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ENTREPRENEURIAL OPPORTUNITIES THROUGH E-WASTE

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Abstract:

Successful entrepreneurs must develop variety of skills like innovation, creativity and technological skills. Managers describe entrepreneurship with terms as innovative, flexible, dynamic, risk taking, creative and growth oriented. The entrepreneur can find new opportunities from the e-waste management and can be successfully converted into business which can earn profit to them. Mostly people junk their e-waste or throw on open site, which will cause ill effects to the society.

Keywords: *entrepreneur, e-waste, recycle packaging unit*

Introduction:

Entrepreneurship is the process of starting a new business venture which begins at a small scale and may grow into a successful small, medium, or large company. Entrepreneurs must be willing to take risks and possess the vision to embrace new ideas or business opportunities that transfer to the market place for a profit. To succeed, entrepreneurs must exhibit or develop a variety of skills which include business know-how, innovation, creativity and good technology skills. Managers describe entrepreneurship with terms as innovative, flexible, dynamic, risk taking, creative and growth oriented. Thus the entrepreneur can find new opportunities from the waste management which can be successfully converted into business and can earn profit to them. Waste is roughly defined as material or object which is of no use to the owner and hence owner wants to dispose it, but the same thing can be used by another person as a raw material to produce some new thing or object. So if the waste is handled in a proper way then this waste can be used either for recycling, reuse, to create biogas, or to prepare fertilizer so that amount of waste which is going to government vehicle will be reduced tremendously.

In day to day life everyone is using computer for their daily work. Use of computer increases the level of carbon dioxide (CO2) in the atmosphere. CO2 is the green house gas. Increase in the carbon dioxide (CO2) content in the atmosphere will cause more heat to be retained by the atmosphere which leads to global warming. Green expert says that each computer contain 4 to 8 pounds of lead alone. List of hazardous e-Waste are CRT monitor glass, Television, Power transistor, Part of electronic equipment, Fluorescent tubes, Power Capacitors, Transformers, wiring insulators, Parts of computers like CPUs, Computer Monitors etc. So defunct computers and electronic devices should be handled properly.

e-Waste is called as electronic waste. e-Waste is a waste consisting of any broken or discarded electronic devices. Only 15-20% of e-waste is recycled, the rest directly go to landfills and incinerators. Landfill sites are patches of land, where e-Waste materials are dumped for disposal. An improper handling of discarded electronic devices such as dismantling (taking apart) without any proper controls or simply tossing the materials in the trash which exposes hazardous chemical compounds. These compounds are known for their negative effects on human body, animals, plants and environment also. This will also affect the coming generations. The fact is that very small amount of discarded computers are being recycled. There is a need to look for a solution for the problem as well as to look for eco-friendly computers and electronic devices.

In India the concept of e-waste recycling is still at nascent stage but in developed country it is taken very seriously with plenty of laws dedicated to it. But with the advancement of technology the concept of recycling e-waste material is fast catching up with Indians and it is happening big time. The developed countries are the largest producer of e-waste, let's look at the statistics. In the year 2010, 50 million tonnes of e-waste was generated globally and it is projected that a decade later the number will rise to 150 million tonnes almost thrice that of 2010. The three largest producer of e-waste are USA with 5.1 million tonnes followed by UK with 1.2 million tonnes andAustralia with 1.19 million tonnes. E-waste disposed contains both valuable materials as well as toxic materials, which needs special type

of care while handling it. Many e-waste recycling companies like Ultrustsolutions, Trishyiraya Recycling etc are taking full advantage of this scenario.

Some more numbers to justify the opportunity that lies ahead for a lucrative business proposal for new entrepreneur in this e-waste segment. Every year number of PCs discarded by USA is 47.5 million, by UK it is 8.2 million and by Australia it is 2.1 million. To add to this USA discard 100 million mobile phone, UK 28 million and Australia 13 million. These staggering numbers speak volumes about the business opportunity for new-age environmental conscious entrepreneurs in the recycling business of this material. Apart from business concern e-waste recycling to some extent solves environmental problems likeconservation of natural resources, reduction in pollution of air and water caused through hazardous disposal of this e-waste, low carbon foot print etc.

Since a significant part of e-waste lands in Indian harbor from the developed countries it can be easily procured and recycled. There is a growing demand for recycled products from environmental conscious people and hence a good business opportunity. Entrepreneurs those who really want to create a niche for themselves and stand apart from the crowd then this segment is ideal for them.

India generates around 350,000 tons and imports another 50,000 tons of e-waste every year. In Delhi the garbage crisis is so bad that the Indian capital may drown in its own waste. Of the 9,000 tons of trash that's generated and discarded to landfills daily, 50% could be fit for composting and 30% of it is recyclable. Delhi alone accumulates 30 tons of electronic waste daily; now imagine the rest of the world. The emerging scenario is both worrisome and frightening, but thankfully, there is a solution and its name is Attero Recycling.

Attero (Latin for waste) is India's largest integrated end-to-end electronic waste recycling company. Instead of seeing e-waste as a crisis, the founder Rohan Gupta saw it as a business opportunity that needed to be tapped into. What separates Attero from its competitors is not only their dedication to the pick-up and transport of the discarded electronics, as well

as even the security of the data stored, but ultimately, a safer, more responsible way of disassembling and recycling the waste, by means of high-tech metallurgical and mechanical processes. This means machines handle the most hazardous and toxic tasks – without ill-paid and at-risk labor from men, women, and children. Once the aluminum, plastics, ferrous and non-ferrous metals are separated safely, they are ready to be recycled and treated in the company's state-of-the-art facilities. This allows Attero to spearhead the industry in terms of efficiency, recovery and recycling rates across all WEEE categories. No wonder, as the processes which make this possible were home-brewed and perfected by the company; even allowing to turn non-recyclable plastics into carbon black!

Conclusion:

With an amazing 10 to 15 tons of recycled e-waste per day, it is apparent that Attero will make a considerable impact in terms of sustainable waste management and indirectly save numerous lives from slave-like labor, poisoning, and death. This design is testament to the idea that profit can be made without exploitation, pollution or ignorance. This business model is not only sustainable and environmentally responsible, but also clever in terms of maximizing profit by making sure as little waste as possible is actually thrown away, which Attero call "zero dumping technology". In return, the salvaged materials make for quite a valuable resource – all with the environment in mind.

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