

**Report**  
**On**  
**“Plastic Free Cleanliness Drive”**

Initiated by



**Central Pollution Control Board**

In Collaboration with



**Indian Pollution Control Association**



**East Delhi Municipal Corporation**

## 1. INTRODUCTION

Plastic pollution is a huge environment and health issues as it harms us in more than one way such as it clogs drains, causes visual pollution and proves fatal for stray animals. So with “**Beat Plastic Pollution**”, the theme for World Environment Day 2018, United Nation (UN) is encouraging worldwide awareness and action for the protection of our environment from plastic pollution. This year, India is the global host of World Environment Day which will take place on June 5, 2018. The Day will raise awareness and urge governments, industry, communities, and individuals to come together and explore sustainable alternatives and urgently reduce the production and use of single-use plastic that pollutes oceans, damages marine life and threatens human health.

To become a part of World Environment Day 2018, **CPCB** has taken an initiative of “**Plastic Free Cleanliness Drive**” in collaboration with **EDMC** and **IPCA** in the **CPCB** premises and adjoining areas, which will conclude on World Environment Day on 5<sup>th</sup> June. Going by ‘**Beat Plastic Pollution**’ theme of World Environment Day, the focus will be to get rid of plastic waste from the city.

## 2. OBJECTIVES

With the aim of creating Plastic Free Environment, **CPCB** has fixed following objectives under the “**Plastic Free Cleanliness Drive**”:

- To create awareness among the people on the hazards of single use of plastic and to motivate them towards the use paper or fabric (Cotton or Jute) bags
- To create a plastic free environment at the adjoining areas of **CPCB**.

## 3. ACTIVITIES UNDERTAKEN

### 3.1 Door to door collection of plastic waste from adjoining area of **CPCB**

The Plastic Free Cleanliness Drive was started on 21<sup>st</sup> May 2018 with the “**Awareness Campaign and Door to door Collection of Plastic Waste**” at the adjoining areas of **CPCB**. This campaign will be organized weekly till 5<sup>th</sup> June which is World Environment Day and as of now, two drives (one at 21<sup>st</sup> May and another one at 28<sup>th</sup> May) have been organized.

Under this campaign, officials from the CPCB, EDMC and IPCA are going door to door to collect plastic waste from residential areas, commercial shops, industries, road sides etc. and the collected Plastic Waste are being sent to the WtE (Waste to Energy) plant, Ghazipur. They are also educating people on the use of paper or fabric (Cotton or Jute) bags instead of plastic bags which creates many health and environment hazards. As the main motive of the “Plastic Free Cleanliness Drive” is to seize the plastic waste from the adjoining areas of CPCB so defaulters were also penalized during the campaign.



**Figure 1: Door to door collection held on 21<sup>st</sup> May at the Adjoining Areas of CPCB**



**Figure 2: Door to door collection held on 28<sup>th</sup> May at the Adjoining Areas of CPCB**

### **3.2 Plastic Collection Drive at EDMC**

As a part of this initiative, a “**Plastic Collection Drive**” was also organized at the EDMC head office, Patparganj by the EDMC in collaboration with IPCA for its employees on 23<sup>rd</sup> May 2018. Under this drive the plastic waste was collected from each and every place of the EDMC and the recycled products of plastic waste were exhibited to the people. The main motive behind this one day drive was to spread the awareness about the proper disposal of plastic waste so that it can be recycled or converted into energy at WtE plants.



**Figure 4: Plastic Collection Drive at EDMC**

### **3.3 Drawing Competition at CPCB**

A drawing competition was organized for the school students of class VI to IX at CPCB office on 23<sup>rd</sup> May, 2018 having theme same as world environment day, 2018 **“Beat Plastic Pollution”**. 25 students participated in the drawing competition and presented their innovative ideas on the remedies on Plastic Pollution through their drawings. The best three drawings were awarded and remaining were given consolation prize.



**Figure 4: Glimpse of Drawing Competition at CPCB**

### **3.4 Rally on Plastic Free Cleanliness Drive**

To make the drive more effective and to spread the message “No more Plastic Bags” to the maximum people, a rally was organized under the “**Plastic Free Cleanliness Drive**” at the adjoining areas of CPCB and Karkardooma on 25<sup>th</sup> May 2018. This rally was joined by the various scientists, experts and other higher officials from CPCB and EDMC.



**Figure 5: Rally on Plastic Free Cleanliness Drive**

#### **4. EXPECTED OUTCOMES**

- This drive will create awareness among the people about the harmful effects of the single use plastic as a result they will be motivated towards the use of paper or fabric (Cotton or Jute) bags.
- This Drive will result in seize the plastic pollution from the adjoining areas of CPCB.

# Appeal

## “Save the EARTH from Plastic Pollution”

