

Empretec Women in Business Awards
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India

Iram MAIMUNA

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***"We make the process of buying and selling
recyclable materials more convenient".***

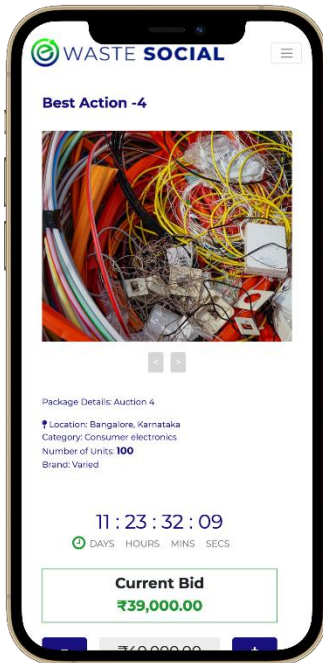
In India, only 17% of the nearly 5.2 million tons of electronic waste (e-waste) generated each year gets recycled, and the unorganized sector recycles 95% of it in unsafe manner. The recycling industry is experiencing significant growth due to increasing demand for sustainable solutions and waste reduction initiatives, but not enough infrastructure is there to do so in safe and formal way.



To make the process of buying and selling recyclable materials more convenient, Iram started her company in 2019 under the name E-waste social, as a recycling marketplace and auction platform to connect provide corporates, industries, OEMs and institutions with an inventory of waste to sell and recyclers, refurbishers and up-cyclers who wanted to buy it.

The online platform helps reduce the amount of waste that ends up in landfills, thus reducing pollution in line with the circular economy principles. As a signatory of the UN Global Compact, E-waste social also educates people on the importance of recycling, and how to recycle different materials, promoting responsible waste management practices.

Iram found a way to make it more convenient for businesses to recycle by connecting verified buyers and suppliers, increasing trust and confidence and promoting transparency. The platform also assists companies with services related to waste management compliance, Extended Producer Responsibility (EPR), and certification, helping them to achieve Corporate Social Responsibility (CSR) goals and ensuring no child is employed in the recycling process.



Her exposure to the Empretec programme helped her refining her developing further her information-seeking skills and focusing on quality and efficiency. This helped her to make more informed decisions and expand her contacts to strike partnerships with buyers and sellers. Iram says that her sales and revenue have doubled in the past three years.

70% of her workforce is made by women and management positions are equally split among women and men. She leads her team by setting a clear vision and mission for her company, and shows genuine care and appreciation for each staff's contribution. *"I want them to feel excited when they come to work with newer opportunities and avenues for growth in business"*, she admits.

Her plans for E-waste social include expansion to the UAE and the MENA region, seizing the growing trends in the market of circular economy and sustainable packaging. The adoption of new technologies, best practices and business models are key elements of Iram's plan to grow her business in the coming years.