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**E-waste Campaign**  
By [Asha](#)

Keeping in line with the philosophy of environmental sustainability, Advit Foundation with support from Pluss Polymers, initiated a campaign towards e-waste awareness at the IT-BPO hub of Gurgaon. The campaign aims to spread awareness on the impact of electronic waste on our health and environment while emphasizing the need for their safe disposal.

Electronic products - which include home appliances such as washing machines, refrigerators, ACs, microwave ovens and gadgets such as computers, laptops, telephones, mobile phones among other things - contain harmful substances such as lead, cadmium, beryllium or brominated flame retardants. When these substances spill, leak, or leach into the ground or water, the ecosystem is heavily affected. Through such common environmental occurrences as erosion and heavy rain, the pollutant chemicals end up in our oceans, streams, and lakes, and eventually in our drinking water, thereby affecting human health too. Therefore, electronic waste should be properly recycled, refurbished or reused.

"Electronics contain various toxic substances such as mercury, lead, and cadmium that are harmful to both humans and the environment. Therefore proper collection and disposal of e-waste is needed, instead of accumulating it in houses or just throwing away in trash or selling to the unorganized sector," opines Samit Jain, Managing Director, Pluss Polymers.

As part of this campaign, awareness sessions and e-waste collection drives are being organized by employees of Pluss Polymers in various residential complexes and schools in Gurgaon. All the collected e-waste will then be sent to an authorized e-waste recycler for segregation, recycling of recyclable components and safe disposal of the remaining scrap.

The first leg of this campaign was conducted on 15th Feb at Belvedere Towers, DLF Phase III, Gurgaon. Nearly 100 kgs of e-waste was collected from the society and sent for recycling/ safe disposal to Earth Sense Recycle Pvt. Ltd., an authorized company providing e-waste management services.

**Techgoss Note:** Know of any such positive initiatives in any IT, BPO and Startup Hub? Be a Techgoss Citizen Journalist and send us a News Report. We even [pay](#) our Citizen Journalists Rs. 1500 for 100 word news reports

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# PLUSS Polymers promotes Indian Participation at Solar Decathlon Europe 2014

BY TECHNUTER · JULY 9, 2014

New Delhi, India, July 9, 2014: PLUSS Polymers, the leader in research, development and manufacture of specialized polymers and phase-change materials (PCMs) aided Team Shunya, India's entry at the Solar Decathlon Europe 2014 get closer to their goal of a zero energy house. The project of Team Shunya is to demonstrate zero energy homes at the Solar Decathlon Europe 2014 in France. Team Shunya is the first team from India to be selected for this prestigious event. This inter collegiate platform will witness 20 international teams competing to design, construct and demonstrate full scale houses with minimal energy consumption and powered by renewable energy. The partnership between Pluss and Team Shunya is to integrate Phase Change Material (PCM) into its solar thermal system for water heating contributing to the other solar powered sustainable solutions in the house. The participating teams will judged across 10 categories each carrying different weightage; hence the name Decathlon.



The hot water requirement of such houses is usually up to a temperature of 45-50 degree Celsius. However in conventional solar thermal systems, the water is heated up to 60-70 °C. This excess heat can rather be stored in Phase Change Materials (PCM) which can be tapped when enough solar energy is not available. PLUSS Polymers has provided extensive support and technical assistance during trials to help choose the right PCM which effectively eliminates the need of a back-up electric heater.

*Managing Director of Pluss Polymers Samit Jain said, "It is a matter of pride for us to be associated with Team Shunya that shall be working towards safeguarding the environment at an international platform. It has been our constant effort to contribute in the preservation of nature and the energy resources derived from it and therefore this alliance is another initiative towards the same. We couldn't have asked for a better platform than the Solar Decathlon to highlight this cause."*

IIT Bombay and Academy of Architecture joined hands in November 2012 to form interdisciplinary teams of architects and engineers working hand-in-hand to find the perfect synergy for homes. The team, named Shunya to reiterate the goal of a zero-energy house, became the first team from India to ever be selected in the Solar Decathlon, whose previous participants include MIT, Purdue, Cornell, CMU, TU Darmstadt among others. The team consists of over 70 students.

The Solar Decathlon was started as a biennial event by the US Department of Energy in 2002 and has since expanded to Europe and China. Collegiate teams from across the world will build solar energy powered houses, complete with all amenities from a dish washer to a building automation system. The houses are judged on 10 extensive criteria namely Architecture, Engineering and construction, Energy efficiency, Electrical energy balance, Comfort conditions, Urban design, transportation and affordability, Sustainability and Innovation.

Tags: PCMs PLUSS Polymers Samit Jain

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