

MAIT National “E-waste Awareness Competition”

Manufacturer's Association of Information Technology (MAIT) , under **an educational effort on recycling of Electronic waste and a step towards sustainable electronic Initiative is organizing a National Level Competition** regarding the same.

About MAIT

MAIT is recognized by both Govt. and the Industry for its role in the growth & development of the IT Hardware industry in India. Set up in 1982 for purposes of scientific, educational and IT Industry promotion, MAIT has emerged as an effective, influential and dynamic organization. Representing Hardware, Training, R&D & Hardware Design and other associated service segments of the Indian IT Industry.

Competition Rationale

Ever wondered what happens to our electronic waste? The old mobile phone you just recently replaced or the old computer you sold?

The rapid growth of technology, up gradation of technical innovations and a high rate of obsolescence in the electronics industry have led to one of the fastest growing waste streams in the world which consist of end of life electrical and electronic equipment products. **E-waste or electronic waste, therefore, broadly describes loosely discarded, surplus, obsolete, broken, electrical or electronic devices.**

Through the Competition, participants are asked to explore solutions, develop e-waste awareness campaigns to prevent its generation in the future and adopt a more sustainable system for electronic device development. The students can submit their creatives under the following three categories: and design one of the following:

- **Poster** (A3 size format) In case a hard copy is submitted, any weight of paper is allowed. Soft copies should be emailed.
- **Radio Jingles** (One jingle per student. Max of 3 jingles per student)
- **Creative Films** (should not be more than 5-6min)

The spirit of the competition is to generate awareness and sensitize the communities towards irrational usage of electronic devices, the useful lifecycle of the products and the need to recycle them. Students will explore ideas to address the social and environmental impacts of electronics, and contribute to the body of knowledge that advances towards various means of recycling and managing the electronic waste in our country. We invite students to create a broad range of conceptual campaigns to address these issues.

We encourage participation from interested students and recent graduates from mass communication, journalism and design background.

Please find the details about the competition as below.

- Posters must be the original design and creation of the entrant(s).
- Computer graphics/ real life pictures/ scenarios may be used.
- Objective of the creative's will be as followed:-
 - E-waste awareness amongst the various stakeholders.
 - Key issues and challenges of E-waste management
 - To promote various opportunities for stakeholders in the e-waste value chain
 - Strengthen the existing e-waste management system.