

About SDC

The Swiss Agency for Development and Cooperation (SDC) is the agency for international cooperation of the Federal Department of Foreign Affairs (FDFA). The SDC is responsible for the overall coordination with other federal authorities of development and cooperation with Eastern Europe as well as for humanitarian aid delivered by the Swiss Confederation.

Swiss international cooperation, which is an integral part of the Federal Council's foreign policy, aims to contribute to a world without poverty and in peace, for sustainable development. It fosters economic self-reliance and state autonomy, contributes to the improvement of production conditions, helps address environmental problems, and ensures better access to education and basic healthcare services.

About CEE

Centre for Environment Education (CEE) was established in 1984 as a Centre of Excellence in Environmental Education of the Ministry of Environment, Forest and Climate Change (MoEF&CC), Government of India. CEE's primary objective is to improve public awareness and understanding of environmental and developmental issues with a view to promoting action for the conservation and sustainable use of nature and natural resources. To this end, CEE develops innovative programmes and educational material, and builds capacity in the field of environmental education and education for sustainable development. It undertakes demonstration projects in education, communication and development that endorse environmentally sustainable attitudes, strategies and technologies.

BEAT
PLASTIC
POLLUTION

WORLD
ENVIRONMENT
DAY

INDIA
2018

UN
environment

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and Cooperation SDC

Glimpses of World Environment Day 2018



CEE

Centre for Environment Education,

IHCAP Indian Himalayas
Climate Adaptation
Programme



Glimpses of World Environment Day 2018



“The mantra of **3R - Reduce, Reuse and Recycle** - is at the heart of any vision towards the sustainable development of mankind.”

Message to participants at the Eighth Regional 3R Forum in Asia and the Pacific, April 2018, Indore, Madhya Pradesh.



SHRI NARENDRA MODI
Hon'ble Prime Minister of India

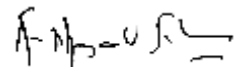
Preface

We are thankful to the Swiss Agency for Development and Cooperation (SDC) under its Indian Himalayas Climate Adaptation Program (IHCAP) for supporting the World Environment Day 2018 events and activities at 15 locations, 12 in Indian Himalayan region and 3 other locations with the involvement of CEE. India was the host country to the World Environment Day 2018 which was celebrated on the 5th of June and the Ministry of Environment Forest and Climate Change coordinated the event across the country. CEE is grateful to UN Environment for the opportunity to develop a school kit which was translated into several Indian languages and launched in different States to mark WED 2018.

The theme for this year's World Environment Day was 'Beat Plastic Pollution' drawing attention to the alarming situation of plastic pollution on land and in the ocean. Plastics with its extensive usability, has had an impact on every aspect of human existence. But it is precisely this quality that has made it ubiquitous, resulting in widespread pollution of every part of the planet by plastic waste. However, the solution does not lie in banning plastic but in finding ways to promote the use of environment friendly alternatives and practices.

CEE team members as a part of the SDC- IHCAP program launched the tool kit- Towards Responsible Use of Plastics- containing a teacher's manual, a set of three bilingual posters and a student's booklet. It was translated into 11 different languages and disseminated to numerous schools across India. This kit provides information about Plastics and promotes Handprint activities towards their responsible use as part of a more sustainable lifestyle. We hope that the kit will leave a lasting impact by helping schools integrate the principles of Reduce, Reuse and Recycle into lifestyles.

Various activities including interaction and discussion with the experts, screening of environmental films, pledge or slogan writing, elocution, debates and painting competitions, awareness rallies and cleanliness campaigns formed part of the celebrations on World Environment Day, further emphasizing the theme Beat Plastic Pollution.



Kartikeya V. Sarabhai
Director, CEE

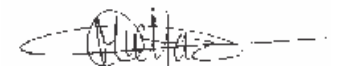
Foreword

The theme of World Environment Day 2018 – Beat Plastic Pollution – is of critical importance and an opportunity to advance the goal of sustainable climate-resilient development in the fragile Himalayan region, and the country as a whole. India was the global host of this year's World Environment Day. The Swiss Agency for Development and Cooperation (SDC) fully supports the objectives and call to action of the Ministry of Environment, Forest and Climate Change, Government of India towards making India free of plastic pollution.

Rapid urbanization across the Indian Himalayan Region is a key concern. A number of towns have emerged due to modernization of means of transport and industrialization. And this development presents many human development challenges, one of them being the trash of plastic piling up like never before and being burnt, waterways being clogged with plastic, and people not knowing how to dispose it all off. The problem is compounded by the fact that many areas in mountain regions are popular tourist destinations.

SDC has taken a series of measures for plastic waste management tailored to the high altitude region's realities involving youth, local communities and schoolchildren. In the run up to and on the World Environment Day 2018, under the Indian Himalayas Climate Adaptation Programme or IHCAP, a project of SDC, a series of activities were organized across the 12 Himalayan States and four cities of Coimbatore, Rajkot, Siliguri and Udaipur in partnership with the local governments. **The larger objective was to build momentum among all sectors to change unsustainable production and consumption patterns and inspire people to shift to eco-friendly lifestyles.** A glimpse of these activities has been outlined in this booklet.

Reversing plastics pollution calls for a paradigm shift but it provides a massive opportunity to save resources and protect the environment.



Ms. Marylaure Crettaz

Head of Cooperation,
Swiss Agency for Development and Cooperation (SDC)

Towards Responsible Use of Plastics: Reduce, Reuse, Recycle

CEE designed and developed a school kit containing a teacher's manual, a set of three bilingual posters and a student's booklet.

Translated in **11 different languages** and disseminated across various schools of India, the kit provides information about Plastics and promotes Handprint activities towards their responsible use as part of a sustainable lifestyle.

Handprint action small booklet

School Manual

A bilingual set of three posters



Acknowledgements

CEE is grateful to the Swiss Agency for Development and Cooperation (SDC) that under its Indian Himalayas Climate Adaptation Programme (IHCAP) vide its Credit proposal No. 7F-08037.02.01 Contract No. 81055312 (Local Mandate) supported the development of a tool kit and WED 2018 celebration events at 15 locations, 12 in Indian Himalayan region and 3 other locations.

The tool kit "Towards Responsible Use of Plastics: Reduce, Reuse, Recycle" contains a teacher's manual, a set of three bilingual posters and a student's booklet. The tool kit provides information about Plastics and promotes Handprint activities towards their responsible use as part of a more sustainable lifestyle. The tool kit was translated into 11 different languages and disseminated to numerous schools in Indian Himalayan Region and across India.

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Itanagar



The tool kit on the 3Rs of Plastics was launched by Shri M. S. Negi (IFS), Chief Conservator of Forests (Wildlife and Biodiversity) and Shri S. P. Verma, Assistant Commissioner of the 31st battalion Indo-Tibetan Border Police, Yupia at Indira Gandhi Park, Itanagar



During the launch event, activities such as a plantation programme were conducted in which the students from Aburgellam Memorial School, Holy Cross School and Guardian Angel Residential School participated.



An awareness rally also formed a part of the celebration. It was flagged off by the Honorable Chief Secretary, Mr. Satya Gopal at the Principal Chief Conservator of Forest (PCCF) Office. Personnel from the Indo-Tibetan Border Police, Yupia and the State Forest Department actively participated in the rally.

Chimpu



A standalone drawing competition on the theme *Beat Plastic Pollution* was conducted in the Little Flower School, Chimpu.

State/UT Information

Locations: Itanagar, Banderdewa and Chimpu
 Direct Reach-out: 685 participants
 Activities: Launch of the tool kit on the 3Rs of Plastics, interaction on beating plastic pollution, cleanliness drive, drawing competition, plantation programme and an awareness rally
 Major Stakeholders: Community members, school and college students as well as teachers, State Forest Department, Indo-Tibetan Border Police, and Itanagar Diocesan Empowerment Association.

Banderdewa



Certificates were given to the students who participated in the drawing competition held at St. Francis D'Assisi School Papumpara via Bunderdewa.

Kamrup (Guwahati)



The Minister for Water Resources, Science and Technology & IT of Assam, Shri Keshab Mahanta launched the *tool kit on the 3R's of Plastics* at the state-level World Environment Day 2018 event organised at Pub-Kamrup College.



A street play on the theme *Beat Plastic Pollution* was also performed at the Bezera and Goreshwar Market, Puthimari, Baihata Tharili and Chandan Nagar, Six mile on the occasion.



A poster making activity and quiz competition on Plastics was held at Pub-Kamrup College.

Barpeta



Shri Dharanidhar Boro, International Union for Conservation of Nature (IUCN) award winner Forest Officer, addressed the audience with a talk on the theme *Beat Plastic Pollution* in Barpeta.



Mr. Thaneswar Malakar (IAS), Deputy Commissioner & District Magistrate, Barpeta and Former Mission Director, Sarva Shiksha Abhiyan planted a sapling to mark the occasion of the World Environment Day 2018.

Nalbari



Shri Ashok Chandra Baishya, Coordinator, Aryabhata Science Centre, Barbhav Block, Nalbari participated in the plantation activity at Pub Kalakuchi High School.

Dr. Hemanta Baishya, Project Officer, Disaster Management Authority, Nalbari interacted with the students from Pub Kalakuchi High School and gave a presentation on Plastics. This was organised jointly by Lotus Progressive Centre and Aryabhata Science Centre.



State/UT Information

Locations: Kamrup (Guwahati), Barpeta and Nalbari

Direct Reach-out: 2517 participants

Activities: Launch of the tool kit on the 3R's of Plastics, interaction on beating plastic pollution with Self Help Groups (SHGs), street play, drawing and quiz competition, poster making activity and plantation programme

Major Stakeholders: Community members, school students and teachers, SHGs, Assam Science and Technology Education Council (ASTEC) and Assam Government

Rajkot



Shri Banchhanidhi Pani, Commissioner, Rajkot Municipal Corporation (RMC) participating in the 10kms cyclothon organised on the theme.



Understanding the concept of interdependence in nature through 'Web of Life' activity during the teachers' workshop at O.V. Sheth Community Science Centre.



All the participants of the drawing competition were awarded with certificates and a sapling by Mr. H. P. Patel, Regional Officer, Gujarat Pollution Control Board (GPCB).



Volunteers facilitated the students in making cloth bags out of old t-shirts at O.V. Sheth Community Science Centre.



CEE team organised environmental games and activities at 'fun street' at Race Course.



Dignitaries from GPCB and RMC acknowledging the painting competition winners.



Barvala village, Jasdan and Fagas village, Kalawad, celebrated the occasion with various activities. A one day plastic free village campaign was also organised in collaboration with the local government bodies at Bhoyara and Vinchiya villages near Rajkot.



Ms. Darshita Shah, Deputy Mayor was accompanied by Dr. Ramesh Bhayani, Academic Director, O.V. Sheth Community Science Centre in distributing saplings to the participants.

State/UT Information

Locations: Rajkot

Direct Reach-out: 1253 participants

Activities in Rajkot: Launch of the tool kit on the 3R's of Plastics, painting competition, workshop on designing your own cloth bags, sapling distribution, educational games at 'Fun Street', Cyclothon, teachers' workshop and wall art

Major Stakeholders in Rajkot: Community members, school students and teachers, O.V. Sheth Community Science Centre members, officials from Rajkot Municipal Corporation and Gujarat Pollution Control Board (GPCB)

Sunder Nagar, Mandi



The tool kit on the 3Rs of Plastics was launched by the Honorable Chief Minister of Himachal Pradesh, Shri Jai Ram Thakur in the presence of Mr. Tarun Kapoor, Chief Secretary, Himachal Pradesh Pollution Control Board (HPPCB) and Mr. Rakesh Jamwal, MLA, Sundernagar at the Government Polytechnic College, Sundernagar, Mandi.

A total of 1500 students participated in various activities like painting, experience sharing, pledge and slogan writing at the DAV School in Sundernagar, Mandi.



A skit and a dance performance to raise awareness among citizens regarding the proper disposal of plastics took place outside the Government Polytechnic College, Sundernagar, Mandi.

State/UT Information

Location: Sundernagar and Hamirpur

Direct Reach-out: 12,470 participants

Activities: Launch of the tool kit on the 3Rs of Plastics, waste collection and segregation, painting and slogan writing competition, cultural performances and exhibitions

Major Stakeholders: Citizens, NGOs, Himachal Pradesh Pollution Control Board (HPPCB), Mahila Mangal Dal and school students and teachers



An open exhibition on recycled and reused plastic waste was held at Government Polytechnic College, Sundernagar, Mandi to help them understand the need of the 3Rs of Plastics.

Hamirpur

With the aim of a plastic free road, and thereby a plastic free city, Mahila Mangal Dal initiated a cleanliness drive and provided the perfect platform to spread awareness on the ill-effects of using plastics.



A total of 150 kg of plastic waste was collected by the students of HIM Academy Public School to be sent for road construction to the Shimla Municipal Corporation.

Srinagar and Rajouri



The occasion was celebrated by the Department of Ecology, Environment & Remote Sensing at SKICC, Srinagar, in the presence of Mr. Mir Zahoor Ahmed, Minister of State, Forest, Environment and Ecology; Shri Saurabh Bharat (IAS), Commissioner Secretary, Forest, Environment and Ecology; Mr. O. P. Sharma, Director, Environment and Ecology; Mr. Ravi Kumar Kesar, Chief Wildlife Warden; Mr. Manoj Pant, Principal Chief Conservator of Forests (PCCF); Mr. Abdul Hafeez Shah, Vice Chairman, Lakes & Waterways Development Authority (LAWDA), J&K. The dignitaries, NGOs/civil society members and students of various schools spoke at the event.



The students of Government Girls' Higher Secondary School, Kothibagh participated as one of the schools speaking on the theme *Beat Plastic Pollution* at SKICC, Srinagar.



Mr. Muzaffar Khawaja, Chief Functionary, Public Peace and Development Foundation addressed the students of Government Higher Secondary School, Rajouri in the presence of Mr. Mukhtar Manhasie, Principal; Mr. Bashir Ahmed, Lecturer, Environment Science; Mr. Nusrat Hussain Shah, National Service Scheme, Ministry of Youth Affairs and Sports, Government of India; and Mr Riyaz Mir, District Youth Coordinator, United Nations Volunteers.

Baramulla



Around 50 agriculture and horticulture officers participated in the discussion on plastics, held at the Chief Agriculture Office (CAO) in Baramulla.

State/UT Information

Locations: Srinagar, Rajouri, Baramulla, Handwara and Kupwara

Direct Reach-out: 400 participants

Activities: Launch of the tool kit on the 3R's of Plastics, film screening, skit presentation, drawing competition, cleanliness drive, discussion on impacts of plastic pollution and award distribution

Major Stakeholders: Community members, school students and teachers, NGOs, Environment and Ecology Department and Department of Ecology, Environment and Remote Sensing members and Chief Agriculture Office (CAO), Baramulla

Handwara and Kupwara



A discussion on the theme *Beat Plastic Pollution* took place at Markazi Falah-I-Itfal, an orphanage in Handwara.

Prize distribution for winners of the painting competition by the Zonal Education Officer, Handwara at the Government Middle School, Handwara (Kupwara District).



Lamdán



The tool kit on the 3Rs of Plastics was launched by Shri Shyam Kumar, Environment and Forest Minister, Government of Manipur; Th. Radha Kishore Singh, Chairman, Manipur Pollution Control Board; Dr. Y. Nabachandra, Director, Directorate of Environment, Government of Manipur; Th. Bijoy Kakching Tabam, President, Manipur Mountaineering and Trekking Association, Manipur and Dr. Rajmohan Singh Dean of Human and Environmental Science, Manipur University at Lamdan (Bishnupur District). The performers in the cultural event preceding the launch were also felicitated.

Imphal



Mr. Pradeep Boro, Programme Officer, Sundarvan Camp, addressed school and college students on the theme *Beat Plastic Pollution*, at Adimjati Siksha Ashram ST/SC Girls Hostel, Chingmeirong, Imphal



Thoubal



Students engrossed in expressing their thoughts on the theme *Beat Plastic Pollution* during a painting competition at the ABCEDO campus in Thoubal.

State/UT Information

Locations: Thoubal, Lamdan and Imphal

Direct Reach-out: 1067 participants

Activities: The launch of the tool kit on the 3Rs of Plastics, guest lectures, essay writing and painting competition, street play, camping events and prize distribution

Major Stakeholders: Community members, school and college students and teachers, representatives of All backward Classes & Economic Development Organization (ABCEDO) and District Child Protection Unit (DCPU), People's Art and Dramatic Association (PADA), NGOs like Zougam Institute for Community Resources & Development (ZICORD) and government officials



A street play was performed at the New Public Higher Secondary School in Khangabok, Thoubal with large number of school students in attendance.



A prize distribution ceremony was held for the winners of the painting and essay writing competitions. Before this, a street play by People's Art and Dramatic Association (PADA) was also performed.



A drawing competition was held for the young children of the Juvenile Justice Home, Samaram, Thoubal District, along with an awareness session on the theme *Beat Plastic Pollution*.

Shillong



The tool kit on the 3R's of Plastics was launched at the U Soso Tam Auditorium by the Honorable Chief Minister of Meghalaya, Shri Conrad K Sangma, Shri Sampath Kumar (IAS), CEO, Meghalaya Basin Development Authority (MBDA) and Mr. Stanzin Dorjai, Film Maker.

The importance of the theme *Beat Plastic Pollution* was explained to the students of Little Flower Senior Secondary School, Shillong.



Students actively participated and performed in cultural events on the theme *Beat Plastic Pollution* at the Good Shepherd Higher Secondary School, Jongksha.



A discussion was held at Divine Saviour Higher Secondary School, Shillong to make students aware about the theme *Beat Plastic Pollution*.

State/UT Information

Locations: Shillong and Jongksha

Direct Reach-out: 967 participants

Activities: Launch of the tool kit on the 3R's of Plastics, awareness talk on plastic use, issues and disposal, sapling distribution and plantation drive

Major Stakeholders: Community members, school students and teachers, hotel staff, NGOs and government officials

Aizawl



A cultural evening was held at the Golden Hall, Government Hrangbana College, Chanmari, Aizawl, during which a presentation was made by Mizoram Pollution Control Board (MPCB) on a plan to curb plastic pollution. The *tool kit on the 3Rs of Plastics* was launched by Mr. Laldhawma, Member Secretary, MPCB; Ms. Lalmuanpuii, Assistant Environmental Engineer, MPCB; r. K. Zohmingliana, Engineer in Chief, PHED; and others. The members of the Environmental Information System (ENVIS) Mizoram and Eco Club schools were present at the event and the prize distribution function that followed.



A banner presentation at the Millennium Mall, Aizawl, helped to engage the community on the theme *Beat Plastic Pollution*.



An awareness speech by Dr. Lalmangaiha, Chairman, Science and Environment Subcommittee, Central Young Mizo Association (YMA) and Mr. Rinzuala (Senior Executive Engineer, Public Health Engineering (PHE) Department, Government of Mizoram) motivated the students and teachers of Pioneer Missionary School Zarkawt, Aizawl as well as the members of the YMA and PHE department to pledge to dispose of waste properly.



Young scholars and members of Zarkawat Presbyterian Church, Aizawl participated in a discussion on plastic related hazards. The dignitary present at the event was Dr. Lalmangaiha, Chairman, Science and Environment Subcommittee, Central Young Mizo Association (YMA).

State/UT Information

Locations: Aizawl

Direct Reach-out: 800 participants

Activities: Launch of the tool kit on the 3R's of Plastics, public awareness through banners, awareness speeches, pledge to reduce, reuse and recycle plastics and cultural programmes

Major Stakeholders: Community members, school and college students and teachers, NGOs, Mizoram Pollution Control Board (MPCB) officials, Young Mizo Association (YMA) and Public Health Engineering Department (PHE), Government of Mizoram

Kohima



The tool kit on the 3Rs of Plastics was launched by the Honorable Chief Minister of Nagaland, Mr. Neiphiu Rio at the NBCC Convention Centre in Kohima.

Members of the National Green Corps (NGC) Eco Club were addressed by Mr. Bijoy Goswami, Programme Coordinator, CEE Ahmedabad on the theme *Beat Plastic Pollution* at the Little Flower Secondary School.



Interaction with the students enrolled under the National Cadet Corps (NCC) in St. Mary's Secondary School.

Dimapur

State/UT Information

Locations: Kohima and Dimapur
 Direct Reach-out: 2780 participants
 Activities: Launch of the tool kit on the 3R's of Plastics, interactions and cleanliness drives
 Major Stakeholders: Community members, school and college students as well as teachers, NGO representatives from Centre for Conservation of Environment and Rural Poor (C-cerp), Nagaland Pollution Control Board (NPCB), All Nagaland Private School Association (ANPSA) and government officials



Holy Child School announced its campus as a Plastic Free Zone to mark the occasion.



A cleanliness drive, in partnership with C-Cerp, was held at the Government High School, Naga Colony in Dimapur.

Udaipur



The tool kit on the 3Rs of Plastics was launched by Shri Chandra Singh Kothari, Mayor, Udaipur Municipal Corporation and District Education Officer, Udaipur at the Rajasthan State Bharat Scouts and Guides, Divisional Headquarters, Udaipur.



Activities like face painting, pledge writing and snakes & ladders were organised to sensitise children about the theme *Beat Plastic Pollution* at the Rajasthan State Bharat Scouts and Guides, Divisional Headquarter, Udaipur.



Shri Chandra Singh Kothari, Mayor, Udaipur Municipal Corporation and District Education Officer, Udaipur appreciating the creative efforts of youth to reduce, reuse and recycle Plastics at the Rajasthan State Bharat Scouts and Guides, Divisional Headquarters, Udaipur.

State/UT Information

Locations: Udaipur

Direct Reach-out: 300 participants (approx)

Activities: Launch of the tool kit on the 3R's of Plastics, movie screening, poster making, quiz, best out of waste, designing pictorial slogan, making smart bag, Plasticathon, cleanliness drive, cultural presentation like song, dance and skit, environmental games, signature campaign and making bird feeders from waste

Major Stakeholders: Community members; school students and teachers; representatives from Rajasthan State Bharat Scouts and Guides, Swiss Agency for Development & Cooperation and Udaipur Municipal Corporation, State Environment Department, Rajasthan Pollution Control Board



An open cleanliness drive at Doodh Talai, Udaipur was arranged by the youth of the city.



A Plasticathon, mini marathon, was held at Fateh Sagar, Udaipur. Students enthusiastically participated in the event to create awareness among community members about the theme *Beat Plastic Pollution* through placards and slogans.

Gangtok



Students from Deorali Government Girls' Senior Secondary School, Gangtok presented an exhibition of recycled products.

Shri. Tshering Wangdi Lepcha, Honorable Minister, Forests, Environment & Wildlife Management, Mines, Minerals & Geology, Science & Technology and Climate Change Departments, Government of Sikkim flagged off the mini marathon from Titanic Park, in the presence of Shri Shakti Singh Chaudhary, Honorable Mayor of Gangtok and Mr. C. S. Rao and Mr. M. L. Srivastav, Forest Additional PCCFs and other officials from the Sports and Forest departments.



The concept of the 3Rs of Plastics was explained to the attendees of the Sunday service at St. Paul's Church.

State/UT Information

Location: Gangtok

Direct Reach-out: 1000+ participants

Activities: Launch of the tool kit on the 3R's of Plastics, pledge to reduce, reuse and recycle, singing songs for awareness, and rally from MG Marg to Deorali School, speech competition, painting competition, recycle market

Major Stakeholders: Community members, school and college students and teachers and Indo-Tibetan Border Police, Yupia

The tool kit on the 3R's of Plastics was launched by Shri. Tshering Wangdi Lepcha, Honorable Minister, Forests, Environment & Wildlife Management, Mines, Minerals & Geology, Science & Technology and Climate Change Departments, Government of Sikkim.



A rally was held from MG Marg to Deorali School to raise awareness about plastic pollution.



Students from Deorali Government Girl's Senior Secondary School held a concert at MG Marg, singing songs to raise awareness about environment conservation and beating plastic pollution.

Coimbatore



A plantation drive and a pledge campaign against plastics use was organised in Ward 24, R. S. Puram in the presence of Mr. S. V. Kumar, Assistant Municipal Commissioner, West Zone.

District level painting, slogan and essay writing competitions were organised for school students at the CCMA Government Higher Secondary School, Raja, Street, Town Hall in the presence Mr. Ayyannan, Chief Education Officer, Coimbatore.



The tool kit on the 3Rs of Plastics was launched by Ms. Geetha, District Education Officer, Coimbatore and the first copy of the same was presented to Mr. Radhakrishnan, Headmaster, Devanga Higher Secondary School, R. S. Puram. Other dignitaries present at the event were Mr. C. Pradeep, Founder, Let's Thank and Ms. Logambal, District Eco-club Coordinator, Coimbatore.



A marathon on theme of "Beat Plastic Pollution" in Palavakkam Beach, Chennai.



Interactive awareness sessions on plastic waste segregation with sanitary workers and MGNREGA workers were organised in Malumichampetty village, to sensitise them on the issue.



Residents and members of the Women's Association, Bharati Park, Ward 22, took a pledge against using plastics.

State/UT Information

Locations: Coimbatore and Chennai
 Direct Reach-out: 1076 participants
 Activities: Launch of the tool kit on the 3R's of Plastics, interactive awareness session, pledging, cultural programmes and district level painting, slogan and essay competition for class 6 to 10
 Major Stakeholders: Community members, school students and teachers, NGOs, MGNREGA members, ICLEI, WoW foundation, Bharati Park Residents Association, District Education Department officials, Eco Club Coordinator, Pollution Control Board, Coimbatore Municipal Corporation staff

Agartala

State/UT Information

Locations: Agartala and Udaipur
 Direct Reach-out: 1262 participants
 Activities: Launch of the tool kit on the 3R's of Plastics, interaction on beating plastic pollution, oath taking, extempore speech competition, painting competition, awareness talks, award ceremony, community interaction and quiz on plastics
 Major Stakeholders: Community members, school and college students and teachers, Tripura State Pollution Control Board and government officials



A painting competition was organised for the school students of Sadhutula Chandramohan Saha Uchha Balika Vidyalaya on the theme *Beat Plastic Pollution*.



An open quiz and talk were held at Swami Dayanand School on the theme *Beat Plastic Pollution* to raise awareness among children by Ms. Himashree Bhattacharjee, Programme Officer, CEE North East.



The *tool kit on the 3Rs of Plastics* was launched by Dr. Alind Rastogi, Secretary, Science Technology and Environment Department; Shri Shivananda S. Talwar, Director, Science Technology and Environment Department; Prof. Mihir Deb, President, Tripura Board of Secondary Education; and Dr. Mihir Kumar Das, Scientist C, Tripura State Pollution Control Board.



Programme on Community Awareness Udaipur, tripura



WED, 2018 celebration at Rani HS, Udaipur, Tripura

Dehradun



Dr. Apurva Rai, Programme Officer, CEE Himalaya, addressing the youth.



Students of Army School, Dehradun who successfully completed the marathon on the theme *Beat Plastic Pollution*.



Dr. Apurva Rai, Programme Officer, CEE Himalaya, delivered a lecture on beating plastic pollution in the Gorkhali Sudhar Sabha in presence of Mr. Padam Singh Thapar, President of Gorkhali Sudhar Sabha; Ms. Pooja Subba, Coordinator of Sabki Saheli (NGO); Mr. Gopal Singh Chetri, General Secretary of Gorkhali Sudhar Sabha; Mr. Madhusudhan Sharma & Mr. Kamal Kumar Rai, Secretaries of Gorkhali Sudhar Sabha and community members in Dehradun.

Rishikesh



Mr. Shyam Lal, President of Lok Paryavaran Siksha Samiti (LPSS) along with community members tied knots (raksha sutra) on trees as a sign of their protection.



Community members initiated a rally across the streets of Rishikesh to sensitise the public about the ill-effects of Plastics.

Uttarkashi



Local women actively participated in the plantation programme in Bhatwadi village, Uttarkashi.

State/UT Information

Locations: Dehradun, Rishikesh and Uttarkashi
Direct Reach-out: 11500 participants

Activities: Cleaning of Ganga Ghats, rally to avoid plastics, pledge during Ganga Aarti at Poornanand Ghat, awareness through lectures, marathon, prize/certificate distribution, cleanliness of parks, watering trees near Ghat, lectures on beating plastic pollution

Major Stakeholders: Community members, school and college students and teachers, NGOs, Women and Children's Gorkhali Samaj, Police Department, Nagar Nigam, Uttarakhand Environment Protection and Pollution Control Board and government officials

Kolkata and Siliguri



A webinar was held on the theme *Beat Plastic Pollution* with live interaction with experts from UN Environment, Osaka and Asian institute of Technology, Bangkok in the Lincoln Room, US Consulate General, Kolkata.



The tool kit on the 3Rs of Plastics was launched by Shri Asok Bhattacharya, Mayor, Siliguri Municipal Corporation (SMC) at Baghajatin Park, Siliguri.



A plantation drive to raise awareness among citizens was carried out by the youth of Jalpaiguri Science and Nature Club in Bhopatty, Jalpaiguri.



A cycle and walking rally was taken out by a total of 80 youths from Nehru Yuva Kendra and a local partner NGO. The rally covered about 3 km in Dhugguri, Jalpaiguri making pedestrians aware of the theme *Beat Plastic Pollution*. A mobile exhibition of posters with messages playing in Bangla on the same accompanied the rally throughout.



Post the tool kit launch, a street play and signature campaign were organised to sensitise the community people on the ill-effects of *Plastics*.

State/UT Information

Locations: Jalpaiguri, Siliguri and Kolkata

Direct Reach-out: 2142 participants

Activities: Launch of the tool kit on the 3R's of Plastics, painting competition, awareness talks, discussion sessions, painting completion, extempore, quiz competition, rally, tableau show with posters on reduce, reuse and recycle plastics, plantation, signing pledge banner, song and recitation on environment, plastic ludo game, webinar on #beatplasticpollution- live interaction with experts from UN Environment, Osaka and Asian institute of Technology, Bangkok

Major Stakeholders: Community members, school students and teachers, women SHGs, NGOs, Siliguri Municipal Corporation staff

Media Coverage



स्कोल व कॉलेज ऑफ नॉर्थिन की फर्मास्युटिक्स यूनिट के छात्रों ने कलेक्टर, यूनिवर्सिटी और परिसर में विभिन्न प्रकार के पौधे रोपे। दिगंबर जैन धार्मिक संस्थाओं में पौधरोपण के साथ प्रदर्शनकार्य करण उपरान्त उन्होंने छात्रों को हरियाली का महत्व बताया। भविष्य प्रयास संस्था की फताहद्वार पर मेधाप्रदान हुई। विद्या भवन परकृति संस्था रोड भीली कर बेदल पर प्लास्टिक के नियमित उपयोग से स्वास्थ्य पर होने वाले दुष्प्रभाव पर डॉ. सुदज जैकब के नेतृत्व में परिचर्चा हुई। राजस्थान राज्य भारत स्काउट व गाइड मंडल मुख्यालय में स्काउट गाइड ने मनावा पर्यावरण दिवस



दैनिक नवज्योति

