



SONY MUSIC

PRESENT

OASIS



W i S E



Irresponsible disposal of E-Waste
steals Dhruv of his education



Responsible disposal of E-Waste
provides for Dhruv's education

To drop off your E-Waste

call on. 9769707854 / 9820801771

Drop off Centre is located at shop No. 25, 1st Floor, Kenilworth Phase II,
Linking Road, Bandra West, Mumbai - 400 050.

Dhruv's Story

Dhruv wakes up. 5 am.

He bathes with a few mugfuls of water by 5:15 am.

He steps out of his house, barefoot to do his 'job' of collecting garbage.

He goes far away from home, climbs on smelly dumpsters with a sack in hand, digs into trash without any gloves to protect his hand, or glasses to protect his eyes or a mask to prevent the smells and fumes from entering his nose.

Stinging eyes and a sick body are part of Dhruv's daily life.

After rummaging through the garbage, Dhruv has to 'cook' any circuit boards he may have found that day. He does this to extract copper and is exposed to all kinds of noxious gases as they burn.

On the other side of the road, he sees a group of children neatly dressed, bags on their shoulders and lunch in their hands and smiles on their face.

**8 year old Dhruv has learnt to hold his tears
and continue to work because he has to buy his lunch.**

Dhruv is not alone. There are more than 300,000 rag pickers in Mumbai of which 120,000 are kids below the age of 14 and they come from different parts of the country. All of them suffer from respiratory problems, tuberculosis, Parkinson's disease and Alzheimer's.

SONY MUSIC and OASIS wish to correct this problem:

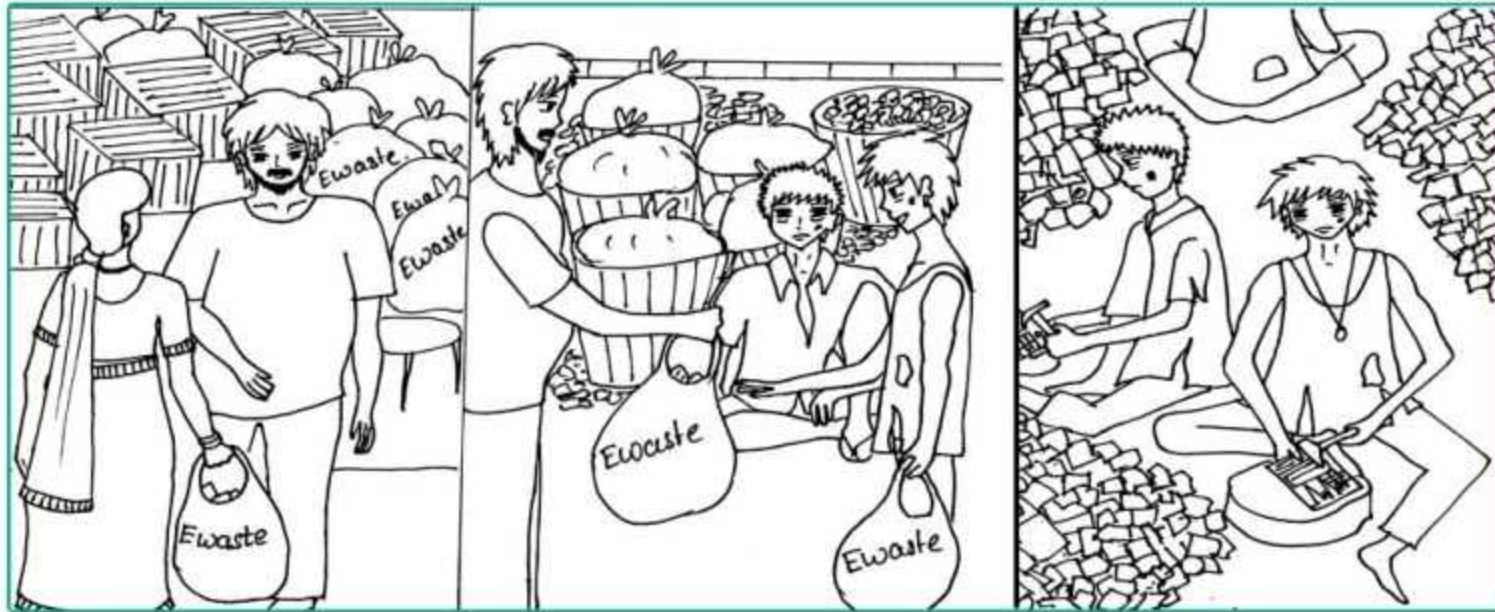
The rag pickers are the most needed people in the city and yet they are the most unprotected and illegal workforce. SONY MUSIC has embarked on creating awareness about the growing E-waste Menace and OASIS will collect donated E-waste to sell it to authorized vendors and use the proceeds for children like Dhruv to be able to go to the other side of the road and be educated.

What is E-Waste

Why do you need to be careful?



- Sell your E-Waste to Kabadiwala.
- Kabadiwala gives it to ragpicker children.
- Ragpicker children cook/melt circuit boards to get precious metal and acquire diseases.



- Collect & drop your E-Waste at the authorised Sony Music OASIS drop off centre
- The collected E-Waste will be given to an authorised recycling center
- The money received from the Recycling center will be given for the education of the ragpicker children



Sketch by
Ms. Sharvani
Tamaskar

FACTS

- India ranks 5th in the production of E-waste and India's e-waste is growing at 30% annually.
- Only 1.5% of India's total e-waste gets recycled in a proper manner.
- Maharashtra ranks 1st amongst all states in India.
- Mumbai ranks 1st amongst all cities.
- Environmental crime 4th biggest global crime: UN. According to the United Nations and Interpol, environmental crimes like toxic waste dumping have become the world's fourth largest illegal activity.

In the entire process of E-Waste recycling, children are at stake.



**Sony Music & OASIS
made a difference in their lives...**



Now it's your turn, drop off your E-Waste

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