**Abstract**

 The economy is being triggered with advanced technology and up gradation, this in turn have degraded the environment and increased the amount of E-Waste of the economy. The E-Waste is being land filled and managing of these waste have became a threat to the society. The present study focuses on the managing strategies and issues faced by the recyclers of Coimbatore district. The data is being collected purposively from the 30 recyclers using structured interview schedule and was analyzed using One-Way ANOVA and ranking. The study finds that NGOs also contribute E-Waste for recycling, ICT equipments are given special treatment in recycling and shredding is encouraged while recycling have a significant difference towards age, education and years of recycling. There is a significant difference for Households are the major source of E-Waste, Consumer electronics have much intention in recycling, encouraging acid test for extracting the substances of E-Waste and Gloves/masks is mandatory while recycling for these strategies towards the nature of business. The study also concluded that there has a lack of regulations, government interference and no advanced equipments/ infrastructure as the major issues faced by the recyclers of E-Waste.