



E-Waste

Introduction

E-waste is any electronic product or accessories which is not useable and it is at its end of life for example old defective products Washing Machine. E-waste has been defined as “waste electrical and electronic equipment, whole or in part or rejects from their manufacturing and repair process, which are intended to be discarded”. Whereas Electrical and electronic equipment has been defined as “equipment which is dependent on electrical currents or electro-magnetic fields to fully functional”. E-waste generally consists of those substances contained in an electronic product which can bring adverse effects to the atmosphere and hence managing it in a proper way is important. Apart from affecting the environment it can also affect the health of the people.

Recycling of old electronic product is beneficial in following ways:

1. There is need to encourage recycling of all useful and valuable material from e-waste so as to conserve the ever depleting natural resources. Recycling end-of-life products is vital if we are to save resources and minimize waste.
2. Also scientific disposal of e-waste reduces the environment pollution. The correct disposal of old product will help prevent potential negative consequences for the environment and human health.

Followings are negative consequences of disposal of product if not done in scientific way:

1. Toxic material present in e-waste get mixed with earth, air, water etc and causes health issues.
2. Oil & Gases which is present is some of e-waste like compressor and CRT causes environment pollution.
3. Batteries contains highly hazardous element.

4. Burning of rubber & Plastic in open area causes air pollution.

In India, E-Waste (Management and Handling) Rules 2011 have been notified by the Central Government. Butterfly stands committed to implement E-Waste Rules. Butterfly has done tie-up with the PCB (Pollution Control Board) authorized e-Waste recycler for facilitating our customers to enable them to dispose off e-waste products after its end-of-life*

In this process, the customer would be interacting directly with the authorised agency meant for handling the e-waste products without involving any 3rd parties. To maximize resource efficiency through Butterfly Consumer Durable products recycling, Butterfly works closely with all consumer durable supply chains including authorized service providers, distributors, merchandiser's customers, and the recycling industry.

Customers are urged to strictly follow the guidelines as per e-Waste rules as any failure on their part would invite penal action, which may attract imprisonment up to 5 years or with fine up to Rs. 1 Lac or both.

*end of life product means when a product is non-operational or non-repairable.

Guidance on the Disposal of End-of-Life Products

Consumers could contribute to resource conservation and prevent potential environmental problems by a simple action — the proper depositing of their old consumer durable products and its accessories. Electronic waste is to be disposed off separately from the general waste stream via designated collection facilities identified by Butterfly. For that customer has to register a request on Butterfly Toll Free 1800 102 0951.

Recycling of Products:

Many customers might think that end-of-life products are worthless, but they still contain many reusable or recyclable materials.. Let's see how all parts of old products could be recycled*.

1. Valuable metals are used as component materials for the circuit board, LCD module, and camera module. During the smelting process, valuable metals such as gold, silver, and copper can be retrieved from these electronic parts. The metals that are retrieved can be used for new electronic parts or can be sold separately on their own.
- 2.
3. Plastic materials are used for structural components such as the case and cover. The plastic materials that have been collected are recycled as energy resources after going through a heat recovery process. Alternatively, they can be used as a form of recycled plastic once they have been broken down and processed. Recycled plastic can be used to produce products such as traffic cones, plastic fencing, and car bumpers
4. It is important to collect batteries separately, given the variety of batteries that are used. Li- Ion batteries are frequently used in mobile phones. Cobalt can be collected once the batteries have been pre-treated to avoid the risk of explosion during the recycling process. It is possible to sell the cobalt that is collected or use it as a raw material for products such as padlocks and speakers
5. Paper is the main component used in packaging. Paper can be recycled. It is then used as recycled paper or in products made of paper.

*the above usages are only suggestive and may not necessarily mean about the current usage

This initiative is the step towards a cleaner and greener earth. This move is one of the ways to show that we are concerned and thus we request all our customers to join this movement to make it successful by way of contributing their end-of-life product.

How customer can get their product recycled:

1. You may contact Butterfly Toll Free 1800 102 0951 for putting request for recycling of Butterfly products at collection centre.
2. Authorized Person will inspect the product and calculate the residual value of electronics product.

3. As per valuation by authorized Person, you will be offered the price of electronic products. On your acceptance of offer, authorized Person will lift the sets after giving the offer price to you.4. Your old Butterfly Product will be recycled as per E-Waste disposal guidelines by the Butterfly Authorized recycler.

Do's &Don't:

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1. All electrical and electronic products are required to be handed over only to the Authorised Person.
2. The product should be handed over only to authorizedPerson for disposal.
3. Keep the product in isolated area, after it becomes non-functional/un-repairable so as to prevent its accidental breakage.

Don't:

1. All electrical and electronic products are required to be handed over only to the Authorised Person.
2. The product should be handed over only to authorizedPerson for disposal.
3. Keep the product in isolated area, after it becomes non-functional/un-repairable so as to prevent its accidental breakage.
1. The product should not be opened by the User himself/herself, but only by authorised service personnel.
2. The product is not meant for re-sale any unauthorised agencies/scrap dealer/kabariwalahs.
3. The product is not meant for mixing into household waste stream.
4. Do not keep any replaced spare part(s) from the product in exposed area.

S.No	State	Address	Toll Free
1	Odisha	Butterfly Gandhimathi Appliances Limited , Plat No.1184/2182, Janhabi Plaza, Bomikhal, Bhubaneshwar – 751 010.	1800 102 0951
2	Andhra Pradesh	Butterfly Gandhimathi Appliances Limited , D.No: 6-21-63/B, First Floor, Arundulpet 15/2, GUNTUR-522002, Andhra Pradesh.	1800 102 0951
3	Telangana	Butterfly Gandhimathi Appliances Limited , H.NO:12-05-2008. VIJAYAPURI COLONY ,TARNAKA. SECUNDERABAD.	1800 102 0951
4	Andhra Pradesh	Butterfly Gandhimathi Appliances Limited , No.23-16-20,Ramamandiram Street, Near Rajan, Pan Shop Sathyanarayanapuram, Vijayawada – 520 011.	1800 102 0951
5	Telangana	Butterfly Gandhimathi Appliances Limited , S-14, S-15, Motila Shopping Plaza, Vijaya Talkies Road, HanamokandaChowrasta, Warabgal – 506 001.	1800 102 0951
6	Punjab	Butterfly Gandhimathi Appliances Limited , E-237,Tower Greens, 2nd Floor, Ind Area, Phase 8B,Mohali, Punjab – 160 055.	1800 102 0951
7	Karnataka	Butterfly Gandhimathi Appliances Limited , No.29/A, K.H.Road, double road,Shanti Nagar, Bangalore – 560 027	1800 102 0951
8	Kerala	Butterfly Gandhimathi Appliances Limited , 201A, Door No.27/406 A8, IInd Floor, Peace Park Apartments, ParayancheryKottoli, Kozhikode Town, PIN 673016	1800 102 0951
9	Kerala	Butterfly Gandhimathi Appliances Limited , 33/2034A, Sreekala Road, Vannala, Ernakulam, – 682028. Near: Ernakulam Medical Center.	1800 102 0951
10	Kerala	Butterfly Gandhimathi Appliances Limited , TK(W)37/1623, Onden Road, Near Oden Hotel	1800 102 0951
11	Kerala	Butterfly Gandhimathi Appliances Limited , KMC XIII/1059, Second Floor, St.Antony'sComplex,Nagampandom, Kottayam – 686 001.	1800 102 0951
12	Kerala	Butterfly Gandhimathi Appliances Limited , House No.21/351H, First Floor, Kainikkara Building, Thunja Road, Poongotukulam, Tirur – 676 101 , Malapuram–Kerala	1800 102 0951
13	Kerala	Butterfly Gandhimathi Appliances Limited , 29/454/A, Epsilon Building, Kunnath Lane, Thrissur – 680022	1800 102 0951
14	Kerala	Butterfly Gandhimathi Appliances Limited , TC .20/2041,1st Floor PrysVilla(old Post Office) KaramanaPoojappura Road, Karamana, Trivandrum – 695 002	1800 102 0951

15	West Bengal	Butterfly Gandhimathi Appliances Limited , No:1,Deshpran Shasmal Road. 1st, Floor 1st, Floor,BesideRabindraSarobar Metro	1800 102 0951
16	Gujarat	Butterfly Gandhimathi Appliances Limited , A/1005,Premium House, Opp: Gandhigram Railway Station, Ahmedabad – 380 009.	1800 102 0951
17	Maharashtra	Butterfly Gandhimathi Appliances Limited , Shop No 6 & 11, SaiLeelaGalaxy,Near Krishna Paradise 100 feet road , Malag Road,	1800 102 0951
18	Delhi	Butterfly Gandhimathi Appliances Limited , NO:206, 2ND FLOOR SETHI BHAWAN,RAJENDRA PLACE	1800 102 0951
19	Uttar Pradesh	Butterfly Gandhimathi Appliances Limited , A-11, NEW ARYA NAGAR, OPP TO DELHI MEERUT ROAD, Ghaziabad	1800 102 0951