

## E-Waste Awareness Programme

RAJ INDUSTRIES for creating promising awareness throughout the country will do the following:

1. General Awareness through various media.
2. Digital awareness.
3. Awareness through trade partners.
4. Awareness through Advertisements
5. Awareness through training and conducting regular workshop.

### **GENERAL AWARENESS THROUGH VARIOUS MEDIA INCLUDING PRINT MEDIA**

Through Booklets /leaflets- Products manuals /products catalog shall contain a booklet /leaflet endeavoring to make the user aware on the E-waste and its handling, manner of disposal (do's and don'ts).The information covers the under mentioned things;

- Hazardous constituents in electrical and electronics equipments.
- Impacts of importershandling/dumping OR disposal/accidental breakage/recycling of e-waste.
- Handling of e-waste (Do's&Don'ts).
- Symbolon products &Booklet mentioning prevention of dumping of E-waste in garbage bins.
- Mechanism available to consumers for disposal of their e- waste directly to recyclers data and take back systems.

Through Invoices:-The Company shall prints on its invoices a one liners information its toll free numbers for disposal of e- waste.

### **THROUGH LOGOS/SLOGANS ON PRODUCTS WHICH STATE THAT RECYCLING IS NECESSITY:-**

This step will help the customers to get knowledge and encouragements for proper disposal through recycling of the products.

### **DIGITAL AWARENESS**

Through Social Networks sites: RAJ INDUSTRIES through its various social networking platforms (Facebook,twitter,instagramwebsite)undertakes to post on monthly basis to educate its customers about electronics waste.

### **AWARENESS THROUGH TRADE PARTNERS**

By Installing banners /standers/ poster /at its dealers to the put on the prominent places in theirs premise in orders to educate customers /create awareness about what is electronics waste its hazardous impacts and the contact details of our authorized recyclers /dismantler to facilitate the customers for the safe disposal of their electronics waste.

### **AWARENESS THROUGH ADVERTISEMENTS**

RAJ INDUSTRIES shall spread e-waste awareness by doing advertisements in the following manners

1. Online Advertisements Videos on YouTube channel/YouTube commercial.
2. Outdoor Advertisements.

The company shall also advertise in educating its customers in various company sponsored events (awarded functions, contents, seminars, exhibitions etc.) via posters, standees and videos informing and sensitizing the customers about electronics waste, how not to dispose electronics waste in garbage bins but safe disposal of electronics waste.

#### **AWARENESS THROUGH TRAINING AND CONDUCTING REGULAR WORKSHOPS**

**RAJ INDUSTRIES** will initiate training programs for RAWS, school, and colleges etc. for creating awareness amongst the general public. **RAJ INDUSTRIES** will do this activity twice in every month covering two state /UT/ totaling to at least 24 such activities in a calendar year which covers 24 state/UT.

The Company shall educate all existing employees by conducting quarterly training /worker shops on e-waste and also a presentation on electronics waste shall be mandatorily by made a parts of the induction program for all new employees of the company.

The company shall provide training to Shop Owners/ retailers demonstrating the various aspects of electronics waste, safe, disposal, collection centers and hazardous impacts of electronics waste which shall be passed on to the customers visiting the various dealers/retailers. This will be done on a PAN India basis.

#### **Awareness through Advertisement**

**RAJ INDUSTRIES** shall spread e-waste awareness by doing advertising in the following manner:

- Online Advertising through Videos on YouTube Channel/ YouTube commercial
- Outdoor Advertising

The Company shall advertise in future, educating its customers, in various company sponsored events (award functions, contents, seminars, exhibitions etc.) via posters, standees and videos informing and sensitizing the customers about electronic waste, how not to dispose electronic waste and the safe way of disposing electronic waste.