



# RLG Reverse Logistics India Private Limited



## Annual Report

**Producer Responsibility Organization:**  
CPCB PRO Registration No. B-29016(1)/(PRO)/18/  
WM-III Division, dated 29-08-2018

**Doc. No.: RLGIn-AR-01**

FY  
20  
21

# Contents

<b>Abbreviations</b>	<b>3</b>
<b>Vision</b>	<b>4</b>
<b>Mission</b>	<b>4</b>
<b>Objectives</b>	<b>4</b>
<b>Goals</b>	<b>4</b>
<b>Our Values</b>	<b>4</b>
<b>Message from the Managing Director</b>	<b>5</b>
<b>The E-waste Pedagogy of the Indian Sub-Continent</b>	<b>6</b>
<b>RLG India – Revolutionizing the Indian E-waste Management Ecosystem</b>	<b>7</b>
1. Global Solutions	7
2. Our Areas of Expertise	8
3. Sustained efforts to strengthen the EPR Program	9
4. Our Risk Management Approach	10
5. RLG India – Journey	12
6. RLG India- As an Organization	13
<b>A robust Pan India network</b>	<b>17</b>
<b>Collection Channels</b>	<b>21</b>
1. Bulk Sourcing	21
2. Sourcing from Collection Drives	21
<b>Clean to Green™ Awareness Programs</b>	<b>21</b>
<b>The E-Safai Campaign</b>	<b>25</b>
<b>Innovation and Technology at RLG</b>	<b>29</b>
<b>Collections Overview – FY 2020-21</b>	<b>30</b>
<b>Way Forward – FY 2021-22</b>	<b>31</b>
<b>Clean to Green™ on Wheels</b>	<b>32</b>
<b>Awareness Outreach Plan – FY 21-22</b>	<b>34</b>
<b>Clean to Green™ Student Portal</b>	<b>40</b>
<b>Way Forward: Collection Target</b>	<b>41</b>
<b>Way Forward: Infrastructure Growth</b>	<b>41</b>
<b>RLG India’s Key Sustainability Initiatives</b>	<b>44</b>
<b>Contact Us</b>	<b>46</b>

# Abbreviations

Abbreviations	Descriptions
&	and
Ads	Advertisements
BMZ	The Federal Ministry for Economic Cooperation and Development, Government of Germany
C2G	Clean to Green™
CPCB	Central Pollution Control Board
CSR	Corporate Social Responsibility
Doc.	Document
Dr.	Doctor
EEE	Electrical and Electronic Equipment
EPR	Extended Producer Responsibility
E-Waste	Electronic Waste
FY	Fiscal Year
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit
ISO	International Organization for Standardization
Mar	March
MeitY	Ministry of Electronics and Information Technology
MIS	Management Information System
MT	Metric Tonnes
PCC	Pollution Control Committees
PIBO	Producer, Importer, Brand Owner
4PL	Fourth Party Logistics
PRO	Producer Responsibility Organization
PV	Photo Voltaic
Rev	Revision
RWA	Residential Welfare Association
SDG	Sustainable Development Goals
SPCB	State Pollution Control Board
TM	Trademark
UT	Union Territories
WEEE	Waste Electrical and Electronic Equipment
YOY	Year on Year

# Vision

RLG believes in the concept of Return to Value – returning the value of materials, products and customer relationships. Our vision is to create a sustainable economy that aims to return to value resources and is restorative by its circular design.

# Mission

At RLG, our mission is to provide innovative, comprehensive return management solutions, by enabling producers, brand owners, manufacturers, and distributors of electronic products to actively drive product and commodity returns after end of life, thus facilitating multiple cycles of use. We aim to:

- Drive cost optimization through hub and spoke model.
- Enable Pan India collection coverage with key focus on organic collections.
- Assess environmental impact of returns.
- Deliver customized solutions in After Market Services and Corporate Social Responsibility for our associated clientele.
- Use our global expertise in takeback and waste management services to help producers in India live up to their extended producer responsibility and provide them with individual return systems for their end customers.

# Objectives

- To reduce carbon footprint in end-to-end returns network and contribute to quality of life of local communities.
- To improve and extend our service offering.
- To expand our full serviced clients and increase recurring revenue.
- To become more known and attractive to clients and talents.
- To drive empowerment of resources that further translates into betterment of the organization functioning.

# Goals

- **Clients:** Render top-notch solutions to our associated clientele in-line with industry requirements.
- **Organisation:** Agile structured, fun place to work with high performance culture.
- **Diversification:** Diversification into Plastic, Battery, After Market Returns Management and Social Responsibility towards Environment.
- **Positioning:** Be known as a thought leader in the industry.
- **CSR:** Zero emission in returns network + improve quality of life of (local) communities.
- **Geographies:** Pan India offering with a key focus on organic collections and channelization of WEEE.

# Our Values

- RLG's success is grounded in the collective commitment of our employees to the core values: Respect, Accountability, Teamwork, Integrity, Innovation, Efficiency and Customer Satisfaction.
- We are committed to the highest ethical standards and are compliant to all applicable laws, rules, and regulations.



# Message from the Managing Director



*I believe that within RLG India, all employees have been our strength and support system.*

*They have played and continue to play pivotal roles in supporting the organization. It is because of their collective efforts, relentlessness towards facing various challenges, and a clear vision of the common goal is that we share so many success stories today.*

**Ms. Radhika Kalia**

Managing Director

RLG Reverse Logistics India Private Limited

The global community, has, in the past few years, witnessed the expansive growth of electronic waste or e-waste as one of the critical public health and environmental concerns, impacting lives and economies. Closer home, being deeply associated with the e-waste sector, I have seen the positive changes brought on by the E-waste Management Rules 2016 in this industry, in the last four years. It has been playing an instrumental role in establishing a resilient scaffolding for an effective e-waste recycling and disposal ecosystem by involving the key stakeholders such as producers, recyclers, dismantlers, consumers, and retailers.

This has never been truer than now, when every entity – personal and professional, irrespective of size, has spent the last year fighting tirelessly and incessantly against a common enemy – the COVID-19 pandemic.

The pandemic caused complete disruption

in “life as usual”, with home becoming the new place of work, play, and shop, but we have managed to stay resilient despite the challenging times. And while many may attribute the various revolutionary changes we have been experiencing to technology, I, however, strongly believe that the life-altering transformative changes would not have emerged had they not been underpinned by the positive attitude and belief in consistent efforts towards change management, irrespective of the direness of the situation.

To that end, I am thankful to each and every employee for using their remarkable talents and skills to help us ride out the pandemic storm safely by giving their best every single day. As we have entered a new financial year, with new aspirations, goals, and renewed hopes, I believe that the positivity, trust, and sense of belongingness in every individual connected with us would help us achieve greater heights of success.



# The E-waste Pedagogy of the Indian Sub-Continent

The increased material comforts provided by various technological advancements coupled with proliferation in generation of e-waste, was a scenario that even Mahatma Gandhi visualised and warned about long ago. One of his comments in this regard can be quoted here –



*A technological society has two choices. First, it can wait until a catastrophic failure to expose system deficiencies, distortions & self-deceptions. Secondly, a culture can provide social checks & balances to correct for systemic distortion prior to catastrophic failures.*

It is, therefore, imperative to develop a comprehensive and robust mechanism to dispose these waste products before they become completely unmanageable.

According to the Associated Chambers of Commerce and Industry of India (ASSOCHAM) and KPMG study<sup>1</sup>: Electronic Waste Management in India identified that computer equipment accounts for almost 70 per cent of e-waste, followed by telecommunication equipment phones (12 per cent), electrical equipment (8 per cent), and medical equipment (7 per cent) with remaining from household e-waste.

E-waste management is a great challenge for governments of many developing countries such as India. Increasing information campaigns, capacity building, and awareness is critical to promote environment friendly e-waste management programmes.

These sustained efforts need to further ramp up and substantial improvement in the current practices through impactful collection schemes and pragmatic management practices are mandatory, to enable channelization of WEEE for environment-friendly recycling. Reducing the number of hazardous substances in electronic products will also have a positive effect in dealing with the specific e-waste streams, thus reducing the emission of hazardous waste into the ecosystem significantly.

1. <https://www.teriin.org/article/e-waste-management-india-challenges-and-opportunities>





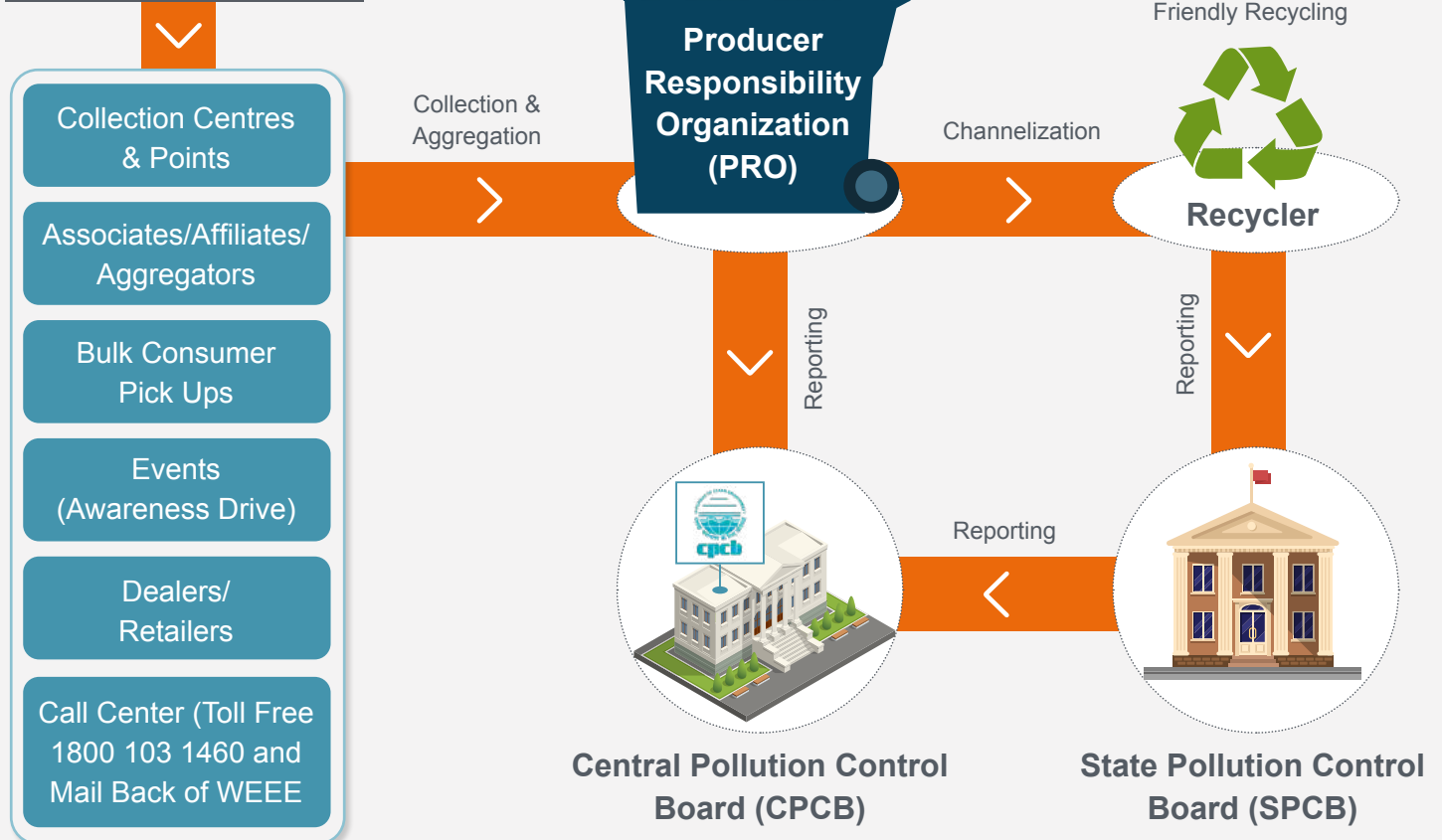
# RLG India – Revolutionizing the Indian E-waste Management Ecosystem

## Global Solutions

RLG India designs and operates sustainable, cost effective and reliable solutions for the take back and recycling of electrical & electronic products according to relevant Indian legislation, and in line with our customer’s policies. We aim to decipher the problems faced by stakeholders at a local level, backed by global expertise.

Our Integrated Management System has been designed to efficiently regulate information and material as a Fourth Party Logistics provider. (Fourth Party Logistics Providers build supply chain solutions for businesses by managing resources, technology, and infrastructure)

### Corporates & Consumers



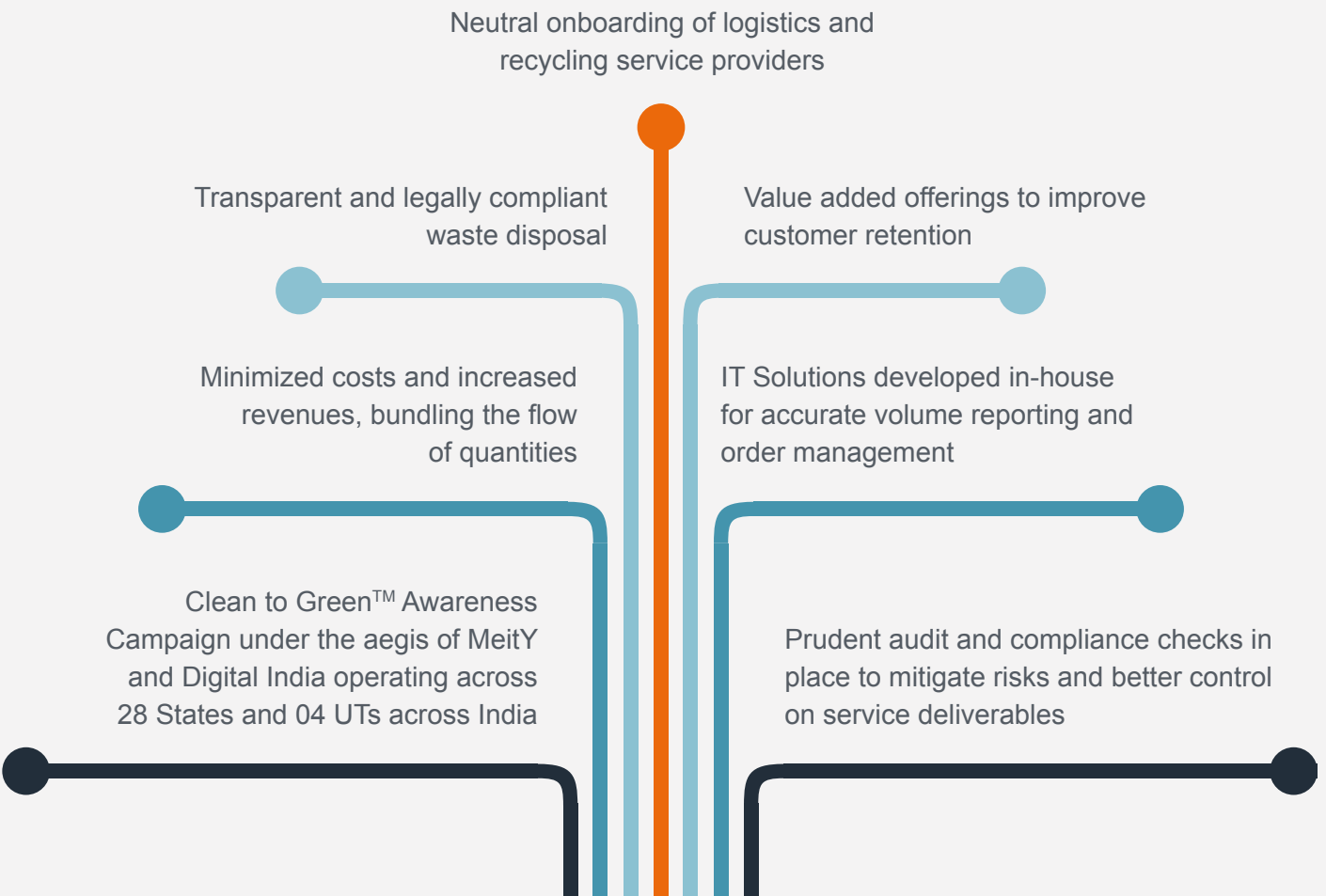


# RLG India – Revolutionizing the Indian E-waste Management Ecosystem

## Our areas of expertise

Since its inception in 2017 as a Producer’s Responsibility Organization (PRO), RLG India has been supporting producers, importers, brand owners & manufacturers across India to

fulfil their Extended Producer’s Responsibility under the E-waste Management Rules 2016 (or amended thereof) by providing:



Over the past 20+ years, RLG Group globally has built proven competencies to ensure complete compliance coherence for our customers. In India, to act in accordance with

the law, we have developed internal practices and quality checks at various levels within the organization.





# RLG India – Revolutionizing the Indian E-waste Management Ecosystem

## Sustained efforts to strengthen the EPR Programs

To understand the implications and deliver coherent services for EPR fulfilment to our customers, we exercise prudence and ensure regular audits. Our ISO certified process flows provide transparent reporting. Our collection centre and awareness campaign teams are

spread across the length and breadth of India and help us connect with the consumers of electrical and electronic equipment on-ground to carry out mass awareness drives and sensitize the people at large, on safe disposal practices of e-waste.





# RLG India – Revolutionizing the Indian E-waste Management Ecosystem

## Our Risk Management Approach

Risk Management strategies at RLG India aim to insulate business deliverables from both internal and external risks that thwart the business-as-usual. We can expect to witness stable growth for our company, by considering methods and strategies to combat teething issues pertaining to destruction of ecosystems, climate change, resource depletion, geo-political risks, and such other myriad business risks.

Being a 4PL asset light organization, we endorse the act of disclosure of information related to risks transparently in the public platform, as we strongly believe that this would instill confidence amongst our stakeholders, vendors and customers.

As a responsible and compliance-oriented PRO, we, at RLG India, have made Standard Operating Procedures for every vertical of RLG's working. This guarantees quality benchmarking as well as assists every employee in working efficiently and uniformly. We endeavor to achieve the highest level of customer satisfaction, through our robust quality management system.

Our policy on responsible operations and sourcing enables us to effectively identify and mitigate risks in economic, social, regulatory, and environmental aspects to ensure business

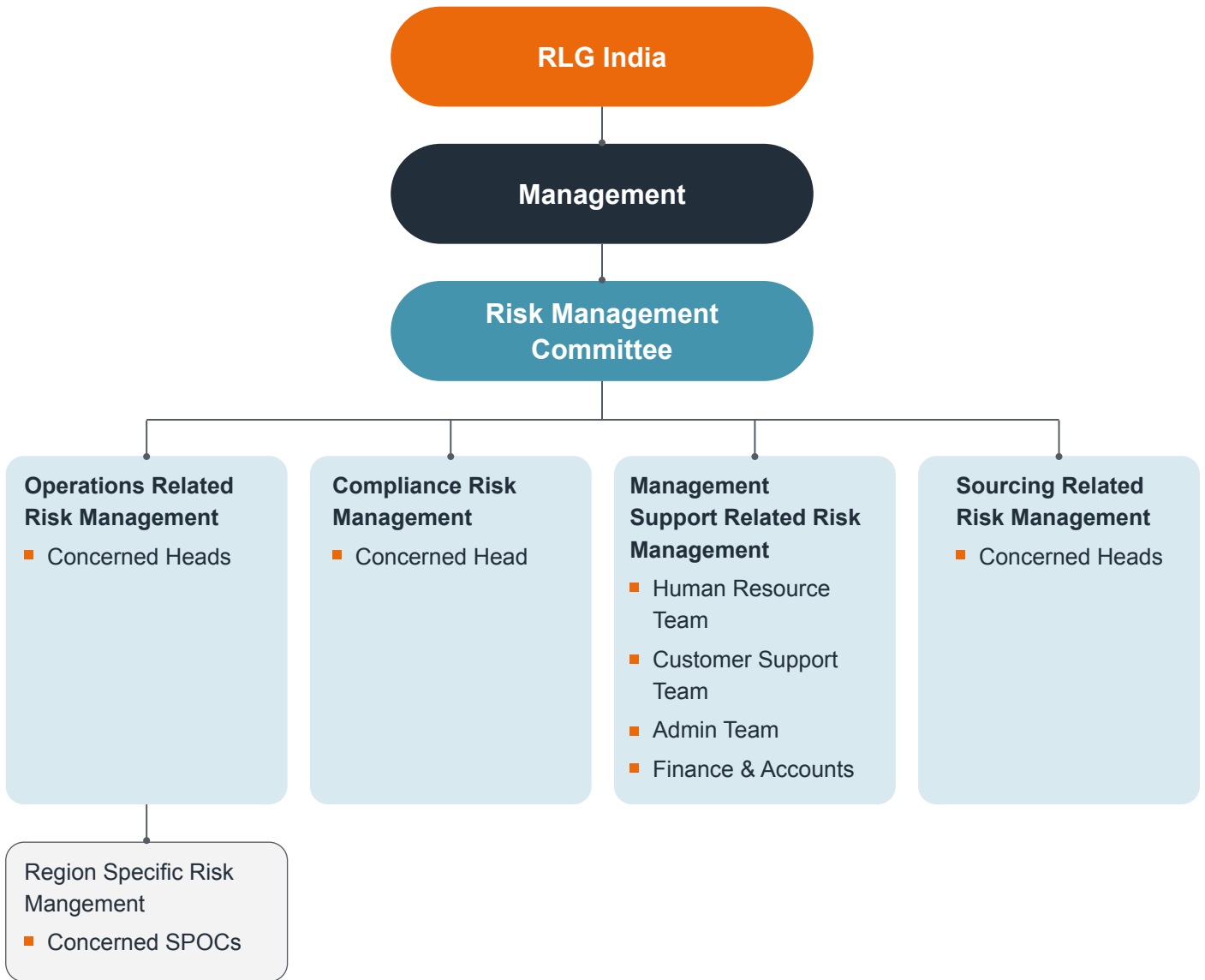
continuity with foolproof compliance of regulatory guidelines. We closely associate with our suppliers and vendors and impart significant education from time-to-time, and as an outcome deliver solutions in-line with our customers' expectations.

Our solutions are backed by thoughtful leadership, systematic planning to address risks pertaining to both quality management system and environmental management system, change implementation, measurement of performance, identification of non-conformities if any through periodic and systemic control measures, and take proactive and preventive measures to manage risks efficaciously.

At RLG India we have set up a systematic risk responding system for each working division. We report identified risk factors to top management and mitigate the risk factors in an efficient, effective manner. The Risk Committee brings together the heads of various departments, including Legal, Human Resources, Communications, Client Service, Business Development, Compliance, Operations, & CSR, allowing them to collectively discuss and manage risks, including sustainability risks, in a holistic way across departments and functions.



# RLG India – Revolutionizing the Indian E-waste Management Ecosystem



Risk Management at RLG is reviewed based on the ever-changing external and internal environment to ensure decision-making is aligned with the organization’s business strategy, improving the resilience of the

organization to generate sustainable value. We believe that effective risk management and robust governance structures are fundamental to our consistent growth and success stories.



# RLG India – Revolutionizing the Indian E-waste Management Ecosystem





# RLG India – Revolutionizing the Indian E-waste Management Ecosystem

## RLG India- As an Organization

### Our People

RLG India is bringing a unique change in the Environmental Compliances industry landscape in India. The company has created its own league being the first CPCB-certified Producer Responsibility organization that helps other organizations fulfil their extended producer responsibilities towards the environment protection and provides an end-to-end, B2B, tech-enabled services to fulfil their target obligations. This is quite a novel concept in India and, hence, requires a unique set of passionate people who are self-driven, collaborative, process centric, entrepreneurial and have voracious appetite for continuous learning and improvising.

### Recruitment Process

RLG India intends to hire freshers or experienced, semi-skilled, or highly skilled and experienced resources who are equipped to understand and perform the responsibilities of the role. We are cognizant of the fact that there will not be the “ready to plug in” resources available in the market who will seamlessly

fit into our business. This means, we must handpick the best suited, skilled people with relevant corporate exposure, the right attitude and qualities required to be successful in our company.

Being in the business of compliance management, some roles require relevant education and technical knowledge besides the above mentioned. The candidates are screened and shortlisted by applying various IQ tests, skills assessment as a standard recruitment process. Key roles require further assessment on the business skills through various project assessments, live projects, and cases studies.

A detailed job description for the role, responsibilities and critical requirements is shared with screened and interested candidates. Once the candidates have reviewed the company profile and industry landscape in India and are interested in pursuing the challenging field, detailed discussion with the internal teams is initiated.





# RLG India – Revolutionizing the Indian E-waste Management Ecosystem

## People Engagement

We have a fairly young team from diverse backgrounds and industries across departments and locations. Our efforts focus on maintaining high level of enthusiasm and building on the team bonding to create an environment of collaboration and high performance, where people feel motivated to come back to their jobs every morning.

Part of the engagement initiatives include: Month-end Fun Fridays, which are a ritual to celebrate the birthdays of the month and have team games and activities. Further, festival like Holi, Diwali, Christmas are celebrated collectively with various team strengthening activities like Potluck Lunch, Secret Santa and so on.

Regular outbound team building outings, where the entire team comes together for inter team cricket match and other outdoor activities bring the change in the canvas and creates new level of team bonding across levels, departments and regions.

## People Reward & Recognition Awards

**Company Value Awards:** To acknowledge and appreciate the demonstrated behaviour of people towards the Company values at workplace, the company highlights one employee every month through a nomination process and selection by the Jury of 3 people. The three categories of the award implemented are:

- Responsible (Employee) of the month
- Collaborator (Employee) of the month
- Relentless (Employee) of the month

**Performance Linked Bonus:** Besides this the company has robust performance linked variable bonuses which are paid twice in a year based on the overall individual performance delivered in their pre-defined key result areas and targets defined in the beginning of the year or at the time of their joining.

## Employee Benefits

As an employee centric organization, our company offers all the employment benefits offered by any well-established organization in India. All our employees are covered in the statutory benefits as mandated by the Government. We ensure that our employees and immediate family are well covered and insured against all medical or accidental challenges.

## Capability Building

Learning and Development of our people is of prime importance for us, hence, we follow a robust Training calendar where each employee goes through than 50 hours annually. These training programs are conducted by the Internal Domestic and Global Training personnel. The training needs are identified through the



# RLG India – Revolutionizing the Indian E-waste Management Ecosystem

Mid-year and Annual performance reviews and performance gaps notified by the Business and Functional leaders in their respective team members. In addition to the regular induction process, every employee goes through regular Business Knowledge enhancement Training sessions and rigorous business process training modules to understand the pivotal industry concepts. Being a tech-enabled process organization, deliberate efforts are taken to streamline functional and operational processes and through process trainings each employee gets trained on a simplified, standardized and the most effective, efficient way of doing this business.

To further strengthen the learning and development in the young workforce, the company has a clearly defined employee education & learning policy, which elucidates the learning for short duration or long duration and company sponsored learning program for select employees every year.

## Workplace Grievance Measures

To mitigate any workplace employee grievances, concern, problem, or complaint an employee can communicate these concerns through various communication forums that are monthly one-on-one session with their

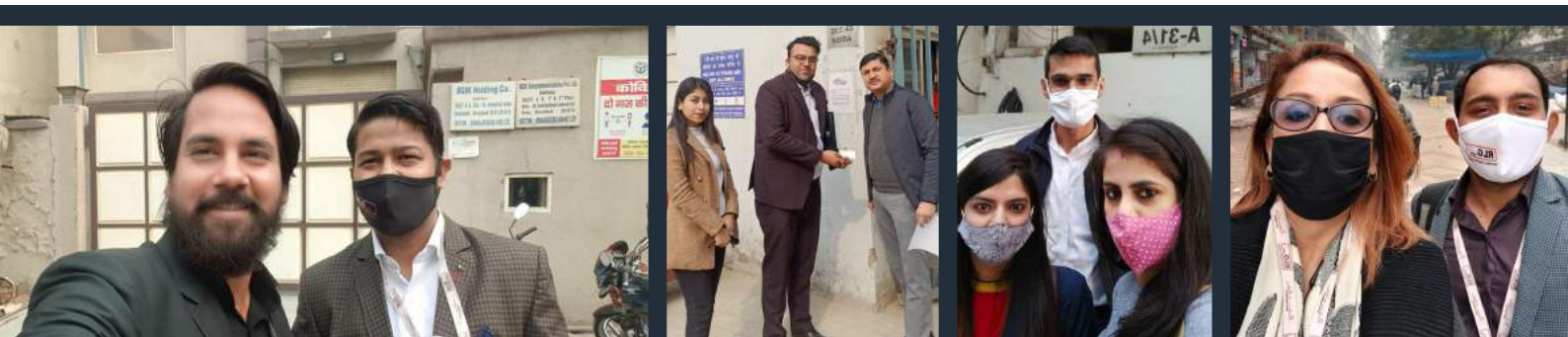
reporting managers or reach to the HR team and personnel at any time. Besides this, there are companywide quarterly coffee session held with the Managing Director and six-monthly HR connect program to offer any recommendations, suggestions or any company level concerns.

In addition to these Communication platforms, there are other supportive measures. There is a robust Internal Complaints committee which is constituted as per the POSH act and has external legal professional to address any workplace issue and resolve them as per the prescribed grievance redressal process.

## Non-Compliances measures

RLG India believes in having a robust healthy and happy work culture, and alongside our company follows very stringent adherence towards work quality and any degree of non-compliance, if noted, in the work quality at any level of management is considered very seriously and treated through strict measures.

These measures can be as simple as putting extra work hours to correct, holding up performance bonuses, suspension or termination of services or up to taking legal measures against the employee.



**RLG INDIA**  
REVERSE LOGISTICS GROUP  
*Process Trainings*



- 9th July - Business Development
- 23rd July - Sourcing & Operations
- 20th July - Logistics
- 6th August - ERP & Documentation
- 13th August - Customer Support
- 20th August - MIS & Business Analysis

**WARMEST CONGRATULATIONS**  
TO OUR BEST PERFORMERS



**BEST BATSMAN**



**CHAMPIONS TEAM**



**BEST BOWLER**



**BEST FIELDER**



**MAN OF THE MATCH**



**Office Celebrations**  
International E-waste Day  
14th October 2020

- QUIZ
- COLLECTION CHALLENGE
- BRAND TAGLINE CONTEST



**TRAINING**

*in the midst of chaos, there is opportunity*



**LOCKDOWN 3.0: PRO TIP #1**

Though the lockdown has been mentally and physically challenging, we must find ways to cope with loss of resources caused by disruption of daily life, due to the pandemic.



**FESTIVITIES.**  
**COLOURS.**  
**DAZZLE.**





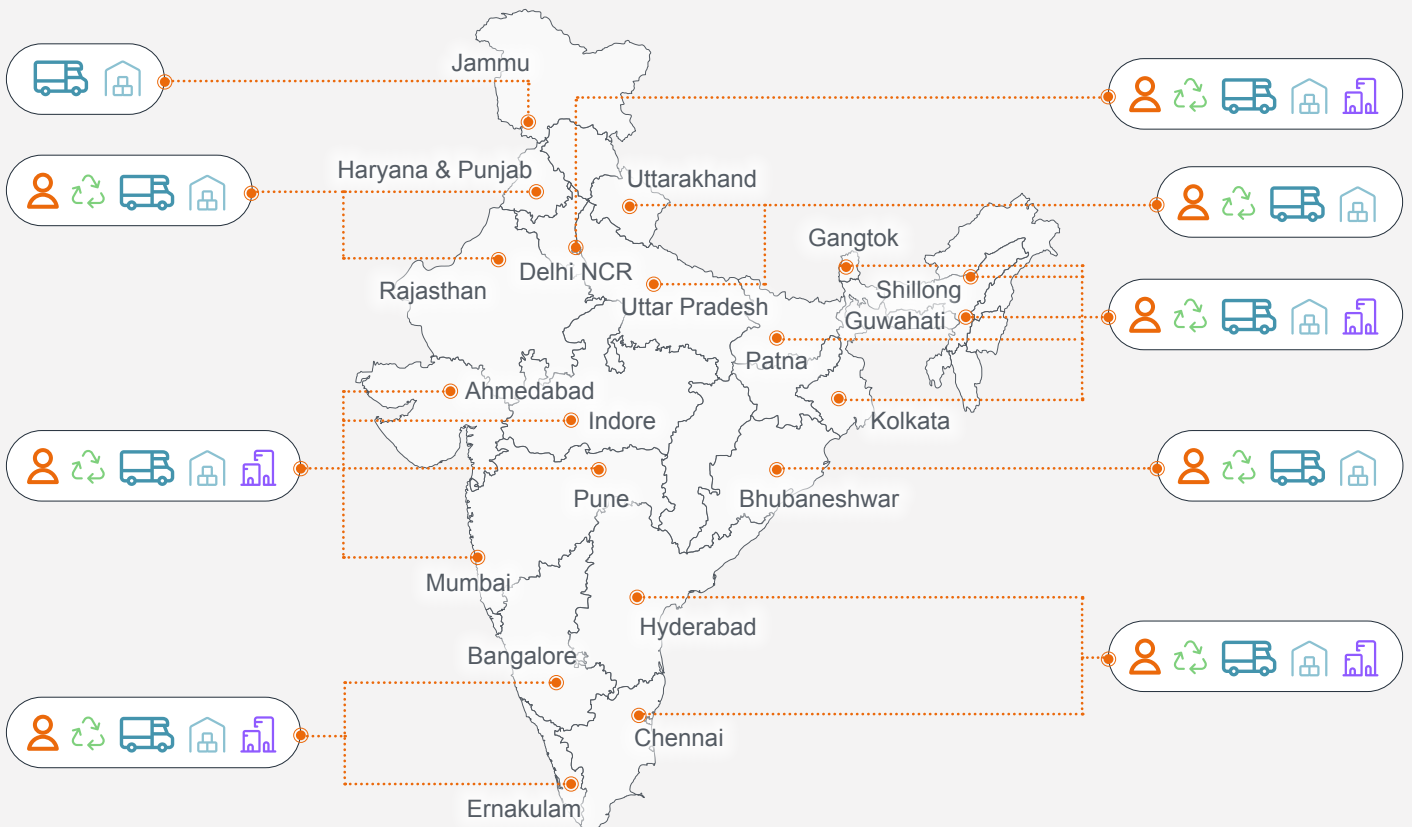


# A robust Pan India network

RLG India is an ISO certified organization (ISO 9001:2015, 14001:2015), delivering expertise in E-waste Management, Plastic Waste Management and Compliance Management to legal requirements. We recognize the importance of consistently expanding our horizons while continuously improving our operations, not only in terms of provision of services but also teaming-up with multiple partners to ramp-up Logistics, Material Collection, Certified Recycling Partners and Compliant Collection Centre's presence.

Our hub-spoke distribution paradigm-based philosophy allows efficient flow of material among stakeholders for environment friendly recycling of discarded electronics. We have built a robust network of 72 material service providers, 29 logistics service providers, 31 authorised recyclers & dismantlers and 36 collection centres, and collection programmes running in 9 cities of India;

*We aim to build back better!*



<b>72</b> Material Service Providers in	<b>29</b> Logistic Service Providers in	<b>09</b> Collection Programs in	<b>31</b> Certified Recyclers in	<b>36</b> Collection Centers in
<b>09</b> States	<b>09</b> States	<b>07</b> States &	<b>11</b> States	<b>24</b> States &
		<b>02</b> UT's		<b>03</b> UT's



# A robust Pan India network

## 72 Material Service Providers

Our Material Service providers across the country are well equipped with compliance fulfilment for E-waste Management safe practices. We, at RLG India, ensure on-boarding processes are in place before procuring e-waste material from informal vendors.



## 36 Collection Centres

Across the country, our Collection Centres are audited multiple times within a year and all our collection centres fulfil the requirements of Central Pollution Control Board's Guidelines for storing and transporting e-waste material in a non-hazardous manner.

We ensure stringent and timely audits through our in-house compliance team on-ground and/or third-party vendors through remote desktop checks, random sampling techniques and detailed process checks and measures.

## 29 Logistics Service Providers

The logistics service providers are the fulcrum; they steadfast and are well equipped with compliance fulfilment for E-waste Management, packaging or battery channelization safe practices.

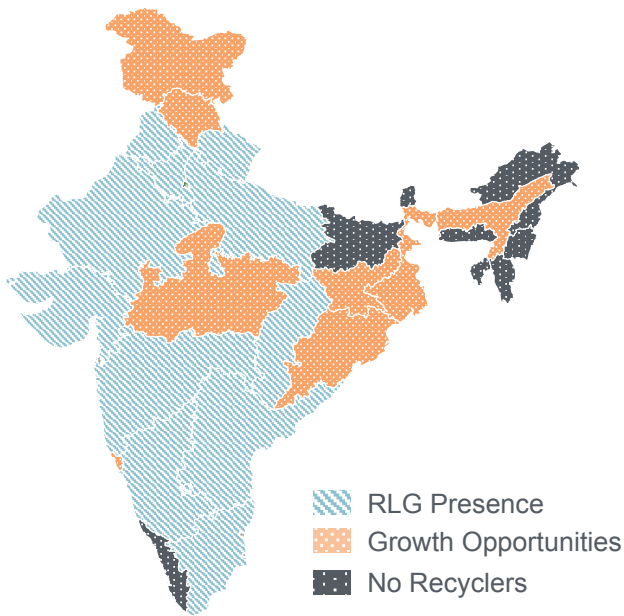




# A robust Pan India network

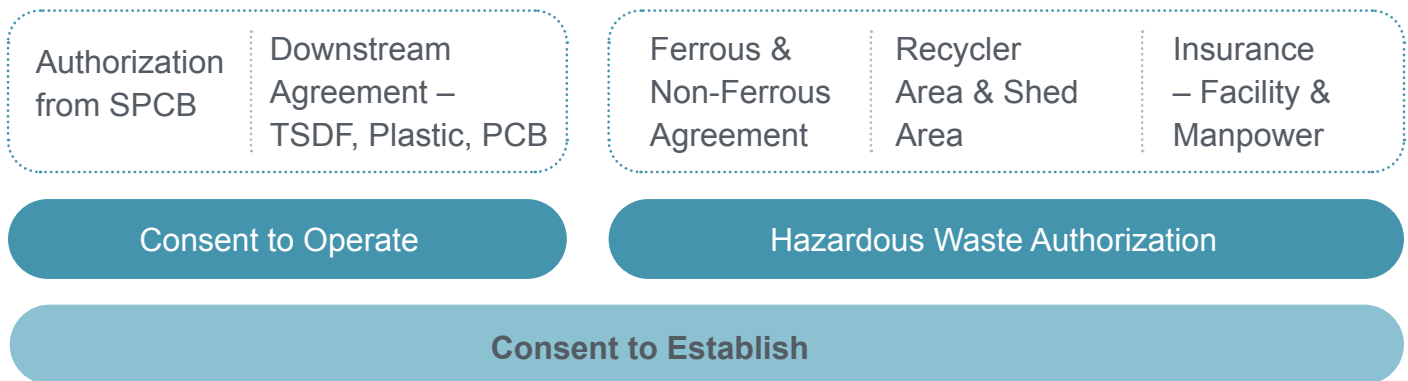
## 31 Recycling Service Providers

Machinery, Formal Recycling Practices and Compliant Centres define the culture at our Recycler Partners' Facilities. We ensure safe disposal / dismantling of E-waste Material by ensuring multiple compliance checks and handholding with service partners to provide hassle-free services to our clients.



Zone	No. of Recyclers	RLG Approved % Capacity Per Annum
North	15	42.7%
South	10	40.8%
West	6	16.6%
<b>Grand Total</b>	<b>31</b>	<b>100%</b>

### Recycler/Dismantler Pre-Onboarding Checks

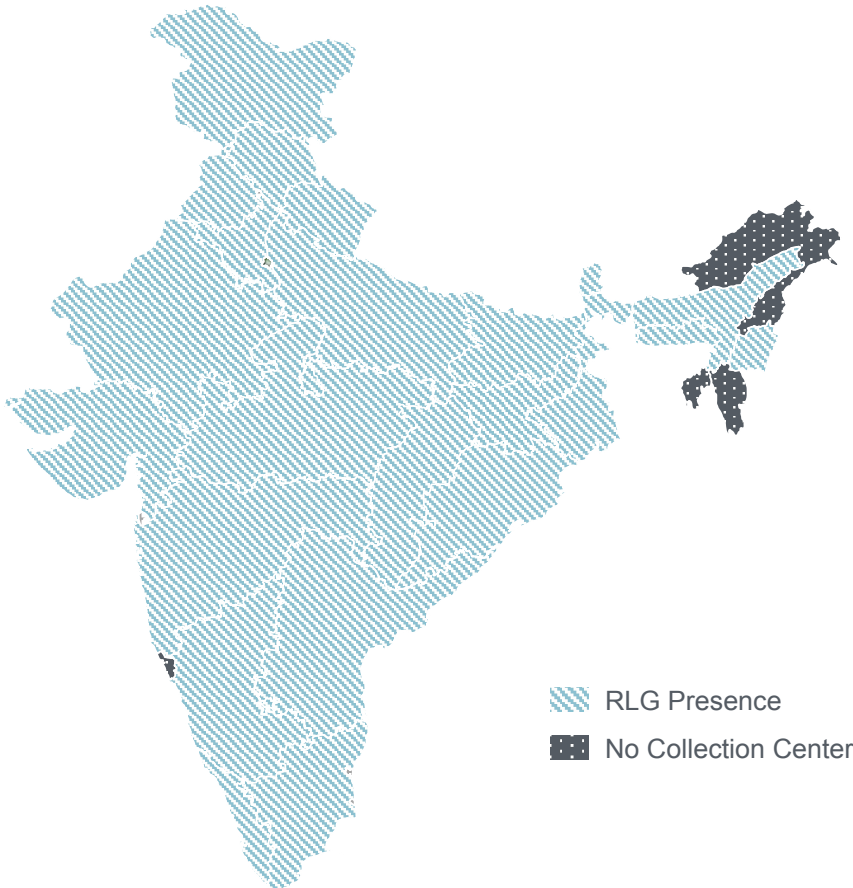


Refer above: A detailed insight into RLG India's recycling network (As of 31-Mar-2021)



# A robust Pan India network

**36** Collection Centres



Zone	No. of Collection Centers
North	11
South	11
East	8
West	6
<b>Grand Total</b>	<b>36</b>

RLG Collection Centers are compliant as per regulatory requirement

All the centers are audited regularly as per defined checklist during Remote & Surprise Visits





# Collection Channels

## Bulk Sourcing

Bulk Sourcing, as the name suggests, is the process of procuring e-waste material in bulk or in parts directly from Aggregator(s) of material. These are usually dominated by the informal sector and unorganized. RLG India ensures 100% compliant on-boarding of such informal/unorganized vendors and encourages formal methods of e-waste management.

## Sourcing from Collection Drives

Collection of e-waste material from various collection drives, RWAs, dealer/retailer points and individuals. The material is documented as per E-waste Management Rules, 2016 (or amended thereof) and processed as per CPCB Guidelines for Safe Disposal of E-waste. This covers a smaller percentage of the total e-waste volumes.



# Clean to Green™ Awareness Programs



Launched in February 2018, Clean to Green™ is a campaign (under the aegis of Digital India and Ministry of Electronics and Information Technology – MeitY) for unused, defunct, junk or defective electronic products (e-waste) to ensure their safe and environmentally sound recycling for enabling Extended Producer Responsibilities of EEE manufacturers, to educate consumers on the benefits of professional recycling and while doing so, complies with the E-waste Management Rules (2016). It has created a substantial footprint amongst multiple stakeholders viz. schools, colleges, RWAs, dealers/retailers, and informal sectors in last three years.

Clean to Green™ has conducted 2,510 innovative and customized on-ground activations across 26 states and 7 UT's while reaching out to 27,39,971 individuals for spreading awareness about safe E-waste disposal and value attached to formalising the material collections.

In 2020, Covid-19 did not shifter our focus from spreading awareness on E-waste Management. We extensively used online platforms to connect, reach out and spread awareness; our team conducted workshops and seminars online through webinars to spread impactful societal awareness. Our main endeavour is to spread mass awareness and sensitize consumers how and where to dispose electronic wastes.



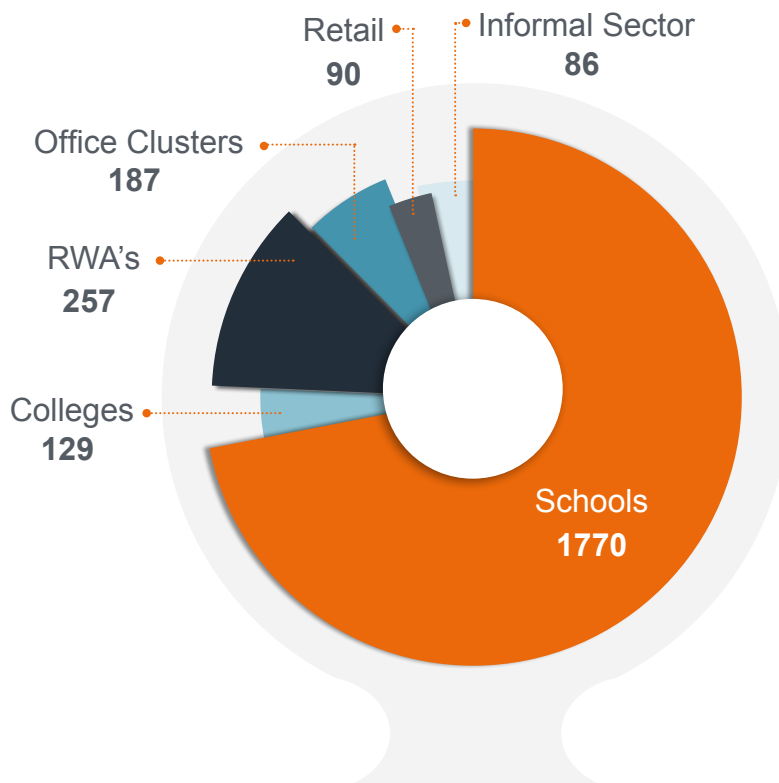
# Clean to Green™ Awareness Programs



## Awareness coverages since FY 2018-19 until FY 2020-21

Every year the coverages of stakeholders are unique and impactful. In the past three years, we have reached out 2.2 million+ unique people spanned across 1735 schools, 129 colleges,

249 RWAs, 89 dealer points, 169 offices, 96 informal sectors, 5,208 collection drives. There has been 900+ activations from our portal.



**FY 2017-18**

**FY 2018-19**

**FY 2019-20**

**FY 2020-21**

**28**  
Activities Covered

**01**  
Cities Covered

**825**  
Activities Covered

**30**  
Cities Covered

**1,319**  
Activities Covered

**39**  
Cities Covered

**347**  
Activities Covered

**31**  
Cities Covered

**5,208**  
Collection Drives

**09**  
Cities Covered



# Clean to Green™ Awareness Programs



## Campaigns

Clean to Green™ integrates various platforms to create a mass outreach to all stakeholders. Apart from innovative on-ground activations, we also have dedicated Clean to Green™ Facebook, Instagram & Twitter handles which use optimal content buckets like “Did You Know?”, “Hard Hitting facts & figures”, Industry news, topical posts and campaigns as the majority content buckets to engage with the audiences.

## Radio & Classified Ads

We also regularly run Radio ads & jingles apart from press releases for every collection program launch along with classified ads. It is indeed an accomplishment to reach out to more than 3.4 million people with a PR Value of 44 Million+

## Media Interactions

The awareness coverages on-ground are covered holistically in English / regional languages through press releases and/or web releases.

**Total Activities - 347**

**Total Reach - 0.5 Million+**

**Total Annual Radio Reach: 17.5 Million+**

**Total Annual PR Value – 44 Million+**

**Total Classified Ad Readership: 15 Million+**

**Total Digital Ad Impressions: 0.75 Million+**

**Total Posts: 923**

**Total Impressions: 1.87 Million+**

**Total Campaign Impressions: 7.5 Million+**

Refer above: Snapshot of Clean to Green™ activities in FY 2020-21



# Clean to Green™ Awareness Programs



Impressions: 0.7 Million+

Impressions: 1.3 Million+

Impressions: 4,000+

Campaigns: 04  
Impressions: 8 Million+

Impressions: 5.2 Million+

Refer above: Snapshot of Clean to Green™ Social Media Campaigns





# The E-Safai Campaign

RLG launched E-Safai project in India on November 10, 2020. This campaign is a part of a three-year long development public private partnership with Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, supported by the German Federal Ministry for Economic Cooperation and Development (BMZ). The main objectives of this program are to create and spread awareness of transformative and new-age e-waste management techniques, as well as provide aid in strengthening the facilities and infrastructure of both formal and informal sector e-waste management service providers

in order to enhance the e-waste value chain system. Some of the other deliverables under this project include setting up of infrastructure for two recycling plants, 90 e-waste bins, as well as four collection centres (two each in Delhi and Hyderabad). Also, RLG and GIZ expect to generate more than 1,000 job opportunities across the various collection, dismantling and recycling processes.

E-Safai is expected to reach out to almost half a million people who are out target audience, through a series of online and on-ground campaigns.

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

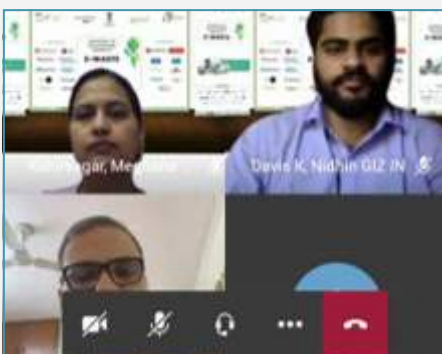


**Dr. Dharamendra Gupta**  
Scientist 'F', (HSM)  
expressed the value of the implementation of e-waste management rules.



**Dr. Sandip Chatterjee**  
Director and Scientist F,

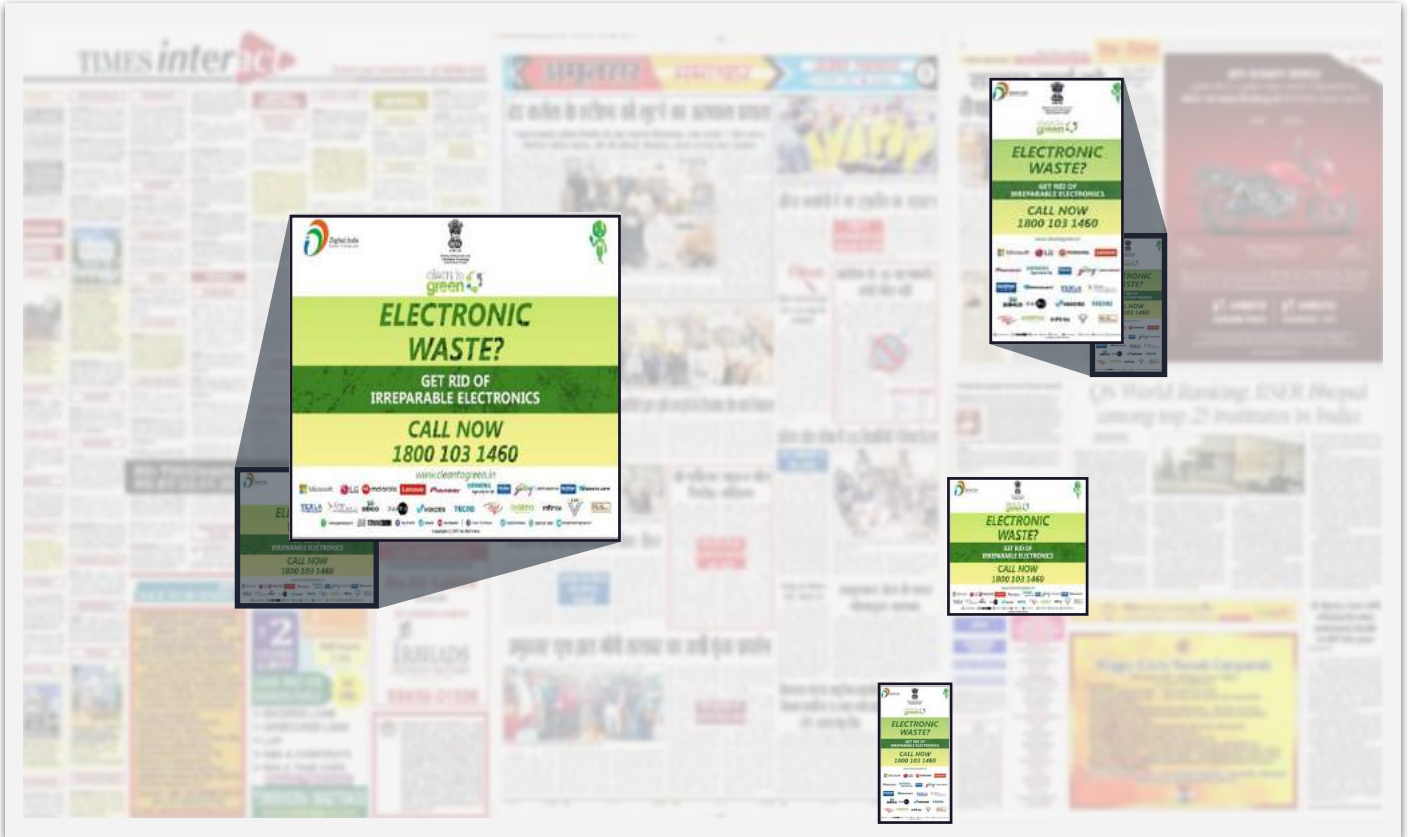
Ministry of Electronics and Information Technology (MeitY), voiced the value of technology to recycle the low metals at the launch of E-Safai. It further decides the return of investment in the process of setting up a value chain for e-waste management.



Refer above: Glimpses from the Virtual Launch of “E-Safai”



# Clean to Green™ Awareness Programs



Refer above: Classified Advertisement

### Awareness on recycling of e-waste created

India is the fourth largest producer of e-waste in the world, producing two million tonnes annually. The campaign aims at sensitising consumers on responsible disposal of electronics and safe practices of recycling by partnering with responsible organisations.

2020-21 में भारत दुनिया में 4<sup>वां</sup> सबसे बड़ा इलेक्ट्रॉनिक कचरे का उत्पादक देश है। हमारे देश में प्रतिवर्ष 20 लाख टन इलेक्ट्रॉनिक कचरे का उत्पादन होता है। हमारे देश में प्रतिवर्ष 20 लाख टन इलेक्ट्रॉनिक कचरे का उत्पादन होता है। हमारे देश में प्रतिवर्ष 20 लाख टन इलेक्ट्रॉनिक कचरे का उत्पादन होता है।

### ऐतिहासिक ई-वेस्ट मैनेजमेंट प्रोजेक्ट ई-सफाई की घोषणा की

आपका ई-वेस्ट और इलेक्ट्रॉनिक कचरे को सुरक्षित रूप से निपटारने के लिए हमारे साथ जुड़ें। हमारे देश में प्रतिवर्ष 20 लाख टन इलेक्ट्रॉनिक कचरे का उत्पादन होता है। हमारे देश में प्रतिवर्ष 20 लाख टन इलेक्ट्रॉनिक कचरे का उत्पादन होता है। हमारे देश में प्रतिवर्ष 20 लाख टन इलेक्ट्रॉनिक कचरे का उत्पादन होता है।

### RLG's Clean to Green Campaign intends to touch over 1.8 Million Individuals

Gangtok: Reverse Logistics Group (RLG), a leading global service provider of comprehensive reverse logistics solutions launched its flagship campaign 'Clean to Green' in May 2020 and will be running till March 2021. Under its Clean to Green campaign till February 2021 RLG has trained 100 people of RWA and Retail Gangtok city about E-Waste handling and RLG India has associated Microsoft, LG, Ioneer, Motorola, Brother, Siemens, IFB, IILs, Lloyds, Godrej, Videojet, Videotex, Smart seas, Texlavision, Daiwa, Shinco, Citi ifinix, Techno, ITEL and Oraisimo and the would actively work with them in promoting all of e-waste.

### इलेक्ट्रॉनिक वेस्ट समस्या से निपटने के लिए चंडीगढ़ में चलाया गया क्लीन टू ग्रीन कैम्पेन

आपका ई-वेस्ट और इलेक्ट्रॉनिक कचरे को सुरक्षित रूप से निपटारने के लिए हमारे साथ जुड़ें। हमारे देश में प्रतिवर्ष 20 लाख टन इलेक्ट्रॉनिक कचरे का उत्पादन होता है। हमारे देश में प्रतिवर्ष 20 लाख टन इलेक्ट्रॉनिक कचरे का उत्पादन होता है। हमारे देश में प्रतिवर्ष 20 लाख टन इलेक्ट्रॉनिक कचरे का उत्पादन होता है।

### आर एल जी क्लीन टू ग्रीन अभियान के तहत इलेक्ट्रॉनिक वेस्ट समस्या से निपटने के लिए पटना में चलाया गया जागरूकता अभियान

आपका ई-वेस्ट और इलेक्ट्रॉनिक कचरे को सुरक्षित रूप से निपटारने के लिए हमारे साथ जुड़ें। हमारे देश में प्रतिवर्ष 20 लाख टन इलेक्ट्रॉनिक कचरे का उत्पादन होता है। हमारे देश में प्रतिवर्ष 20 लाख टन इलेक्ट्रॉनिक कचरे का उत्पादन होता है। हमारे देश में प्रतिवर्ष 20 लाख टन इलेक्ट्रॉनिक कचरे का उत्पादन होता है।

आपका ई-वेस्ट और इलेक्ट्रॉनिक कचरे को सुरक्षित रूप से निपटारने के लिए हमारे साथ जुड़ें। हमारे देश में प्रतिवर्ष 20 लाख टन इलेक्ट्रॉनिक कचरे का उत्पादन होता है। हमारे देश में प्रतिवर्ष 20 लाख टन इलेक्ट्रॉनिक कचरे का उत्पादन होता है। हमारे देश में प्रतिवर्ष 20 लाख टन इलेक्ट्रॉनिक कचरे का उत्पादन होता है।

Refer above: Snippets of Media Interactions



# Clean to Green™ Awareness Programs



## Collection Program

Our collection program is currently running in 9 cities with an aim to obtain irreparable and unused electronics for environment friendly recycling. This an initiative under our awareness campaign, Clean to Green™. RLG’s fleet-on-street voyages across the cities, covering marketplaces, RWAs, informal sectors and other stakeholders to sensitize them about the hazards of informal e-waste disposal as well as collect material ensuring all compliance checks. This not only formalizes the material collection process but also educates the stakeholders about practicing safe procedures in the future.

## Toll Free Helpline

Further to assist seamless takeback of E-waste and facilitate donations by end users of WEEE products, we have an active toll-free helpline – 1800 103 1460 functional from 10 AM – 6PM, Monday till Saturday. On receipt of pickup requests, we channelize our logistics team to coordinate and complete with the reverse pickups at the earliest turnaround time for further storage at nearby collection centre or directly channelize to partnered recycler/dismantlers.



### Cities Captured

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



# Clean to Green™ Awareness Programs



## Collection Program



### The campaign commenced in:

**Noida**  
15th July  
2020

**Gurugram**  
24th September  
2020

**Bangalore**  
30th October  
2020

**Chennai**  
12th November  
2020

**Kolkata**  
8th February  
2021

**Delhi**  
15th July  
2020

**Hyderabad**  
5th October  
2020

**Ahmedabad**  
5th November  
2020

**Jammu**  
17th December  
2020



# Innovation and Technology at RLG

Technology plays a crucial role in supporting our simplified solutions that draw on complex workflows and processes. Documentation database is securely stored on our servers using Pick-App (An application developed in synchronization with the requirements laid out in E-waste Management Rules) for end-to-end load management.

Besides this, end-users of WEEE seeking an opportunity to donate their E-waste in an environment friendly manner can place requests through our Clean to Green™ (C2G) Takeback portal. Once the request is raised, our officials get in touch and collect the E-waste from the doorstep, anywhere in the country. The entire takeback operations are deftly managed by our team of industry experts.



## Order Management Portal

Data Punching for all Stakeholders (Sourcing, Recycling & Logistics)



## Navision

Integrated Management System



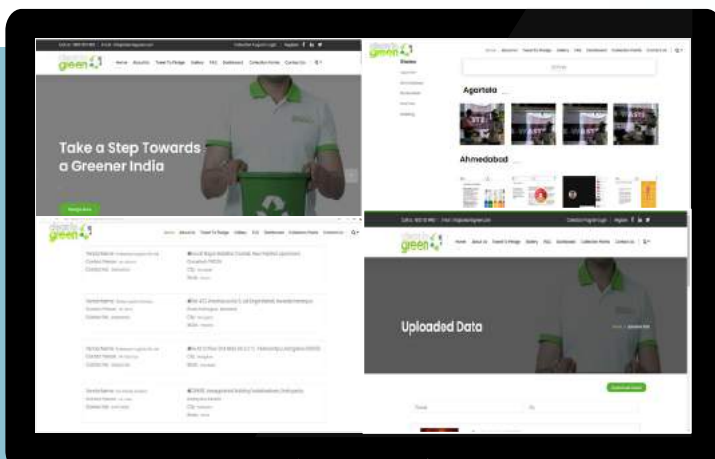
## PickApp

Real Time capturing of SKU Documents



## Alma

Dedicated Client Reporting Portal



Web based Take Back portal



Call center Support  
1800-103-1460



Door to Door Pickup facility





# Collections Overview – FY 2020-21

RLG India operates through the hub and spoke model. E-waste is collected through the Direct channel from E-waste aggregators/Material Service Providers across India; E-waste is also routed through the collection centres through monthly collection drives locally from dealers, retailers, informal sectors, RWAs. Our logistics team drives a robust takeback mechanism driven through collection program wherein a moving collection vehicle (canter) travels as per defined beat plan to obtain unused and irreparable electronic equipment regionally, for further recycling in an environment friendly manner.

In FY 2020-21, RLG India collected E-waste across 24 States/UTs for its associated producers, importers and brand owners.

## Collection details for FY 2020-21:

Zone	Percentage Collections
North	49.0%
East	0.1%
South	46.1%
West	4.8%
Growth*	18% rise in volumes processed via-a-vis FY 19-20

\*Data collated is as of 31-Mar-2021



# Way Forward FY 2021-22





# Clean to Green™ on Wheels



In FY 2021-22, RLG India with Clean to Green™ Society has launched “Clean to Green™ on Wheels” – an awareness campaign with a difference! Through this year-long program, we aim to move 9 collection vehicles across 100,000+ KMs in 110 cities and 300 towns across India.

Through this program, we will reach out to a diverse set of audience, and establish ties with schools/colleges, bulk consumers, RWAs, retailers/dealers, informal sectors across 28 States & 4 UTs. There shall also be substantial on-ground coverage, PR mileage, radio & social media awareness. We are further aligned to organically collect 5,500 MT+ through 5,000+ activities spread out over the entire fiscal year.

What makes this so challenging is the fact that it is an ongoing uphill battle to break through the Indian mindsets that have, till now, not been geared towards thinking of electronic waste beyond either repairing the faulty product or selling it off to the local kabadiwala (“scrap or junk dealer”). With the growing urgency to deal with E-waste as one of the major environmental threats, we need to establish a formal system where the electronic manufacturing organizations and sellers are able to live up to their producer responsibilities and at the same time, where electronic consumers get the incentivized for exchanging their old, end-of-life products with new ones or disposing them off through appropriate formal channels.

RLG has been contributing responsibly and seamlessly towards a greener India. While we have been developing a robust supply chain, we have also been creating solutions to attract people from various strata of the society to join us. We aim to educate them and impart acquired knowledge – thus creating a ‘skill development value chain’.

Through our “Train the Trainers” program, we shed light on the Do’s, Don’ts and Hazards associated with E-waste to volunteers and hire the ‘learned’ lot to further impart their education to other stakeholders like Residential Welfare Associations, Students, Bulk Consumers, Dealers/Retailers, and Informal sectors.

Besides this, we have a rigorous training and development schedule for people manning our collection centers, our feet on street and associates, our empaneled aggregator partners, vendors and logistics partners on the hazards of E-waste and the need for safe storage and transportation.

Our employees are empowered through monthly sessions on skill upliftment, periodic self-paced learning modules, quarterly meetups on both soft skills and technical knowhow pertaining to domain of work.



*A dream does not become reality through magic; it takes sweat, determination, and hard work.*

**Colin Powell**





# Clean to Green™ on Wheels



*As I look back to our past successes; I salute the spirit, determination and zeal of our talent force who are working tirelessly, even in today's challenging times, to achieve our common goals of creating a circular e-waste management economy.*

**Ms. Radhika Kalia**

MD, RLG India

Clean to Green™ on wheels shall be spreading awareness to 'end users' with an objective of 'Organic Collection'



Presenting  
Clean to Green™  
On Wheels



## Awareness + Collection Program + Collection Center

**28**  
STATES

**04**  
UNION TERRITORIES

**4 Million**  
REACH

**0.1 Million**  
KILOMETERS

**0.3 Million**  
MANHOURS



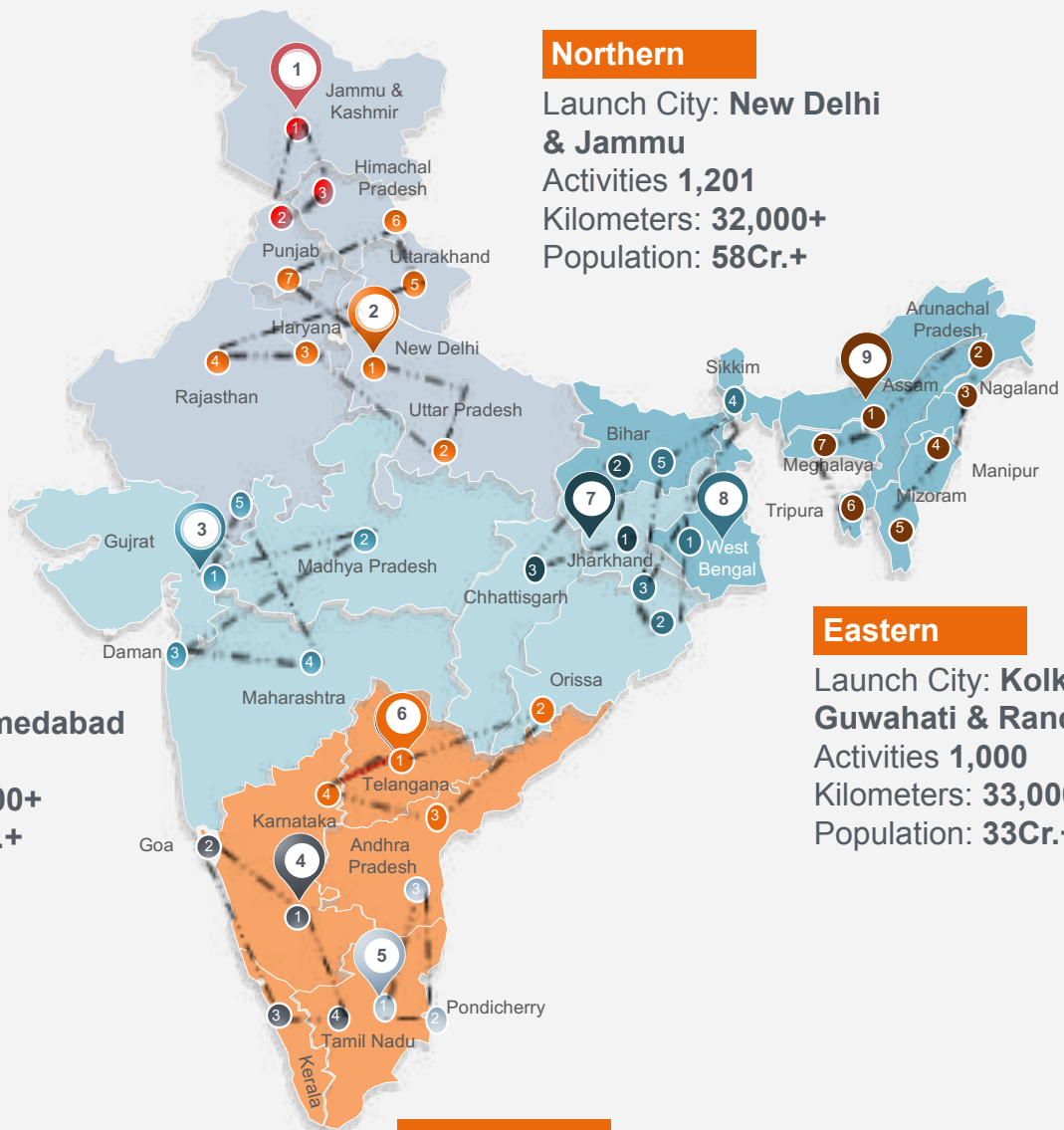
# Awareness Outreach Plan – FY 21-22

**09**  
CANTER

**400+**  
CITIES & TOWNS

**5000+**  
ACTIVITIES

**5,500MT**  
E-WASTE COLLECTION



**Northern**

Launch City: **New Delhi & Jammu**  
Activities **1,201**  
Kilometers: **32,000+**  
Population: **58Cr.+**

**Western**

Launch City: **Ahmedabad**  
Activities **888**  
Kilometers: **30,000+**  
Population: **12Cr.+**

**Eastern**

Launch City: **Kolkata, Guwahati & Ranchi**  
Activities **1,000**  
Kilometers: **33,000+**  
Population: **33Cr.+**

**Southern**

Launch City: **Bangalore, Chennai & Hyderabad**  
Activities **1,944**  
Kilometers: **35,000+**  
Population: **17Cr.+**



# Awareness Outreach Plan – FY 21-22

## North

- |                |               |               |               |                 |
|----------------|---------------|---------------|---------------|-----------------|
| 1. Jammu       | 9. Amroha     | 17. Faridabad | 25. Nainital  | 33. Udaipur     |
| 2. Pathankot   | 10. Moradabad | 18. Alwar     | 26. Haridwar  | 34. Chittorgarh |
| 3. Dharamshala | 11. Rampur    | 19. Jaipur    | 27. Mussoorie | 35. Bhilwara    |
| 4. Jalandhar   | 12. Bareilly  | 20. Ajmer     | 28. Roorkee   | 36. Kota        |
| 5. Amritsar    | 13. Lucknow   | 21. Bikaner   | 29. Shimla    | 37. Dungarpur   |
| 6. Gurdaspur   | 14. Kanpur    | 22. Jhunjhunu | 30. Ludhiana  |                 |
| 7. Delhi NCR   | 15. Etawah    | 23. Neemrana  | 31. Patiala   |                 |
| 8. Ghaziabad   | 16. Mathura   | 24. Rudrapur  | 32. Rohtak    |                 |

## East

- |                  |                |                |
|------------------|----------------|----------------|
| 38. Ranchi       | 47. Roukela    | 56. Imphal     |
| 39. Gaya         | 48. Jamshepur  | 57. Aizawal    |
| 40. Aurangabad   | 49. Gangtok    | 58. Agartala   |
| 41. Surajpur     | 50. Silliguri  | 59. Shillong   |
| 42. Korba        | 51. Kishanganj | 60. Malkangiri |
| 43. Simdega      | 52. Purnia     | 61. Koraput    |
| 44. Kolkata      | 53. Guwahati   | 62. Nowrangpur |
| 45. Cuttack      | 54. Itanagar   |                |
| 46. Bhubaneshwar | 55. Kohima     |                |

## West

- |                   |              |
|-------------------|--------------|
| 63. Ahmedabad     | 72. Pune     |
| 64. Ratlam        | 73. Nashik   |
| 65. Ujjain        | 74. Jalgaon  |
| 66. Dewas         | 75. Mandasur |
| 67. Indore        | 76. Goa      |
| 68. Chhota Udepur | 77. Solapur  |
| 69. Anand         | 78. Latur    |
| 70. Daman         |              |
| 71. Mumbai        |              |

## South

- |                 |                 |                 |                   |                |
|-----------------|-----------------|-----------------|-------------------|----------------|
| 79. Bangalore   | 86. Thirussar   | 93. Salem       | 100. Chennai      | 107. Vijaywada |
| 80. Chitradurga | 87. Kannur      | 94. Dharmapuri  | 101. Hyderabad    | 108. Amravati  |
| 81. Gokarna     | 88. Ooty        | 95. Krishnagiri | 102. Nizamabad    | 109. Kurnool   |
| 82. Mangalore   | 89. Pondicherry | 96. Vellore     | 103. Kamareddy    | 110. Ganadhal  |
| 83. Mysore      | 90. Kumbakonam  | 97. Nellore     | 104. Secunderabad |                |
| 84. Idukki      | 91. Karur       | 98. Anantapur   | 105. Mahabubabad  |                |
| 85. Kochi       | 92. Erode       | 99. Tirupati    | 106. Warangal     |                |



# Stakeholder Coverage



**1,244**  
**School/Educational  
Institute**

Launch City: 948  
Outer Cities: 296



**1,116**  
**RWA/Residential  
Colonies**

Launch City: 900  
Outer Cities: 216



**172**  
**Office Cluster/  
Bulk Consumer**

Launch City: 48  
Other Cities: 124



**1,197**  
**Retail Sector**

Launch City: 948  
Other Cities: 249



**1,151**  
**Informal Sector**

Launch City: 948  
Other Cities: 203



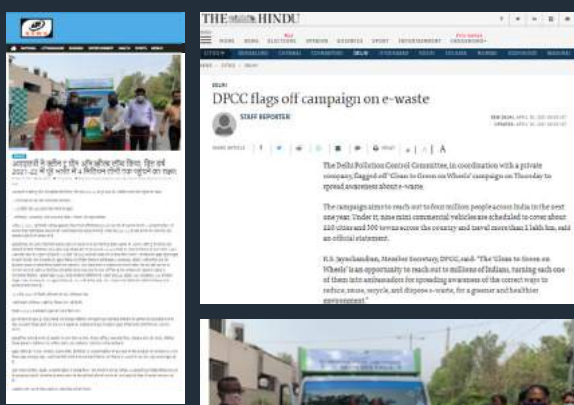
**04**  
**HCP Camp**

Launch City: 04  
Other Cities: 00



# Stakeholder Coverage

Our PR, digital awareness and social media teams are ready to cover the spectacular awareness exercise planned for FY 2021-22



## आरएलजी ने क्लीन टू ग्रीन ऑन व्हील्स लॉन्च किया

### वित्त वर्ष 2021-22 में पूरे भारत में 4 मिलियन लोगों तक पहुंचने का लक्ष्य

वाराणसी, 15 अप्रैल 2021

व्यक्तिगत और व्यावसायिक वाहन चालकों को प्रेरित करने के लिए आरएलजी ने क्लीन टू ग्रीन ऑन व्हील्स लॉन्च किया। वित्त वर्ष 2021-22 में पूरे भारत में 4 मिलियन लोगों तक पहुंचने का लक्ष्य।

आरएलजी ने क्लीन टू ग्रीन ऑन व्हील्स लॉन्च किया। वित्त वर्ष 2021-22 में पूरे भारत में 4 मिलियन लोगों तक पहुंचने का लक्ष्य।

आरएलजी ने क्लीन टू ग्रीन ऑन व्हील्स लॉन्च किया। वित्त वर्ष 2021-22 में पूरे भारत में 4 मिलियन लोगों तक पहुंचने का लक्ष्य।

## आरएलजी ने क्लीन टू ग्रीन ऑन व्हील्स किया लॉन्च

### वित्त वर्ष 2021-22 में पूरे भारत में 4 मिलियन लोगों तक पहुंचने का लक्ष्य

वाराणसी, 15 अप्रैल 2021

व्यक्तिगत और व्यावसायिक वाहन चालकों को प्रेरित करने के लिए आरएलजी ने क्लीन टू ग्रीन ऑन व्हील्स लॉन्च किया। वित्त वर्ष 2021-22 में पूरे भारत में 4 मिलियन लोगों तक पहुंचने का लक्ष्य।

आरएलजी ने क्लीन टू ग्रीन ऑन व्हील्स लॉन्च किया। वित्त वर्ष 2021-22 में पूरे भारत में 4 मिलियन लोगों तक पहुंचने का लक्ष्य।

## APN NEWS

### RLG Launches Clean to Green on Wheels; Aims to reach out to 4 million people across India in FY 2021-22

Published on April 16, 2021

New Delhi: RLG India, a subsidiary of Mumbai-headquartered Reverse Logistics Group (RLG), a leading global service provider of comprehensive reverse logistics solutions, has announced the company's awareness and education strategy for FY21-22 by introducing Clean to Green™ On Wheels programme under its flagship campaigns, Clean to Green™ (C2G). The central awareness program is unique not only in its approach, but also in its coverage.

Under this program, various on-road awareness initiatives will be adopted to influence consumer behavior as well as encourage adoption of sustainable practices. The collection drive was flagged-off today from Delhi Secretariat.



# Stakeholder Coverage

## Clean to Green™ Collection Vehicle – “First Look”



We, at RLG, have a strong resolve to make this awareness-cum-collection program a great success, with the support of our associated patrons – producers, importers & brand owners.



# Stakeholder Coverage

The E-Safai campaign is in collaboration with GIZ and aims to fulfil the vision of *formalizing the informal*; in the upcoming months, we look forward to take the project beyond Delhi and Hyderabad, to other pockets of India.

The Clean to Green™ on Wheels was launched from Delhi Secretariat on 15-Apr-2021, and flagged off by Dr. K.S. Jayachandran, Member Secretary, Delhi Pollution Control Committee.



*Even as technological advancements are opening up new and unique doors of opportunities for growth and development in the country, they are creating a greater and more urgent need for each individual to become conscious of appropriate methods to dispose of the electronics once they reach end-of-life.*

*The Clean to Green™ on Wheels is a ground-breaking opportunity to reach out to millions of Indians, turning each one of them into ambassadors for spreading awareness of the correct ways to reduce, reuse, recycle, and dispose-off e-waste, for a greener and healthier environment.*

## Official Launch: Press Releases

### क्लीन टू ग्रीन ऑन व्हील्स लॉन्च किया

नई दिल्ली। ग्रूमिन्स-पुनर्वालय विभाग रिवर्स लॉजिस्टिक्स ग्रुप (आरएलजी) की सहायक कंपनी - आरएलजी इंडिया ने वित्त वर्ष 2021-22 के लिए क्लीन टू ग्रीन ऑन व्हील्स और क्लेन-टू-ग्रीन स्ट्रीट्स की घोषणा की है। यह क्लीन टू ग्रीन टीएम और क्लेन-टू-ग्रीन स्ट्रीट्स की पहली प्रयोग करने वाली प्रयोगशाला (पीएलए) है। प्रत्येक दिन के तत्वाधान में और डिजिटल इंडिया मुवमेंट के अनुरूप, क्लीन टू ग्रीन टीएम और क्लेन-टू-ग्रीन स्ट्रीट्स में नौ मिलीनियन व्यक्तिगत क्लेन-टू-ग्रीन टीएम प्रयोगशालाओं का शुभारंभ किया जाएगा। इस कार्यक्रम के तहत, ई-वेस्ट प्रकल्पों और कम्प्यूटर डिपॉजिट के अलावा, अलग-अलग क्लेन-टू-ग्रीन टीएम प्रयोगशालाओं का शुभारंभ किया जाएगा। इस कार्यक्रम के अंतर्गत, क्लीन टू ग्रीन टीएम प्रयोगशालाओं का शुभारंभ किया जाएगा।

### आरएलजी ने क्लीन टू ग्रीन ऑन व्हील्स किया लॉन्च

वित्त वर्ष 2021-22 में पूरे भारत में 4 मिलियन लोगों तक पहुंचने का लक्ष्य

सूचना प्रौद्योगिकी मंत्रालय (मेटी) के तत्वाधान में और डिजिटल इंडिया मुवमेंट के अनुरूप, क्लीन टू ग्रीन टीएम और क्लेन-टू-ग्रीन स्ट्रीट्स में नौ मिलीनियन व्यक्तिगत क्लेन-टू-ग्रीन टीएम प्रयोगशालाओं का शुभारंभ किया जाएगा। इस कार्यक्रम के अंतर्गत, क्लीन टू ग्रीन टीएम प्रयोगशालाओं का शुभारंभ किया जाएगा।

अनुरूप पूरे देश के 110 सिटी 300 टाउन को समग्र रूप से क किया जायेगा। कार्यक्रम का मु उद्देश्य स्कूल के छात्रों, निगमों, थ उपभोक्ताओं, खुदरा विक्रेता: रेजिडेंट वेलफेयर एसोसिए

### आरएलजी ने क्लीन टू ग्रीन ऑन व्हील्स लॉन्च किया

नई दिल्ली। ग्रूमिन्स-पुनर्वालय विभाग रिवर्स लॉजिस्टिक्स ग्रुप (आरएलजी) की सहायक कंपनी - आरएलजी इंडिया ने वित्त वर्ष 2021-22 के लिए क्लीन टू ग्रीन ऑन व्हील्स और क्लेन-टू-ग्रीन स्ट्रीट्स की घोषणा की है। यह क्लीन टू ग्रीन टीएम और क्लेन-टू-ग्रीन स्ट्रीट्स की पहली प्रयोग करने वाली प्रयोगशाला (पीएलए) है। प्रत्येक दिन के तत्वाधान में और डिजिटल इंडिया मुवमेंट के अनुरूप, क्लीन टू ग्रीन टीएम और क्लेन-टू-ग्रीन स्ट्रीट्स में नौ मिलीनियन व्यक्तिगत क्लेन-टू-ग्रीन टीएम प्रयोगशालाओं का शुभारंभ किया जाएगा। इस कार्यक्रम के तहत, ई-वेस्ट प्रकल्पों और कम्प्यूटर डिपॉजिट के अलावा, अलग-अलग क्लेन-टू-ग्रीन टीएम प्रयोगशालाओं का शुभारंभ किया जाएगा।



# Clean to Green™ Student Portal

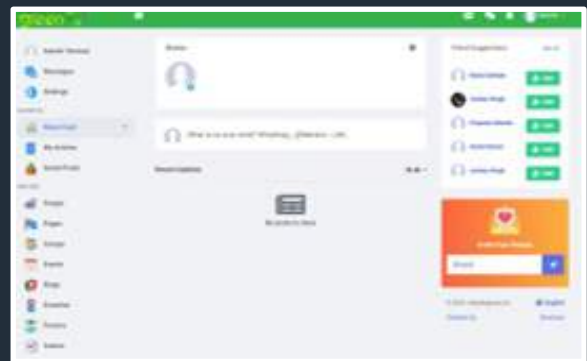


To further enhance the engagement with student fraternity, RLG India has launched its Clean to Green™ Student Portal. The portal shall be an interface that the students would use to learn,

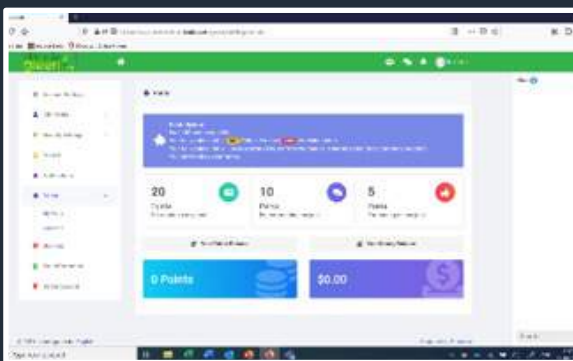
interact, participate in engaging contests and competitions, as well as spread the word about E-waste and Plastic waste awareness. **Here is the first look!**



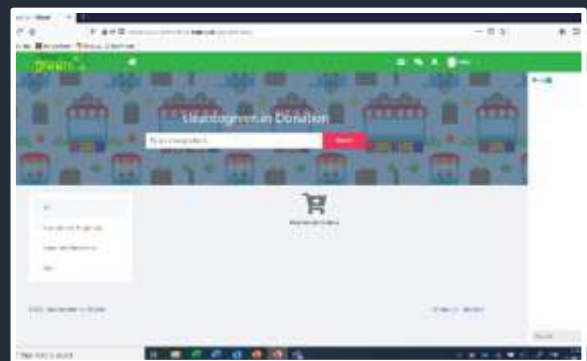
Portal Login Page



Home Page



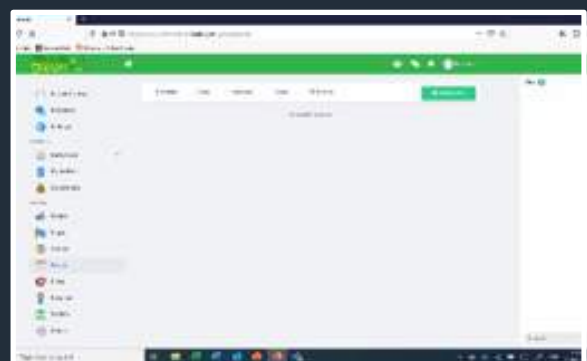
Points System Tab



Donation Option Tab



Articles Tab



Upcoming Events Tab





## Way Forward: Collection Target

At this juncture, RLG India has the capacity and competency to ramp up its overall collections and recycling by over 65% vis-à-vis FY 2020-21.

Our organogram is now empowered with manpower with rich industry experience and assigned specific responsibilities to ramp up the organic collections of E-waste through the awareness program Clean to Green™ on Wheels and zonal collection drives at each RLG Collection centre in India.

Summarily, we aim to collect 5,500+ MT of E-waste organically i.e., approximately 10% of total self-assigned target for FY 2021-22, covering all states and UTs across the length and breadth of India.

On the processing front, we aim to recycle 62.19% of collected E-waste through our multiple recycling dismantling partners in North Zone; 29.74% from the partners in South and 8.06% from the select partners in West Zone in a compliant and environment friendly manner.



## Way Forward: Infrastructure Growth

End-to-end recycling helps cities and towns get the full benefit of the economic development and greenhouse gas reductions, as it thwarts the contamination of hazardous effluents emanating from E-waste, packaging and batteries to reach our ecosystem.

At RLG, we work diligently to educate stakeholders from all strata of the society on the benefits of righteous Waste Management and need to imbibe the knowledge in day-to-day operations. This process is termed as “Sustainable Infrastructure Planning”.

Sustainable E-waste Management infrastructure planning involves at least four considerations, as hereunder:

- Capacity and size of needed infrastructure for the regional E-waste Management volume management

- Type(s) of infrastructure suitable for the region and in-line with the compliance norms
- Identification of perceived and potential environmental hazards and risks in conjunction with that infrastructure
- Ideal locations for the requisite waste management and disposal in environment friendly manner

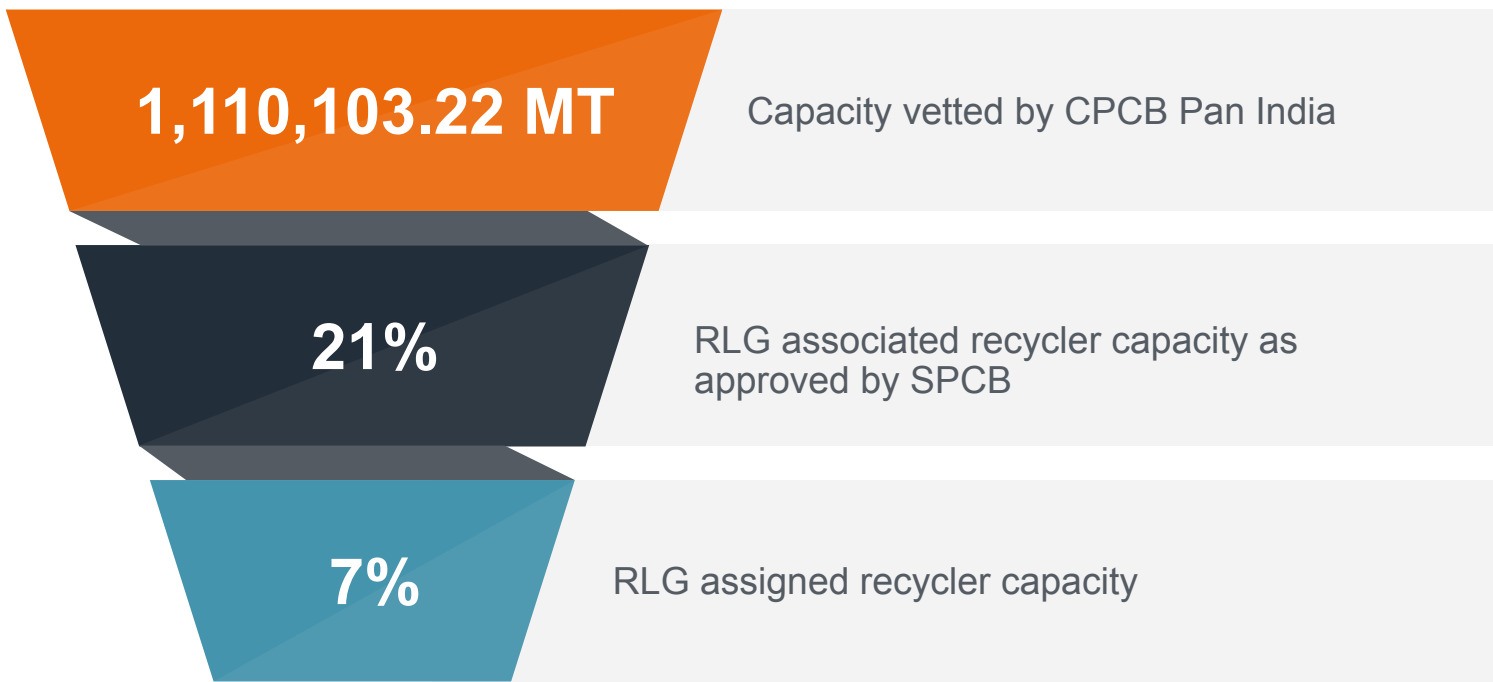
Setting up of sustainable logistics value chain must go together with setting up of necessary infrastructure to process the waste collected.

RLG India has processed around 18% higher volume of E-waste in FY 2020-21, vis-à-vis FY 2019-20, with the help of 31 authorized recycler partners across 11 states; in FY 2021-22, the processing/recycling is slated to be covered by select compliant regional partners – across 15 States/UT.



# Way Forward: Infrastructure Growth

## Planned Capacities for FY2021-22



Zone	RLG Approved Capacity - Zone-wise coverage spread (%)
North	62.19%
South	29.74%
West	8.06%
<b>Grand Total</b>	<b>100%</b>



# Way Forward: Infrastructure Growth

Besides this, we will invite SPCB and Government authorities to acknowledge the awareness campaign and flag off various initiatives in their respective cities, planned for the greater good and greener environment.

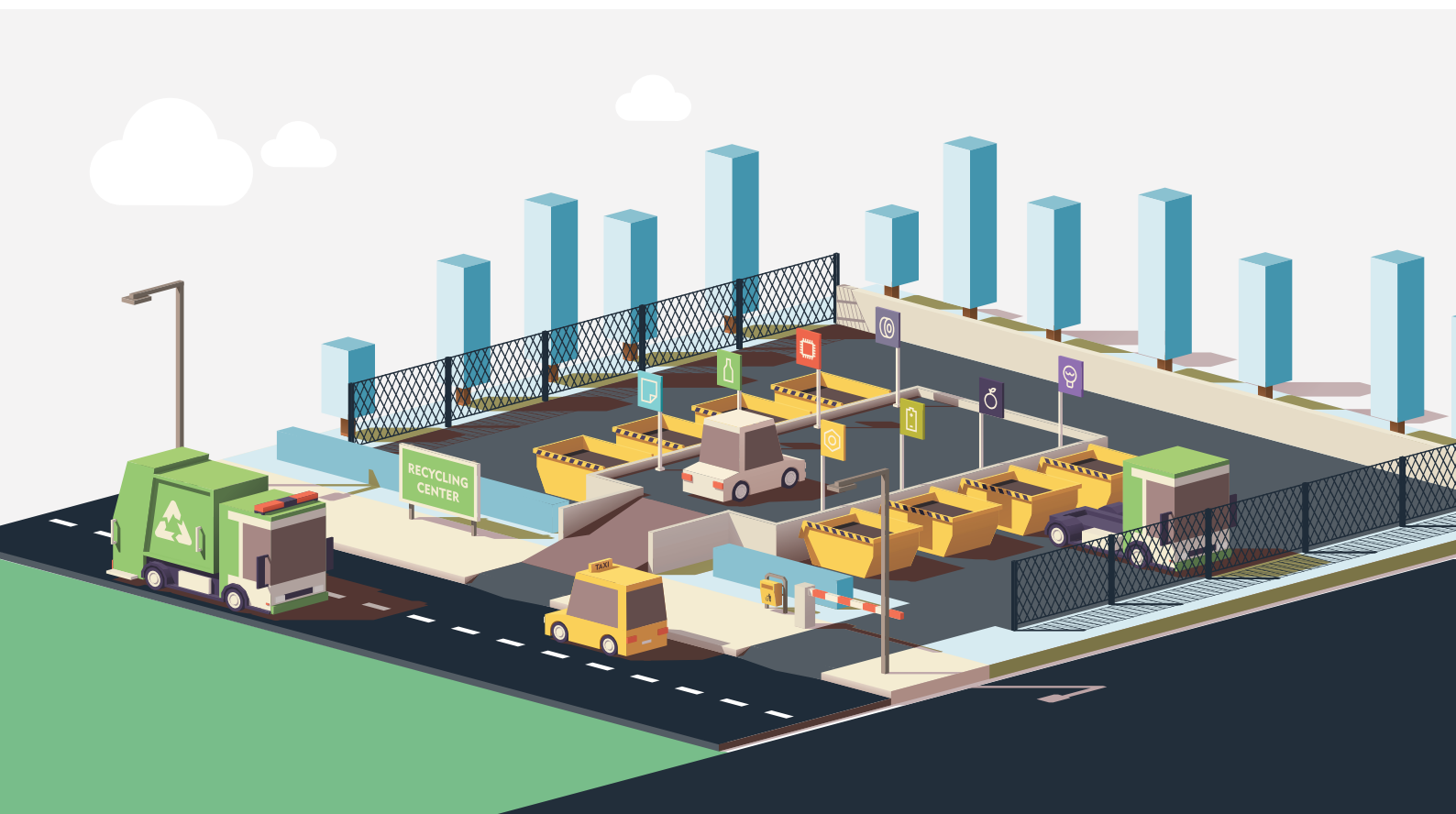
We aim to bolster our collection mechanism further-more with better incentivization plans, “Connect N Collect” initiatives, mobile collection vehicles (canters), reverse vending machines, awareness and collection kiosks etc.

E-waste management can only be possible with adequate coverage of collection points and centres across India. As a responsible PRO, we aim to enhance our list of collection centres from our current tally of 36, with seamless coverage across all States/UTs.

Takeback portal has been curated to foster incentivized takebacks of E-waste from the doorstep of the seller/end-users.

The Clean to Green™ on Wheels has already created an impact within few days of its launch; our mechanism to play a jingle in regional languages, seeking attention of populace and spreading awareness, as and when the vehicle runs through defined locations as per beat plans in a city, is drawing many dealers, retailers, RWAs, etc., towards the vehicle with E-waste, thus actively participating in the program.

Lastly, we aim to generate indirect employment of hundreds of people across various zones of India – drivers, helpers, aggregators, rag-pickers, promoters, trainers, etc., who shall help us to sustain the 4PL asset light ecosystem that we have developed over the years.





# RLG India's Key Sustainability Initiatives

Sustainability is at the core of RLG India's operations. With our vision to create a clean, sustainable and a waste free economy, our business objectives are aligned with the global Sustainable Development Goals (SDGs), which are reflected through our day-to-day work, operations, and initiatives.

## Contribution to SDGs



### Good Health and Well-Being

By ameliorating the overall management of E-waste in our country, we believe that we will be able to reduce the potential risk of mismanagement of e-waste and its informal processing, thereby resulting in significant reduction in the number of deaths and illnesses emanating from hazardous chemicals, air, water and soil pollution, and such other detrimental modalities of contamination.



### Decent Work & Economic Growth

Our robust and compliant business practices ensure end-to-end recycling of aggregated and channelized E-waste in an environmentally sound manner. They also support the integration of informal sector leading to new employment opportunities and enhanced economic growth.



### Industry Innovation & Infrastructure

RLG India ensures adherence to fully compliant processes as defined under applicable rules while onboarding its material service providers,

logistics service providers, recycling service providers and collection centers, in order to achieve sustainability among various stakeholders with optimal resource utilization for increased efficiency. Our technological advancements have helped us to create the infrastructure where end-to-end load processing is strictly monitored in layers, and environmentally sound practices of recycling for all end of life products is duly ensured.



### Responsible Consumption and Production

RLG India aims at improving the overall e-waste management in India through its compliant operations, and regularly sensitizes stakeholders through various social media and mass awareness initiatives to promote sustainable consumption and production. These initiatives have been complemented by substantially reducing e-waste generation through prevention, reduction, recycling, repurpose, and reuse.



### Climate Action

By ensuring safe and efficient e-waste recycling through its associated SPCB authorized dismantling and recycling partners, RLG India ensures none of its partnered recyclers or dismantlers breach any environmental obligations or cause any adverse effect to the environment whilst performing their activities. Through our robust compliance audit checks we ensure the respective partners are operating well in permissible limit, and with key focus on various environmental aspects.



# RLG India's Key Sustainability Initiatives



## Sustainable Cities & Communities

RLG India ensures fully compliant and environmentally sound end of life product processing. We put keen focus on formalizing the informal sector i.e., the backbone of waste management industry. RLG India has been continuously conducting awareness campaigns, training and workshops in order to make people aware of the hazards they are exposed to, while promoting them to adopt safe practices at work, thus ensuring better community growth. In the process of formalizing the informal sector for safe and efficient management of E-waste, we are trying to reduce the adverse per capita environmental impact of cities, by paying special attention to waste management and environment friendly recycling/dismantling.



## Partnership for Goals

RLG India engages with multiple partners and stakeholders, to share knowledge and expertise to enhance the management of E-waste in India.

## Ideology behind RLG India's Key Sustainability Initiatives

With ever evolving processes and our firm resolution to make India a waste free, clean and green economy, we ensure continuous contribution to the sustainable development goals. Our expanding horizons will surely add few more SDGs to this list in future; so, shall our persistent efforts and contributions towards the same.

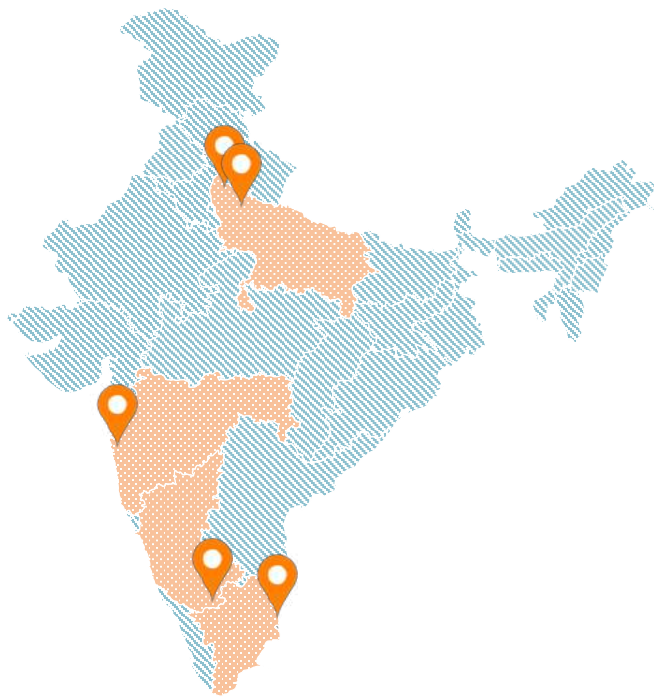




# Contact Us



*Return to Value*



## **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 – 201305

### **Registered Office –**

RLG Reverse Logistics India Pvt. Ltd.  
94, Pocket - 4, Sector 11, Dwarka,  
Delhi – 110075

### **Branch Office –**

RLG Reverse Logistics India Pvt Ltd.  
No. 2B/85, MWP, Second Cross Street,  
KSR Nagar, Ambattur,  
Chennai – 600053

### **Branch Office –**

RLG Reverse Logistics India Pvt Ltd.  
#34, 1st Floor, APJ Complex,  
17th Cross, CMH Road, Lakshmipuram  
Ulsoor, Bangalore – 560008

### **Branch Office –**

RLG Reverse Logistics India Pvt Ltd.  
Shop no -B2,B3, Bramhand Phase 3  
CHS LTD. Near Swastik Park, Azad  
Nagar, off Ghodbunder road,  
Thane West 40060, Maharashtra

 1800-103-1460

 [www.rlgindia.in](http://www.rlgindia.in) | [www.cleantogreen.in](http://www.cleantogreen.in)

 @CleantoGreen

 @CleantoGreenindia

 CleantoGreenindia