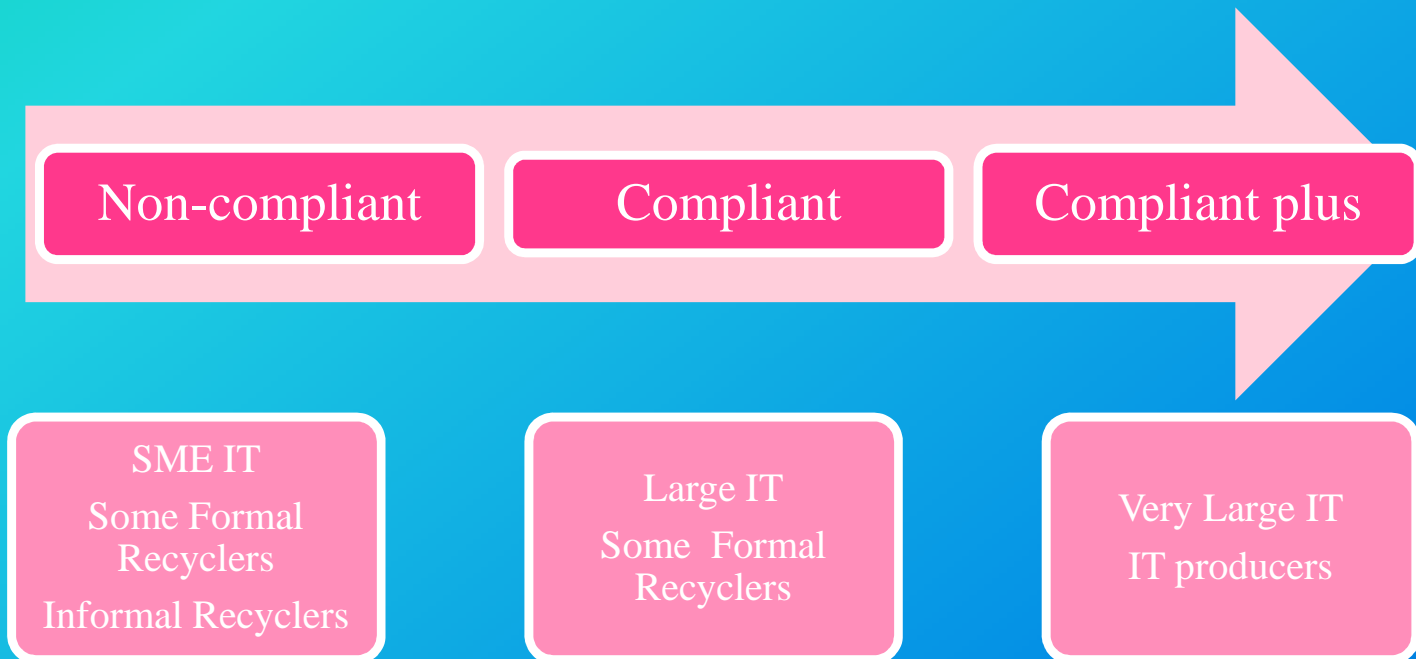
Findings

- Material flow
- Factors influencing the practice
- Challenges to the system
- Development of a framework

Material Flow



Levels of e-waste management practice



Factors determining e-waste management practice

- External factors

- Brand Image
- Client requirement
- Peer pressure
- Regulation

- Internal Factors

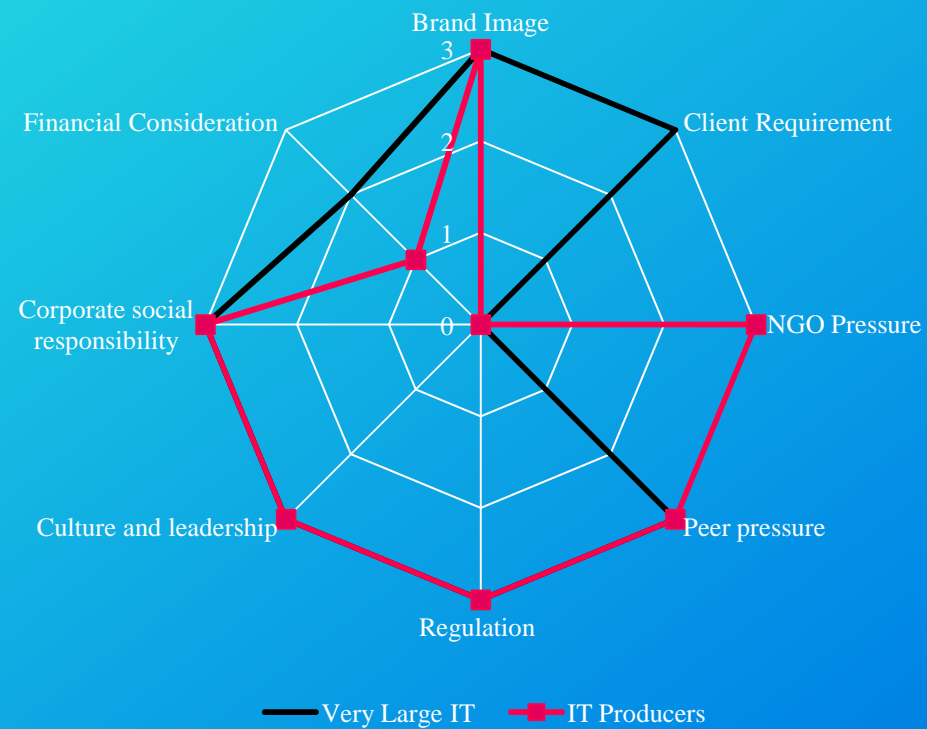
- Corporate culture and leadership
- CSR
- Financial factors

Enabling factors

- EMS
- Awareness
- Availability of formal recyclers

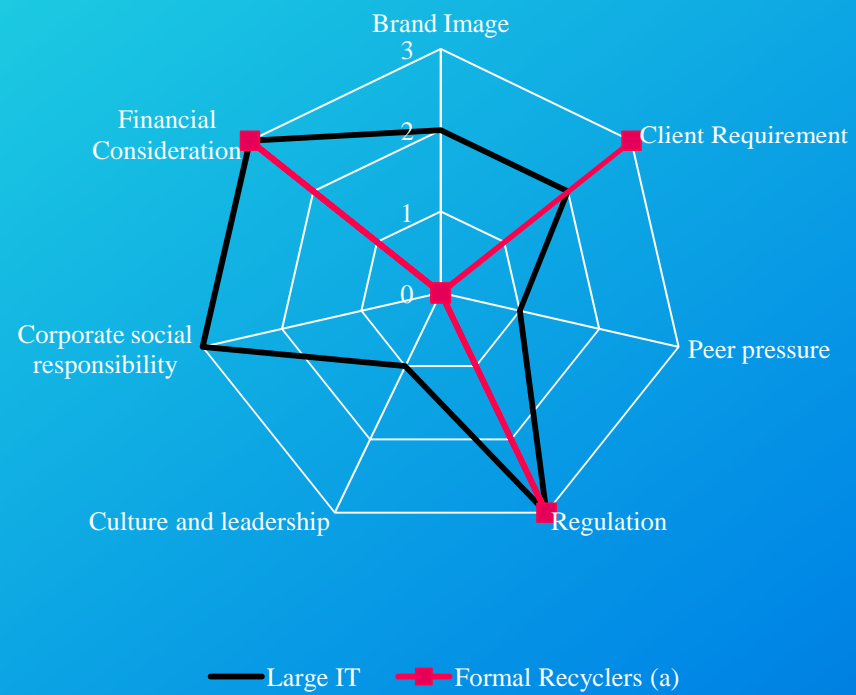
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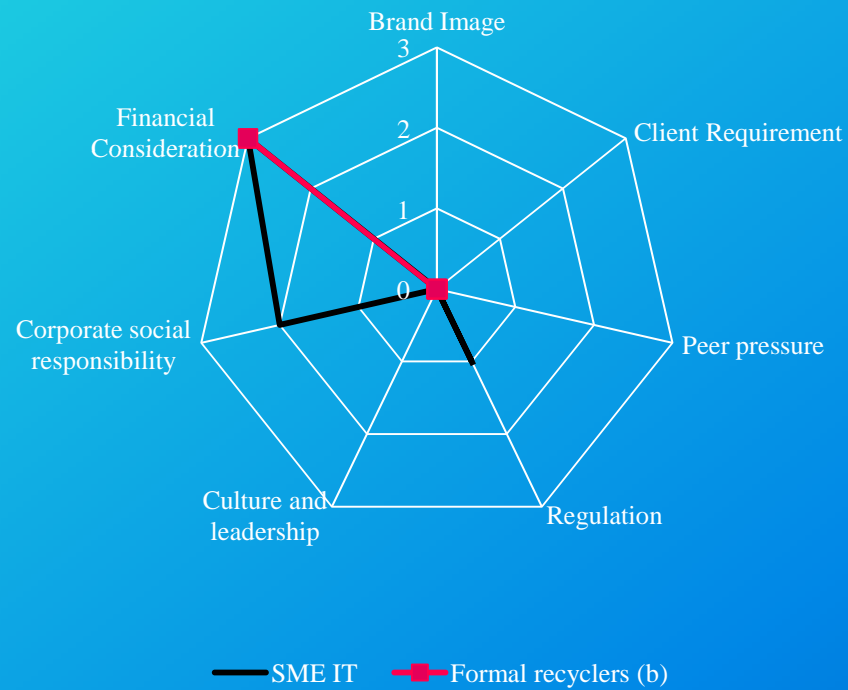
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Challenges

- Low awareness
- Availability of collection mechanism
- Participation



Development of a framework

- Improve awareness
- Establish collection system
- Incentivising collection

Thank you !



Reduce, Reuse, Recycle!