PROJECT REPORT ON

"A STUDY ON ASSESSING MOBILE OBSOLESCENCE IN THE CONTEXT OF A CIRCULAR ECONOMY: ENVIRONMENTAL IMPACTS AND SUSTAINABLE SOLUTIONS"

Submitted by

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Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI

In partial fulfilment of the requirement for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

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Approved by AICTE, New Delhi & Recognised by Government of Karnataka
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Date: 09/09/2024

CERTIFICATE

This is to certify that **Samyak Jain** bearing **USN 4AL22BA081**, is a bonafide student of Master of Business Administration course of Alva's Institute of Engineering and Technology, Moodbidri for the batch 2022-2024, affiliated to Visvesvaraya Technological University, Belagavi. The Project report on **"A Study on Assessing Mobile Obsolescence in the Context of a Circular Economy: Environmental Impacts and Sustainable Solutions"** is prepared by her under the guidance of Mrs. Priya Sequeira, Associate Professor, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

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DECLARATION

I, **Mr. Samyak Jain, USN: 4AL22BA081** hereby declare that the project report entitled **"A Study on Assessing Mobile Obsolescence in the Context of a Circular Economy: Environmental Impacts and Sustainable Solutions"** prepared by me under the guidance of **Mrs. Priya Sequeira**, HOD, PG Dept. of Business Administration, Alva's Institute of Engineering and Technology.

I also declare that this project work is towards the partial fulfilment of the university regulations for degree of MASTER OF BUSINESS ADMINISTRATION by Visvesvaraya Technological University, Belgaum.

I have undergone a project for a period of six weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University/Institution

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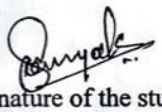

signature of the student

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With Sincere Regards,

Samyak Jain

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Executive Summary

The project examines the critical issue of mobile phone obsolescence and its environmental impacts in coastal Karnataka, specifically in Dakshina Kannada and Udupi districts. Rapid advancements in mobile technology have led to frequent device upgrades, resulting in a significant increase in electronic waste (e-waste). This accumulation poses serious environmental risks, including the release of toxic substances that can harm ecosystems and human health. The study emphasizes the need for a circular economy, which promotes extending product lifecycles through reuse, repair, refurbishing, and recycling. This approach aims to reduce the environmental footprint of the mobile industry and enhance resource efficiency.

To gather insights, structured surveys were conducted among mobile users and repair shops to assess consumer behavior regarding mobile phone usage, disposal methods, and awareness of recycling programs. The findings reveal that consumers are increasingly aware of the environmental impacts of e-waste and express a desire for sustainable practices, such as improved repairability and better access to spare parts. The research highlights the vital role of mobile repair shops in extending device lifecycles and advocates for collaboration among stakeholders, including manufacturers, repair businesses, and consumers. Additionally, it calls for educational initiatives to inform consumers about the benefits of repairing devices and participating in recycling programs.

In conclusion, the project underscores the urgent need to address the environmental challenges associated with mobile phone obsolescence. By promoting a circular economy approach, it offers actionable recommendations for reducing e-waste and improving sustainability in mobile phone management, contributing to a more sustainable future for technology and the planet.