SJIF Impact Factor: 6.711

WORLD JOURNAL OF ADVANCE HEALTHCARE RESEARCH

ISSN: 2457-0400
Volume: 9.
Issue: 7
Page N. 395-399
Year: 2025

Editorial Article www.wjahr.com

HULLADEK IS BRIDGING BUSINESS-TO-CONSUMER (B2C) & BUSINESS-TO-BUSINESS (B2B)

Dr. Dhrubo Jyoti Sen*

School of Pharmacy, Techno India University, Salt Lake City, Sector-V, EM: 4/1, Kolkata-700091, West Bengal, India.

Article Received date: 14 May 2025 **Article Revised date:** 03 June 2025 **Article Accepted date:** 24 June 2025

***Corresponding Author: Dr. Dhrubo Jyoti Sen**

School of Pharmacy, Techno India University, Salt Lake City, Sector-V, EM: 4/1, Kolkata-700091, West Bengal, India.

ABSTRACT

Hulladek Recycling: This Company uses the name "Hulladek" to convey its focus on e-waste recycling and waste management. "Hungry for E-waste": Hulladek's tagline plays on the similarity between the Hungarian word and the English word "hungry," highlighting their commitment to recycling electronic waste. Urban Mining: Hulladek Recycling utilizes the concept of "urban mining," which involves extracting valuable materials from discarded electronic devices rather than relying on traditional mining of natural resources. It has a focus on waste to wealth.

KEYWORDS: Hulladek, Hungry, E-waste, Business-to-consumer, Business-to-business.

INTRODUCTION: "Hulladek" is a Hungarian word meaning waste. It's also the name of an e-waste recycling company based in India, Hulladek Recycling. The company uses "urban mining" to recover valuable materials from electronic waste, aiming to reduce the environmental impact of e-waste. "Hulladék" as a word: In Hungarian, "hulladék" (pronounced "hoo-lah-deck") directly translates to "waste" or "rubbish".[1-4]

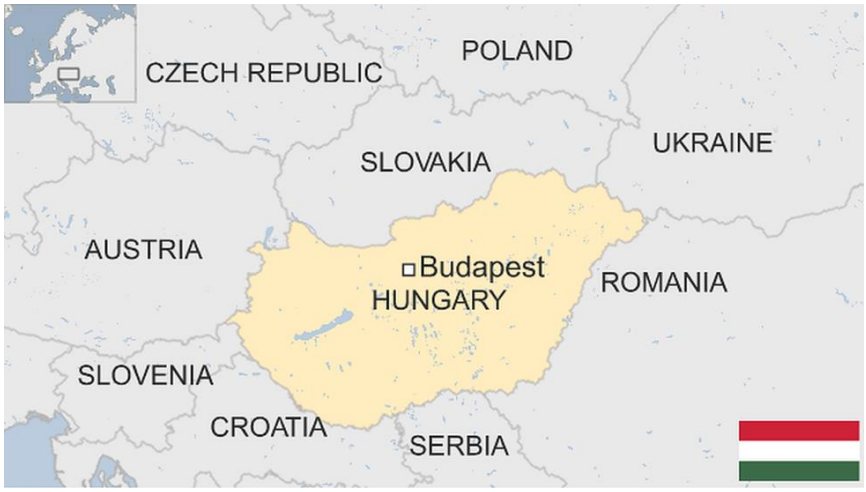

Figure-1: Origin of Hulladek: Hungary.

Nandan Mall is the Founder and CMD (Chairman and Managing Director) of Hulladek Recycling, an e-waste management company. He established the company in 2014 with the aim of creating an infrastructure for proper e-waste disposal and recycling. The term "e-waste" is an abbreviation of "electronic and electrical waste". A key part of the definition is the word "waste" and what it logically implies – that the item has no further use and is rejected as useless or excess to the owner in its current condition. E-waste is considered hazardous waste as it contains toxic materials and can produce toxic chemicals when recycled inappropriately. Electronic scrap components, such as CPUs, contain potentially harmful materials such as lead, cadmium, beryllium, or

brominated flame retardants. Recycling and disposal of e-waste may involve significant risk to the health of workers and their communities. Prior to founding Hulladek, Nandan worked in Business Development at NIIT Limited. He is known for his passion for sustainability and his commitment to making recycling accessible and impactful.

Figure-2: Founder of Hulladek: Nandan Mall.

Nandan grew up in Jodhpur, Rajasthan, and was exposed to environmental issues early on. He later attended St. Xavier's College. Pioneering e-waste management in Eastern India. At the age of 23, Nandan founded Hulladek Recycling. The Company focuses on proper e-waste disposal and recycling, diverting over 5 million kilograms of e-waste from landfills annually. Nandan's background in Business Development at NIIT provided him with valuable sales and marketing skills crucial for Hulladek's growth. He is passionate about promoting sustainable practices and making recycling a lifestyle choice. Nandan has emphasized the importance of building systems and processes for scaling a business, even from its early stages. He aims to foster environmental stewardship and inspire change within the community. Nandan's work has been recognized through various platforms, including LinkedIn, where he shares his insights on entrepreneurship and personal growth.[5-8]

E-waste Focus: Hulladek Recycling manages various types of e-waste, including old computers, televisions, medical equipment, and refrigerators. Hulladek Recycling began with a simple idea: treat e-waste not as junk, but as a responsibility. Over the years, they've helped divert 15 million kg of electronic waste from landfills while quietly building awareness in schools, homes, and offices across India. Their work is slow, steady, and deeply necessary. Hulladek offers e-waste management services to both individual households and companies. It does not rely on aggregators or kabadiwalas for waste collection. Instead it sources waste directly from waste generators to ensure the metals are untarnished. The company operates in 20 states and 2 union territories in India. Hulladek Recycling Private Limited's registered office is located at 4, D.L. Khan Road, Flat No. B-401, 4th Floor, Kolkata, West Bengal-700025. Their email address for inquiries is info@hulladek.in. The company is registered in Kolkata with the Corporate Identification Number (CIN) U37100WB2014PTC202655. Material, often unusable, left over from any manufacturing, industrial, agricultural or other human process; Material damaged or altered during a manufacturing process and subsequently left useless.

Figure-3: E-waste.

Hulladek offers e-waste management services to both individual households and companies. It does not rely on aggregators or kabadiwalas for waste collection. Instead it sources waste directly from waste generators to ensure the metals are untarnished. Urban mining is simply reclaiming e-waste products sent to landfills and the process of extracting raw materials from those devices. These can include iPhones, Android phones, MacBooks, tablets, etc. Hulladek Recycling, a Kolkata-based e-waste management company, has reported a revenue of ₹11.8 crore in the financial year ending March 31, 2024. The company's profit margin is reported to be at least 5%. Hulladek's financial success is coupled with a strong focus on environmental impact and sustainability.

Financial Performance: Revenue: ₹11.8 crore in FY24. Profit Margin: At least 5%. Revenue Growth: Tracxn reports a compounded annual growth rate (CAGR) of 62% in the last year. Target: Hulladek aims to achieve a turnover of ₹80 crore by 2029-30. Early Stage Growth: The company has seen impressive growth from monthly revenues between ₹800,000 to ₹1,700,000. Expansion: Hulladek is expanding its operations into 25 states and plans to expand further into southern and western India.

Beyond Profit

Impact: Founder Nandan Mall emphasizes the company's transformative impact beyond financial gains.

Sustainability: Hulladek's core business is built on diverting e-waste from landfills and promoting a circular economy.

Social Responsibility: Hulladek's work aligns with initiatives like Startup India, Swachh Bharat, and Digital India.

Community Engagement: The Company actively engages with communities through awareness programs and partnerships with municipalities. Hulladek Recycling was founded in 2014. The company was established in Kolkata, West Bengal, by Nandan Mall with the goal of managing electronic waste and promoting responsible recycling practices. Hulladek Recycling works as an e-waste and general waste management company, focusing on collection, segregation, and recycling of electronic and plastic waste. They operate both a business-to-consumer (B2C) model, providing doorstep collection for households, and a business-to-business (B2B) model, partnering with companies to manage their e-waste. Hulladek's operations are particularly relevant in the context of the E-Waste (Management) Rules, 2022, which emphasize Extended Producer Responsibility (EPR).

Core Activities

E-waste Collection: Hulladek collects e-waste (including electronic devices, batteries, and plastic waste) from households and businesses. E-waste means old electronics, and it's a real mess. If not disposed of properly it can harm the soil, air, and water. These devices have lead and mercury in them. If not recycled they can pollute our environment. This is super important to fix.

Figure-4: Recycling of E-waste.

Segregation and Recycling: They segregate the collected waste and process it to recover valuable materials, aiming for a circular economy.

Extended Producer Responsibility (EPR) Compliance: Hulladek helps companies meet EPR obligations by managing their e-waste responsibly and providing necessary documentation.

Business Models

B2C: Hulladek offers doorstep collection services for households in various cities and regions, including Kolkata, Ranchi, and parts of West Bengal, encouraging responsible e-waste disposal.

B2B: They partner with businesses to handle their e-waste, ensuring proper handling, data destruction, and compliance with regulations.

Environmental Focus: Hulladek emphasizes the importance of responsible waste management and its impact on the environment.[9,10]

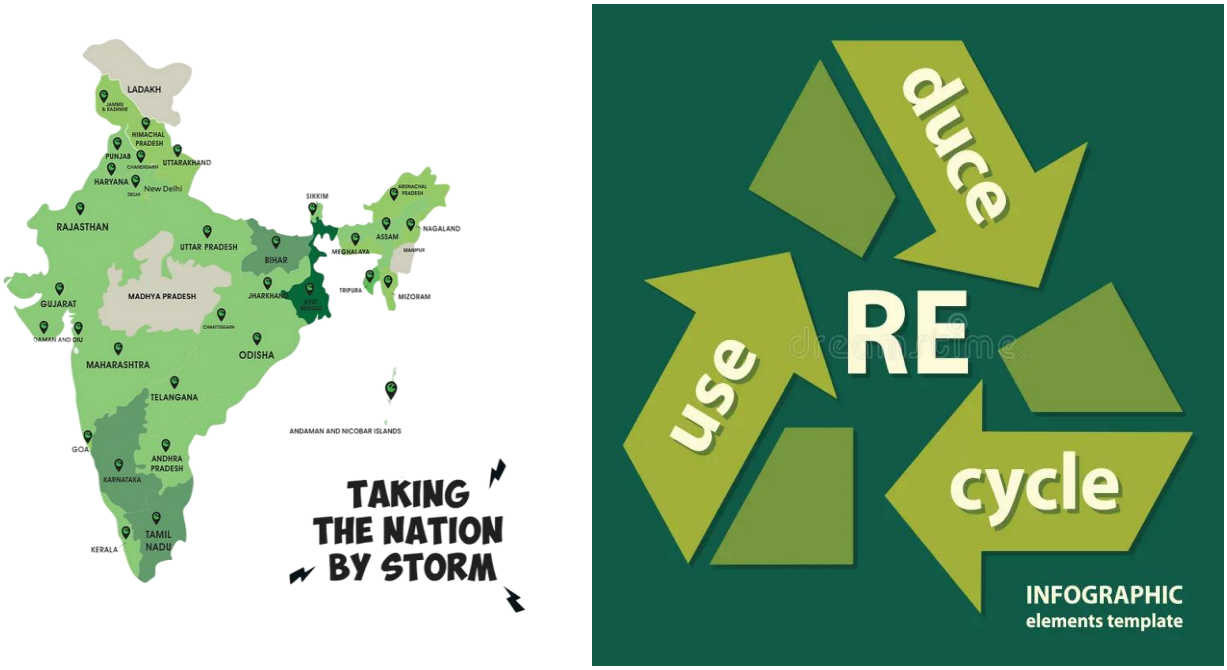

Figure-5: States of India which works on Hulladek [Dark green: drastically, Moderate green: slowly, Light green: little]

"Re" is the chemical symbol for Rhenium, a chemical element which comes into biohazards. **Re-use, Re-duce, Re-cycle** are three icons of e-waste management by **Hulladek.**

Technology Integration: They utilize technology to optimize their operations and track waste management processes.

Community Engagement: Hulladek actively engages with communities through awareness campaigns and collection drives, promoting sustainable practices.

Partnerships: They collaborate with various organizations, including NGOs, businesses, and local authorities, to expand their reach and impact.

In Kolkata: Hulladek is based in Kolkata and has been operating since 2014. They are an authorized e-waste management center. They have collaborated with the Jamshedpur Notified Area Committee (JNAC) to make Jamshedpur e-waste free.

CONCLUSION: "Hulladek" refers to a company, Hulladek Recycling Private Limited that specializes in e-waste management and recycling. The word "hulladek" itself, in Hungarian, translates to "waste" Translate.com. The company's name is a play on this meaning, signifying their focus on managing and recycling waste, particularly electronic waste (e-waste). Hulladek Recycling is a Kolkata-based company that manages electronic and plastic waste across India, focusing on both direct consumer and business-to-business (B2B) waste management. They handle e-waste collection, segregation, and recycling, working with individuals and large corporations like Godrej, Coca-Cola, and Mondelez International. Hulladek also focuses on Extended Producer Responsibility (EPR) by helping companies fulfill their legal obligations to manage their e-waste.

Collection: Hulladek provides door-to-door e-waste collection services for individuals and businesses. They also have collection centres in various locations for convenient drop-off.

Segregation and Recycling: They sort e-waste into reusable and recyclable components, sending items for refurbishment or recycling at their designated facilities.

Partnerships: Hulladek collaborates with various organizations, including corporations and recycling partners, to ensure responsible e-waste management.

EPR Compliance: The Company helps businesses meet their obligations under the E-Waste (Management) Rules, 2022, which requires producers to manage their e-waste responsibly.

Expansion Plans: Hulladek is expanding its operations, including plans to set up new recycling plants and increase its recycling capacity.

Upcycling: Hulladek explores opportunities to upcycle e-waste, like reusing old toner cartridges, and plans to introduce upcycled stationery and gift items.

REFERENCES

1. Perkins, Devin N.; Drisse, Marie-Noel Brune; Nxele, Tapiwa; Sly, Peter D. (25 November 2014). "E-Waste: A Global Hazard". Annals of Global Health. 80(4): 286–295.
2. Heacock Michelle; Kelly Carol Bain; Asante Kwadwo Ansong; Birnbaum Linda S.; Bergman Åke Lennart; Bruné Marie-Noel; Buka Irena; Carpenter David O.; Chen Aimin; Huo Xia; Kamel Mostafa (1 May 2016). "E-Waste and Harm to Vulnerable Populations: A Growing Global Problem". Environmental Health Perspectives. 124(5): 550–555.

3. Luthar, Breda (2011). "Class, Cultural Capital, and the Mobile Phone". Sociologický Časopis. 47(6): 1091–1118.
4. Birnbaum, LS; Staskal, DF (2004). "Brominated flame retardants: Cause for concern?". Environmental Health Perspectives. 112 (1): 9–17.
5. Xu, Xijin; Yang, Hui; Chen, Aimin; Zhou, Yulin; Wu, Kusheng; Liu, Junxiao; Zhang, Yuling; Huo, Xia (2012). "Birth outcomes related to informal e-waste recycling in Guiyu, China". Reproductive Toxicology. 33(1): 94–98.
6. Bakhiyi, Bouchra; Gravel, Sabrina; Ceballos, Diana; Flynn, Michael A.; Zayed, Joseph (2018). "Has the question of e-waste opened a Pandora's box? An overview of unpredictable issues and challenges". Environment International. 110: 173–192.
7. Huo, X; Peng, L; Xu, X; Zheng, L; Qiu, B; Qi, Z; Zhang, B; Han, D; Piao, Z (2007). "Elevated blood lead levels of children in Guiyu, an electronic waste recycling town in China". Environmental Health Perspectives. 115(7): 1113–7.
8. Zheng, Liangkai; Wu, Kusheng; Li, Yan; Qi, Zongli; Han, Dai; Zhang, Bao; Gu, Chengwu; Chen, Gangjian; Liu, Junxiao (2008). "Blood lead and cadmium levels and relevant factors among children from an e-waste recycling town in China". Environmental Research. 108(1): 15–20.
9. Lebbie, Tamba S.; Moyebi, Omosehin D.; Asante, Kwadwo Ansong; Fobil, Julius; Brune-Drisse, Marie Noel; Suk, William A.; Sly, Peter D.; Gorman, Julia; Carpenter, David O. (2021). "E-Waste in Africa: A Serious Threat to the Health of Children". International Journal of Environmental Research and Public Health. 18(16): 8488.
10. Chen, Aimin; Dietrich, Kim N.; Huo, Xia; Ho, Shuk-mei (2011). "Developmental Neurotoxicants in E-Waste: An Emerging Health Concern". Environmental Health Perspectives. 119(4): 431–438.