



Press Release

CirQula India Partners with Student-Led Initiative Nirmyx to Responsibly Recycle Over 500 kg of E-Waste on World Environment Day

Kolkata, 5th June, 2026: Reinforcing its commitment to responsible e-waste management and environmental sustainability, **CirQula India**, a leading authorised e-waste management company, partnered with student-led volunteer organisation **Nirmyx** to responsibly recycle over **500 kilograms of electronic and electrical waste** gathered through a month-long e-waste collection drive across Kolkata. Undertaken in observance of **World Environment Day**, the initiative brought together industry experts, youth leaders and community participation to promote environmentally responsible disposal of the end-of-life electronics and advance circular economy practices.

The initiative, led by a dedicated team of **10 students from Modern High School for Girls** under the banner of **Nirmyx**, mobilized citizens throughout the city to responsibly dispose of end-of-life electronic devices while raising awareness about the growing need for sustainable waste management practices.

The event was attended by **Barbara Voss, Consul General of Germany in Kolkata**, and **Priyasha Singhania, Founder & CEO of CirQula India**. They highlighted the importance of responsible e-waste management, youth engagement in sustainability and collaborative action towards environmental stewardship.

As the authorized recycling partner, **CirQula India** ensured the scientific collection, transportation and environmentally compliant processing of the e-waste. The collected material, stored at Rajarhat, was officially handed over to **CirQula India** for recycling through authorized channels, preventing hazardous electronic waste from entering landfills and contributing to environmental degradation.

The event commenced with the collection of e-waste from Rajarhat by **CirQula's** designated vehicle. Accompanied by **Nirmyx** volunteers, the vehicle proceeded to the **German Consulate General** office here, which served as the symbolic culmination point of the campaign.

"At **CirQula**, we believe that sustainable change begins with awareness and collective action. The enthusiasm and commitment demonstrated by the **Nirmyx** team is truly inspiring and showcases how young changemakers can make meaningful environmental impact. Responsible e-waste management is no longer optional, it is essential for protecting our environment and conserving valuable resources. We are proud to partner with impressive initiatives like this that encourage citizens to adopt responsible recycling practices and contribute towards a circular economy," said **Priyasha Singhania, Founder & CEO, CirQula India**.

In recognition of their efforts, **Nirmyx** core members and volunteers who actively participated in the drive, were presented with **Certificates of Appreciation** for their contribution towards



mobilising citizens, collecting e-waste and promoting responsible recycling practices across Kolkata.

The collaboration between CirQula India and Nirmyx demonstrates how partnerships between responsible industry stakeholders, educational institutions and local communities can create tangible environmental impact. By ensuring the safe recycling of end-of-life electronics, the initiative contributed towards reducing environmental hazards while fostering greater awareness about sustainability among young people and citizens alike.

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