

## Press Release

### **10-year-old Girl wins VMC's Art Competition on World Environment Day**

The competition marked the launch of the Recycle Karo Project by VMC, GIZ-India and Karo Sambhav to build e-waste and plastic waste collection systems in Varanasi

**Varanasi 5 June'2021:** Unnati Chaurasiya, a 10-year-old student from Arya Mahila Nagarmal Murarka Model School won the first prize comprising of e-vouchers worth INR 5000 in an online painting competition organised to encourage students to adopt environment friendly waste management practices by Varanasi Municipal Corporation (VMC) in collaboration with Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH India and Karo Sambhav, an environmental services company.

Launched on World Earth Day 22<sup>nd</sup> April'2021 the theme of the competition was "Role of citizens and bulk-generators of waste in waste management in tourist cities". The results were announced by Shri Gaurang Rathi, Varanasi Municipal Commissioner on World Environment Day. Speaking on this occasion Shri Rathi said, "The coronavirus outbreak has caused major disruptions in daily lives and children too have felt these changes deeply. We decided to creatively engage students in an activity like painting to raise awareness as it also helps cultivate emotional resilience among young minds. The aim was to draw attention to the increasing amount of electronic waste and plastic waste in India and the need for citizens to co-create solutions."

With this competition VMC, GIZ India and Karo Sambhav are also starting collective work on a DeveloPPP.de project on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ) focused on e-waste and plastic waste management in Varanasi. Talking about this initiative Ashish Chaturvedi, Director Climate Change and Circular Economy, GIZ India said, "The *Recycle Karo* project aims to raise awareness and support creation of collection infrastructure of e-waste and plastic waste in Varanasi. It will work on fostering transformative solutions for the city with active participation from VMC, citizens and bulk generators of waste."

Explaining further Pranshu Singhal, Founder & Director, Karo Sambhav shared, "Waste can be managed well only when municipalities, citizens and producers of goods, work towards the common goal of enabling a circular economy. We look forward to starting this journey in Varanasi by establishing an e-waste and plastic waste collection centre in the city and seek active participation of citizens through the *Recycle Karo* project. Unnati's art piece will be featured in the awareness material that we plan to create for Varanasi during this project."

### **Background on Waste**

*India generated 9.4 Million Metric Tonnes of plastic waste in the year 2017-18 out of which 5.6 Million MTs was recycled and the remaining 3.8 Million MTs remain littered or uncollected. 1 trillion plastic bags are produced every year.*

*In electronic waste India is the third largest generating country in the world and generated more than 3.2 million tonnes in 2019. However only over 5% of this gets recycled responsibly, resulting in serious health and environment hazards.*

## **About GIZ**

The Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH a federally owned enterprise, on behalf of the German Federal Government is a global service provider in the field of international development cooperation and sustainable development in India. In India, GIZ has been working for over 60 years, jointly with partners for sustainable economic, ecological, and social development. Visit [www.giz.de/india/](http://www.giz.de/india/) to know more.

Project Head – Dr. [Ashish Chaturvedi](#), Director Climate Change, GIZ India

## ***Karo Sambhav***

Karo Sambhav designs and implements transformative Extended Producer Responsibility programmes for electronics waste and plastic waste. It supports and enables producers/brands to close material loops by collecting and recycling end-of-life waste. Karo Sambhav has been developing socially responsible and financially viable circular solutions by collaborating with disintegrated players across waste value chains and has developed technology platform and systems that foster good governance, fairness, trust, transparency, and traceability. Karo Sambhav is the first and only member of WEEE Forum, the world's largest multi-national centre of competence, from Asia. Visit [www.karosambhav.com](http://www.karosambhav.com) to know more.