

CSR BULLETIN FOR THE ICT SECTOR



The ASK-Verité ICT Newsletter is a periodic platform created for discussion and sharing of world-wide initiatives, happenings, and viewpoints on the sector's social responsibilities. This issue provides information about corporate initiatives taking place in the ICT sector in India, and highlights global ICT initiatives.

PROGRESS REPORT FROM INDIA: NEWS SUMMARY

This section of the bulletin provides a summary of developments taking place in the Information & Communications Technology (ICT) sector in India and also offers insights into events that are shaping the direction of this sector.

...ON ITES

Some global brands are showing interest in expanding business in India's BPO market. However, the demand for professionals in the ITES sector is growing at a faster pace.

CHANGING FACE OF THE IT SECTOR

<http://www.nasscom.in/Nasscom/templates/NormalPage.aspx?id=52190>

The Indian ITES sector has drastically expanded over the past few years from call centres to a range of new services, including transaction services, process management, business transformation, and analytics services. The latest Nasscom survey indicates a 33 percent increase in BPO exports to \$8.4 billion in the 2007 fiscal year. Additionally, the sector now employs one-third of India's workforce. ■

WAGE MODERATION FOR ITES WORKERS BY '08

http://infotech.indiatimes.com/Tech_News/News/ITeS/Wage_moderation_for_ITeS_workers_by_08/articleshow/2343599.cms

Nasscom has stated that, due to the increasing supply of educated workers, the wages of IT and BPO workers will be moderated by early next year. Nasscom Chairman, Lakshmi Narayanan, stated that wages in the BPO and IT sectors have increased 12-15 percent in the last two to three years, and that, due to the increasing number of educated workers streaming into the workforce, wages will be naturally moderated. ■

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GLOBAL COS PUMP UP BPO VOLUME IN INDIA

<http://economictimes.indiatimes.com/articleshow/2179747.cms>

There has been an immense rise in demand by MNCs, such as Aegis Communications Group, Firstsource Solutions, Infovision, Intelenet, and IBM-Daksh, for domestic BPOs over the last year. This demand has mostly been driven by growth in the Indian GDP and in the telecom, banking, insurance, retail, health care, tourism and automobile sectors. Approximately 1.5 to two million people work in domestic centres, and the number of people working in this sector is growing at a rate of 35-40 percent per year. Nasscom estimates that domestic BPO revenues doubled from \$600 million in 2005 to \$1.18 billion in 2006-2007. ■

About ASK-Verité

Founded in 1992, the **Association for Stimulating Know-How (ASK)** is one of the few non-profit organizations in India working extensively in the field of corporate social responsibility. ASK functions as the South Asia Regional Program Office for Verité, undertaking social audits and research on CSR issues and facilitating factory-level remediation and trainings. ASK also supports programs as diverse as finding alternatives for child laborers in the brass industry in India, and working with indigenous communities in rural South Asia.

Verité is an independent, non-profit social auditing, research, and training organization based in Amherst, Massachusetts, USA. Founded in 1995, the organization helps to improve the lives of workers and assists the corporations that employ these workers to better balance profitability with social responsibility. Verité provides social audits, factory remediation, corporate training, labor research, and worker education in over 60 countries worldwide. Verité is a winner of the 2007 Skoll Award for Social Entrepreneurship.

The **ASK-Verité** partnership undertakes research and capacity building programs focused on India to improve working conditions. We also collaborate to build capacity among corporations globally to assess and remediate factory-level labor problems.

www.askindia.org
V - 30 / 3 DLF Phase III Gurgaon
Haryana – 122002 India
(t) 0091-124-4060353
ask@askindia.org

www.verite.org
44 Belchertown Road
Amherst, MA USA 01002
(t) 001-413-253-9227
verite@verite.org

IT'S A BEAUTIFUL WORLD

http://economictimes.indiatimes.com/ET_Features/Corporate_Dossier/ITs_a_Beautiful_World/articleshow/2325864.cms

Increasingly, white collar workers are looking for work in the IT sector. According to a CD-JuxtConsult Employee Speak Survey, while only five percent of those surveyed worked in the IT sector, 25 percent wanted to join the IT sector, and six of the ten "best employers" ranked by those surveyed belonged to the IT sector. On the other hand, the BPO sector, which employed four percent of those surveyed, was only cited by two percent of those surveyed as a sector in which they would like to work.

White collar workers are being drawn towards the IT and telecom sector because of higher pay scales, reduced levels of hierarchy, its perceived glamour, and its reputation as a "world-class work environment." The IT and ITES sector has grown at a rate of 27 percent over the last five years to a \$40 billion industry that employs 1.6 million workers. According to the Nasscom-Mckinsey Strategic Review 2006, continued growth will result in a demand for 500,000 new professional workers in this sector by 2010. ■

...ON IT SOFTWARE

The rupee's rise has had an adverse impact on profitability in major Indian IT firms, and there is a mass exodus of people from the IT sector. Issues of talent and staff crunches are being faced by IT companies, and to deal with these issues companies are instituting diverse strategies.

EXODUS: TOP FOUR IT PLAYERS LOSE 10K EMPLOYEES IN Q1

<http://economictimes.indiatimes.com/articleshow/227063.cms>

There has been an exodus of 10,000 people from the top four IT firms in India- TCS, Infosys, Wipro and Satyam- in the first quarter of 2007. TCS, the largest company, lost approximately 2,500 employees; Infosys, the second largest, lost 2,000; Wipro, the third largest, lost 3,500 workers; and Satyam, the fourth largest, lost 1,600. All four companies reported that the rise of the rupee had adversely affected their profit margins. ■

NASSCOM UNVEILS PLANS FOR N-E, KASHMIR YOUTH IN IT RACE

<http://www.nasscom.in/Nasscom/templates/NormalPage.aspx?id=52193>

Nasscom President, Kiran Karnik, unveiled a training program for youths in North-Eastern India and Kashmir in order to prepare them for jobs created by the country's IT boom. Nasscom will launch its Assessment Competency Tool, covering almost 20,000 youth in the North East region, in the next three months as part of the initiative. The three to four month trainings will provide youth with industry-specific skills and training certificates, which will facilitate access to jobs in the IT industry. ■

IT INDUSTRY TO GENERATE 400,000 NEW JOBS

<http://economictimes.indiatimes.com/articleshow/2347395.cms>

According to Nasscom estimates, the IT sector will generate 400,000 new jobs this year, an increase of about 25 percent compared to last year. Nasscom's president, Kiran Karnik, urged support for the extension of Software Technology Parks of India (STPIs) benefits beyond 2009 in order to support new and small IT companies. ■

IT FIRMS BANK IN TRAINING TO TACKLE STAFF CRUNCH

<http://economictimes.indiatimes.com/articleshow/2349932.cms>

IT companies such as TCS, Infosys, Wipro, HCL, and Satyam, and MNCs like IBM India, Accenture, and EDS are expected to hire more than 100,000 employees this fiscal year alone. For many of these companies, training budgets have doubled over the last year, and industry leaders TCS and Infosys Technologies spend approximately four percent of total revenue on training. Larger companies are forced to outsource training to specialists such as NIIT. Reportedly, much of this training - 50 percent of which is refresher training, and the rest of which is management or technical upgrading training - is offered to employees to combat attrition. ■

SMALL IT FIRMS FACE BIG GROWTH CHALLENGES

<http://economictimes.indiatimes.com/articleshow/2283766.cms>

Attention has typically focused on the top 20 of India's 5,000 software firms, which capture approximately 70 percent of the industry's revenues. Meanwhile, little attention is paid to the role of the smaller companies, about which little is known, and which will become increasingly important to the sector's development. New research has been carried out on the subject, including a series of 120 interviews conducted in Bangalore, Chennai, Hyderabad, Mumbai, Pune, and Delhi. The survey found that small software firms rarely partner with larger firms in order to gain access to overseas markets, and that when they do, they merely provide niche products and services or short-term consultancy. ■

...ON IT HARDWARE

This section provides news on the ranking of major Indian computer manufacturers on their green performance by Greenpeace and news about Moser Baer investment in Tamil Nadu.

MOSER BAER TO INVEST RS 2000 CRORE IN TN

http://infotech.indiatimes.com/Tech_News/News/Moser_Baer_to_invest_Rs_2000_crore_in_TN/articleshow/2376275.cms

The Managing Director of Moser Baer, a CD and DVD manufacturer, reported that the company will be making an initial investment of 20 billion rupees in Tamil Nadu, which will create approximately 4,000 jobs at cutting edge facilities. ■

INDIAN BRANDS NOT UP TO GLOBAL STANDARDS: GREENPEACE GUIDE TO GREENER ELECTRONICS

<http://www.greenpeace.org/india/press/releases/indian-brands-not-up-to-global>

Greenpeace's recently released "Indian Guide to Greener Electronics" ranks four leading Indian computer manufacturers on harmful substances and e-waste policies. The ranking shows that most Indian companies still lag behind global companies. For example, Wipro, which tops the Indian companies at a score of 5.3 out of 10, is still far behind Nokia, which leads the global list with 8 out of 10 points. Furthermore, India's largest electronics manufacturer, HCL, failed to earn even one point. Global companies have begun to unilaterally take responsibility for e-waste and to institute transparency measures, thereby putting pressure on Indian companies to follow their lead. ■

...ON E-WASTE

This section highlights Greenpeace initiatives in the area of e-waste legislation. First, an article by the Greenpeace Toxics Campaigner, Mr. Pranav Sinha, focuses on a seminar organised by Greenpeace on 'Extended Producer Responsibility'. The section also brings out the view points of Ms. Priti Mahesh, Senior Program Officer, Toxics Link, on the new draft guidelines on e-waste management, including a mention of the work of Toxics Link in the area of e-waste management in India.

GREENPEACE DEMANDS LAW TO GOVERN E-WASTE IN INDIA

<http://www.newkerala.com/july.ph?action=fullnews&id=55146>

Greenpeace activists are demanding the implementation of federal legislation to manage e-waste. They have presented a report to the Information Technology Ministry on the principle of Extended Producer Responsibility (EPR), which holds producers responsible for their products throughout their lifecycle. India's economy is quickly growing due, in large part, to the booming IT industry, which produces mountains of toxic computer hardware. ■

GREENPEACE COMMANDS HCL'S GREEN INITIATIVES, URGED THE IT MAJOR TO KEEP GOING GREEN

<http://www.greenpeace.org/india/press/releases/greenpeace-commends-hcl-s-gree>

HCL, a leading global Technology and IT Enterprise, recently made commitments to move toward furthering its green practices. Greenpeace encouraged the Company's announcement to offer clean products and reclaim used products for proper recycling. HCL has further made it clear that it would take an initiative for promoting and pushing for legislation based on the principle of Extended/Individual Producer Responsibility. ■

GLOBAL BYTES

This section contains news and views from around the world in order to see the emerging trends, and enhance the global perspectives regarding ICT.

PHILIPS ELECTRONICS AIMS TO EXPAND SALES OF ENVIRONMENT-FRIENDLY PRODUCTS

<http://www.iht.com/articles/2007/09/25/business/philips.php>

Philips Electronics recently announced plans to spend \$1.4 billion over five years to increase the sales of its environmentally friendly products. By 2012 Philips hopes to have doubled its revenue from environmentally friendly products to 30 percent and increased the energy efficiency of its operations by 25 percent. Chief executive Gerard Kleisterlee believes the move will give the company a competitive edge. ■

STRATEGIC IMPORTANCE OF CSR FOR CHINESE TECHNOLOGY FIRMS

<http://www.chinacsr.com/2007/07/23/1518-strategic-importance-of-csr-for-chinese-technology-firms>

Recent estimates from CNET.com indicate between 20 million and 50 million tons of e-waste are produced worldwide annually. This problem has sprouted a significant e-waste processing industry that has largely migrated to low-cost, lightly regulated markets such as those in India and China. Recently, the pressure for ICT firms to respond to the e-waste problem has arisen from government legislation and activist organizations. In January 2007 the Chinese government began drafting rules that will reportedly lead to the creation of a producer-oriented system for collecting and recycling waste electronic equipment before the end of the year. In the cut throat setting where firms must deal with the environmental impact of their products, CSR strategies are a source of process innovation providing firms with competitive advantages. ■

INDIAN IT INDUSTRY TAKES ON CSR

<http://www.expresscomputeronline.com/2007/0716/market01.shtml>

Faiz Askari looks at the rapid adoption of CSR values in India's burgeoning IT industry. Managers and CEOs have been quick to see that CSR is not only helping society but their businesses too. By giving members of the community training, skills, techniques and tools to create social and economic opportunities, CSR programs can transform communities and allow business to grow. This article looks at CSR strategy, involvement and approaches, showing how western IT companies' concerns with waste-management and supply chains have transformed the Indian industry and the communities in which they work. ■

SONY CHAMPIONS FREE RECYCLING

http://money.cnn.com/2007/08/21/magazines/fortune/sony_recycling.fortune/index.htm

The electronics industry is one of the largest contributors to e-waste, yet one of the loudest opponents to end-of-life responsibility for its products. Sony, the innovator of many electronic devices announced a new environmentally friendly initiative. The Company says it will offer free recycling of all its products in the United States. In fact, the ambitious promise is to recycle one pound of used product for every new pound sold. Sony posted \$71 billion of 2006 revenues in order to take back and recycle TV sets, stereos, music players, laptops, DVD players, video game machines, cameras and other electronic waste. "This represents a challenge to the rest of the industry," said Mark Small, Vice President of environment, safety and health for Sony Electronics. Historically the electronics industry had been opposed to the idea that they should be responsible for recycling materials at the end of a product's lifecycle. Now, with Sony at the forefront of the EPR movement, competitors are sure to follow the lead. ■

ENVIRONMENTAL IMPACT OF CSR FOR TECHNOLOGY COMPANIES IN CHINA

<http://www.chinacsr.com/2007/09/10/1670-environmental-impact-of-csr-for-technology-companies-in-china>

The issue of e-waste is continually growing but major IT firms such as Hewlett-Packard are finding that it is in their best interest to implement green corporate social responsibility policies. In fact such practices can actually increase operational efficiency in countries like China and India, where the environmental problem is at its worst. HP, for example, is on track with a commitment it made to reduce its e-waste by one billion pounds by the end of the year. These efforts have proven to not only reduce waste at the end of a product's lifecycle, but the company is also making progress upon reduction of materials required for initial production. Innovative CSR practices clearly impact society at large in a positive manner, but electronics manufacturers are also finding that they make good sense for business. ■

IT GOING GREEN: ENVIRONMENTAL CONCERN BRINGS JOB OPPORTUNITIES

<http://www.ft.com/cms/s/0/a3039c9a-6520-11dc-bf89-0000779fd2ac.html>

The banking company, HSBC, has recently hired Sir Nicolas Stern, who authored one of the most significant reports on climate change, to advise the company on green corporate social responsibility. This employment signals the importance of the corporate image in regard to partaking in responsible green practices. Climate change has become a global hot topic and the world has been impacted in many ways as a result. The article in Financial Times asserts that the number of specialized jobs relating to climate change has more than doubled over the last year. Despite this trend, as well as the fact that IT plays a central function in improving a company's environmental credentials, the 'eco-IT specialist' remains a highly neglected job role with very few companies employing an IT specialist with an energy efficiency remit. ■

DELL AHEAD OF SCHEDULE TO ACHIEVE MULTI-YEAR PRODUCT RECYCLING GOAL

http://www.dell.com/content/topics/global.aspx/corp/pressoffice/en/2007/2007_07_19_rr_001?c=us&l=en&s=corp

In 2005 Dell initiated in a major reclamation of e-waste for proper disposal. The electronics manufacturer announced recently that it is ahead of schedule to achieve a multi-year product recycling goal of recovering 275 million pounds of computer equipment by 2009. Dell is also called for all computer manufacturers worldwide to provide free recycling programs to consumers for e-waste. The Company has already made huge strides toward its recovery goals and sets an important example for the electronic industry and consumers alike. ■

HEWLETT-PACKARD PARTNERS WITH NONPROFIT TO REDUCE E-WASTE IN AFRICA

http://www.greenercomputing.com/news_third.cfm?NewsID=35930

HP, in partnership with the Global Digital Solidarity Fund, will donate hundreds of thousands of dollars to fund an e-waste assessment project in South Africa, Morocco, Kenya, Tunisia, and Senegal in order to develop improved, country-specific recycling and reuse methods. The project will develop methods for assisting individuals in recycling valuable materials, such as gold and copper, which can be found in electronics, and will provide information on how to limit exposure to toxic substances, such as lead and mercury, found in computers. HP is trying to determine how the recycling process works in these countries in order to develop appropriate plans for e-waste management. ■

WHAT IS EXTENDED PRODUCER RESPONSIBILITY?

Extended Producer Responsibility (EPR) is practiced when manufacturers take responsibility for the environmental impacts of their products throughout a product's entire lifecycle – production, use, and disposal. Most EPR programs to date focus on the end of life stage, or the take-back, of the product whereby the producer accepts the financial and/or physical responsibility for their products' waste management once discarded by consumers.

EPR is a policy principle, which means that it aspires to achieve certain goals and guides the selection and setting of policy instruments towards those goals. An effective EPR programme should help to achieve two environmental goals:

- 1) Improve the design of products, and
- 2) Maximize the collection of discarded products and ensure high quality domestic re-use or recycling of materials. ■

VIEWPOINTS... ON E-WASTE

Greenpeace is a non-profit organization, with presence in 40 countries across Europe, the Americas, Asia, and the Pacific. Greenpeace is an independent global campaigning organization that acts to change attitudes and behavior to protect and conserve the environment.

NEED FOR EXTENDED PRODUCER RESPONSIBILITY-A GREENPEACE INITIATIVE

By Pranav Sinha, Toxics Campaigner
Greenpeace India

A dangerous, new waste stream is growing out of control. The world's booming consumption of electrical hardware has created a corresponding explosion in electronic waste (e-waste) containing toxic, persistent chemicals and heavy metals. These products have a short lifecycle due to rapid technological advance and cannot be disposed of or recycled safely. E-waste contains over 1,000 different substances and chemicals, many of which are toxic and are likely to create serious problems for the environment and human health if not handled properly.

E-waste is of particular concern to India because the country is booming in industrial technology (IT). The total e-waste generated from electrical and electronic equipment (WEEE) in India amounts to about 146,000 tons per annum and the estimated domestic generation of such materials is projected to rise to 1.6 million tons by 2012.

Greenpeace Campaign on Electronics Waste:

Greenpeace is currently running a campaign to tackle the growing problem of electronic waste. The organization is focusing on the use of hazardous chemicals in electronic products and the sheer volume of hazardous waste that is generated. Greenpeace maintains that this growing problem must be dealt with on the side of business – manufacturers must produce clean and hazard-free products. Greenpeace also advocates for legislative policy implementation for responsible manufacturing.

Legislation on E-waste Management and Greenpeace Initiative:

Industrial technology is continually growing and increasingly of particular importance to the country's economy. However, the repercussions of a high dependence on the success of seemingly exponential technological advance leads to high turnover of hardware with a limited amount of space for disposal. As of yet, India has no regulatory framework to govern the disposal of toxins in the electronics industry. It is in the government's interest to ensure competitiveness at an international level which leads to shorter lifecycles of products, yet proper disposal of such material can be costly. This dilemma leaves stagnant the effort to clean up both existing waste and corporate responsibilities. In the absence of an effective legal framework, initiatives by state pollution control boards and civil society groups also lack effectiveness. ■

IN CONVERSATION WITH ...

PRITI MAHESH, SENIOR PROGRAM OFFICER, TOXICS LINK

Toxics Link emerged from the need to establish a mechanism for disseminating credible information about toxins in India, and for raising the level of the debate on these issues. Toxics Link has unique expertise in the areas of hazardous, medical and municipal wastes, as well as in specific issues such as the international waste trade, and the emerging issues of pesticides and Persistent Organic Pollutants (POPs). From their headquarters in New Delhi and regional offices in Mumbai and Chennai, Toxics Link coordinates a nation-wide network of more than 400 individual and organizational members.

1. *What are your views regarding the new draft guidelines for "Environmentally Sound Management of e-Waste" in India, issued by the CPCB and the Ministry of Environment and Forests (MoEF)?*

The new draft guidelines issued by CPCB for the management of e-waste in India is a welcome step, but they are inadequate. This is mainly because of two reasons. First, the guideline under EPA is only recommended and cannot be enforced. Second, it mainly suggests technology for recycling e-waste, instead of focusing on a proper system of managing e-waste. It also does not address the issue of phasing out or restricting hazardous materials at the design stage. Therefore the draft guidelines are more of a technical guide for recycling e-waste. It does not talk about the issue of managing e-waste in totality.

2. *What are the major challenges that the IT industry is facing today, in terms of coping with e-waste?*

To date, the IT industry, which is one of the main stakeholders in the e-waste issue, has not taken enough initiative to address this problem. Although there have been some initiatives through the introduction of "take-back" systems by some individual companies, the industry overall has not taken any major step in solving this critical issue. Globally, most of these companies have a "take-back" policy, but in absence of any relevant legislation on this in India most have not implemented it here.

Further, in most European countries, under RoHS directive, the industry players have to redesign their products to phase out or restrict hazardous material at the design stage. Unfortunately no voluntary action has been taken in India on the part of the IT industry to phase-out lead, cadmium, or mercury from their products. One of the major challenges the industry faces in the context of managing e-waste stems from the absence of formal legislation in the country.

3. *What is the status of e-waste recycling units in India, in terms of their capacities to manage e-waste, their efficiency and time management? What kind of challenges do they face in the future?*

There are very few formal (authorized) units in the country for handling e-waste and most of these units are small in size with limited infrastructure and unable to handle the huge volume of e-waste. These units are probably not even equipped to handle the total e-waste generated in their cities, let alone the waste produced in the entire country. The absence of a proper enabling legislation further disadvantages them as it makes it difficult for them to source the material. Most of these recycling units undertake only certain parts of recycling and do not get involved in the entire process. Due to their limited capacities of handling e-waste, they send much of their material to European countries. E-waste recycling is mainly happening in the informal sector where there are no measures taken for occupational or environmental safety.

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4. *To date, what has been the role of civil society organizations in India, in the area of e-waste management? Do you think a multi-stakeholder partnership, involving the government, the IT industry and civil society organizations can play a major role in the area of e-waste management?*

The role of civil society organizations in bringing forward the health and environmental impacts due to the current practices has been of immense importance. The e-waste issue was first researched and brought to public domain through a report published by Toxics Link in 2003. This was a very comprehensive report on the status of recycling practices and the consequent impacts in India. The issue has also been taken up by other groups in the country who have contributed in generating awareness on the issue through various forums. Most of the studies on e-waste highlighting the quantity as well as hazards have been undertaken by civil society organizations. The civil society voice has been growing in strength and has been responsible for bringing the stakeholders together to discuss and find solutions to the issue.

Any viable and sustainable system will have to have a multi-stakeholder partnership. Toxics Link proposed the formation of a "Producer Responsibility Organization," which comes from the principle of Extended Producer Responsibility and the formation of this organization needs the initiative of the industry players. A system where the industry takes the lead is crucial. In the multi-stakeholder partnership, Corporate Sustainability Officers (CSOs) will have to play the role of a "watchdog." The CSOs will also need to generate awareness on the issue of e-waste management and thus take it to a higher level.

5. *In the last three months, what have been the major activities of Toxics Link in the area of e-waste management?*

This year, Toxics Link has published two reports on the issue of e-waste management. The first one is, "Mumbai Choking on e-Waste" and the other one is titled, "e-Waste: Flooding the City of Joy." These studies have looked beyond the city of Delhi, in terms of e-waste management. Both the studies not only assess the amount of waste generated in these cities but also highlight the existing hazardous recycling systems in Mumbai and Calcutta. Toxics Link has also proposed a model for sustainable e-waste management and has been collaborating with sustainable social development organization, GTZ, and sustainable materials development organization, EMPA, in pushing the Government to come up with legislation for e-waste management. Toxics Link has been also conducting various programs to create awareness, especially in schools and colleges about the hazards of e-waste.

6. *What have been the major challenges for Toxics Link to promote ethical standards in e-waste recycling in India?*

The major and sole challenge for Toxics Link has been the issue of integrating the informal sector into the system that is being proposed for e-waste management at the policy level. ■

EVENTS

During this quarter (July-October), two significant events took place: one was the ELCINA and MCCIA Seminar on "Emerging Imperatives for Electronics Hardware- E-Waste and New Materials for Eco-Friendly Products"; and the second was a seminar organized by Greenpeace on "Extended Producer Responsibility".

ELCINA & MCCIA SEMINAR SUCCESSFULLY HELD

<http://www.efytimes.com/efytimes/fullnews.asp?edid=20405>

A joint seminar on "Emerging Imperatives for Electronics Hardware- E-Waste and New Materials for Eco-Friendly Products" was recently held by ELCINA and MCCIA. Approximately 70 delegates attended the seminar, which was supported by EFY. The seminar's main objective was to educate the Indian IT industry on adherence to global standards and to provide the industry with access to opportunities offered by the electronics industry. The seminar also focused on the causes and solutions to e-waste, eco-friendly PCB manufacturing, and the role of nanotechnology in the development of new materials for electronics. ■

GREENPEACE SEMINAR ON "EXTENDED PRODUCER RESPONSIBILITY"

Greenpeace organized a one day multi-stakeholder consultative seminar on "Extended Producer Responsibility" on August 21, 2007, to investigate the possibility of implementing the principle of EPR for Waste Electrical and Electronic Equipment (WEEE) in India. The seminar's aim was to assess the suitability of implementing EPR policies in the current Indian context, as well as facilitating their implementation. Important stakeholders, such as government officials, industry representatives, environmentalists, NGOs, trade unions, academics, and experts attended the Seminar, and there was widespread acceptance of the need for EPR legislation in India.

On this occasion, Greenpeace also released its report on "Extended Producer Responsibility in a Non- OECD Context." Thomas Lindhqvist and Panate Manomaivibool from *The International Institute for Industrial Environmental Economics* at Lund University presented the findings of the study, including challenges and opportunities for implementing EPR in India. ■

GLOSSARY

ASK – Association for Stimulating Know How
BPO – Business Processing Outsourcing
CSR – Corporate Social Responsibility
CPCB – Central Pollution Control Board
ELCINA – Electronic Industries Association of India
ERP – Enterprise Resource Planning
GDP – Gross Domestic Product
IT – Information Technology
MBA – Master of Business Administration

MCCIA – Maharashtra Chamber of Commerce, Industries and
Agriculture
MNC – Multinational Corporation
NASSCOM – National Association of Software and Service
Companies
NIIT – National Institute of Information Technology
NCR – National Capital Region
OECD – Organisation For Economic Cooperation and Development
R&D – Research and Development
ROHS – Restriction Of Hazardous Substances