

# WORLD ENVIRONMENT DAY 2018

## “BEAT PLASTIC POLLUTION”



**CENTRAL POLLUTION CONTROL BOARD**  
(M/o Environment Forests and Climate Change, Government of India)  
Regional Directorate, Lucknow

# World Environment Day 2018

## Report on Activities Initiated by CPCB RD Lucknow

### A. Background

World Environment Day (WED) is a UN Environment-led global event, the single largest celebration of our environment each year, which takes place on June 5<sup>th</sup> and is celebrated by thousands of communities worldwide. **WED** was declared in 1972 but first celebrated in 1974, it has grown to become a global platform for public outreach that is widely celebrated. Globally 143 countries take part in World Environment Day, and the day focuses on environmental concerns ranging from pollution to global warming and sustainable food production to protection of wildlife.

India in its strides of leading the world for an Environmentally Safe and Healthy life is **Global Host of 2018's World Environment Day** celebrations. "Beat Plastic Pollution", the theme for World Environment 2018, urges governments, industry, communities, and individuals to come together and explore sustainable alternatives and urgently reduce the production and excessive use of plastic polluting our oceans, damaging marine life and threatening human health.

### B. Plastic Pollution facts

- Every year the world uses **up to 5 trillion** plastic bags
- Each year, at least 13 million tonnes of plastic end up in the oceans, the equivalent of a full garbage truck every minute.
- In the **last decade**, we produced more plastic than in the whole **last century**
- 50 percent of the plastic we use is **single-use** or disposable
- We buy 1 million plastic bottles **every minute**
- Plastic makes up **10% of all of the waste** we generate

Consequent upon receipt of CPCB HO Communication on the referenced matter, CPCB RD Lucknow, has decided to take initiative by joining hands with various key stakeholders beginning with schools and colleges in apprehension of the fact that children hold key to the future of modern India.

In order to help school children appreciate the health menace associated with Plastic Pollution and to express their ideas to control and ultimately eliminate the adverse impact of Plastic Pollution on environment, CPCB RD, Lucknow initiated for undertaking following activities:

- a. Preparation of Power Point presentation with a theme on “Beat Plastic Pollution “
- b. Issue of Office Order for prohibiting use of plastic water bottles in CPCB RD Lucknow office premises
- c. Interactive Session and Painting-Drawing Competition at various schools.
- d. Awareness Program at a prominent park
- e. Awareness Program at prominent residential Areas
- f. Massive Plantation drive in CPCB RD Lucknow Office premises and other locations.
- g. Cleaning of river Gomti at Budiaghat, Lucknow, along with UPPCB team
- h. Cleaning of Lotus pond at Office Premises of CPCB RD Lucknow, along with UPPCB team
- i. Road Show to disseminate WED Theme and create awareness among the Public in general to control Pollution due to Plastic Waste
- j. Workshop on World Environment Day 2018 and distribution of trophies to the winner of drawing painting competition

## C. Status of Action taken

Following activities were taken up during celebration of WED 2018 :

### 1. Power Point presentation with a theme on “Beat Plastic Pollution” for interactive session at different schools.

The presentation was prepared keeping the audience being school children. The presentation aimed to attempt issues of Plastic Waste generation, impact on human health, impact on environment and ensuring its disposal in environmentally sound manner. The concept of “*Refuse-it-If-you-Can’t-Reuse*” has been emphasized in the content of the presentation.



### 2. Prohibiting use of plastic water bottles in the office premises of CPCB RD Lucknow office premises

In order to restrict use of plastic (Pet) bottles, CPCB RD Lucknow has taken initiative on totally banning use and purchase of drinking water in plastic bottles. In this regard, office order to the effect was issued for strict enforcement.



### 3. Interactive Session and Painting-Drawing Competition at various schools.

Interaction with local Schools at Lucknow have been made to organize the workshop and drawing painting competition on WED 2018. In spite of the constraints of the Schools for summer vacations, program of Interactive Session and Painting-Drawing Competition were organized at three prominent schools listed below:

- Mount Carmel College, Mahanagar, Lucknow
- Seth Anand Ram Jaipuria School, Gomtinagar, Lucknow
- Kendriya Vidyalay, Gomtinagar, Lucknow



**Photo : 1. Interactive session at Seth A R Jaipuria School, Lucknow**



**Photo : 2. Participants of drawing-painting competition of Mount Carmel College, Lucknow**



**Photo : 3. Drawing painting competition at Seth A R Jaipuria School, Lucknow**



**Photo : 4. Drawing painting competition at Mount Carmel College, Lucknow**

The above events were well attended by almost 700 students participating in the interactive session and presentation on Plastic Waste. About 160 participants were participated in the Painting-Drawing Competition organized at the above schools. Stationary, colors etc. for the event were provide by CPCB RD Lucknow. Certificate of participation were distributed to all the participants and Certificate of Acknowledgement were given to the concerned School Management. Copy of the Certificates is attached at Annexure-II. The Drawing Sheets after the competition were collected and were evaluation of winners. Evaluated for committee was constituted to evaluate the drawing painting sheet to falcite the winner students.

#### 4. Awareness Program at a prominent park

In order to disseminate the message for Restrict Use of Plastic and Community participation for reducing generation of plastic waste, an Early Morning Session was organized on 19.05.2018 at Aurobindo Park at Indira Nagar, Lucknow. Holding a banner depicting theme “Beat Plastic Pollution” – “Refuse it If You Can’t Reuse It” In the supervision of CPCB RD Lucknow team interacted with a large number of citizens at the park and disseminated message about the issue. The message was well received by a large number of audience.



**Photo : 5. Interaction with citizen of Aurobindo Park, Indira Nagar, Lucknow**





**Photo : 6. Interaction with morning walker on “Beat Plastic Pollution” at Aurobindu Park, Indira Nagar,Lucknow**

#### **6. River front cleaning : River Gomti at Kudiaghat, Lucknow**

On 30.05.2018, CPCB Regional Directorate, Lucknow office members joined hands with UPPCB Regional Office Lucknow office members and volunteers of Shri Shubh Sanskar Samiti, a Lucknow based NGO in cleaning drive of river Gomti at Kudiaghat, Lucknow

The activity resulted in cleaning of a public bathing ghat which was covered with a thick cover of water hyacinth, dirt and heap of garbage. Before embarking on the river cleaning drive CPCB RD Lucknow had interacted with Lucknow Municipal Corporation authorities to mobilise container trolleys and dumpers to collect the recovered material from the river bed. Water hyacinth, plastic bags and other material recovered (approx. 8-10 ton) from the river were handed over to staff of Municipal Corporation Lucknow for the proper disposal.

A total of about 70 members using different tools, shovels, sacks and other equipment started cleaning activity early morning and continued up to noon.

The CPCB activity was widely reported by local newspapers and media reports.





**Photo : 7. Before cleaning of Kudiaghhat at River Gomti**



**Photo : 8. After cleaning of Bathing Ghat on River Gomti**





**Photo : 9. The CPCB team after cleaning of bathing ghat (Kudia ghat)**



**Photo : 10. Media endorsed the efforts made by CPCB in cleaning the bathing ghat**

## 7. Cleaning of Lotus pond located in CPCB office premises

PIC-UP Bhawan, the building having CPCB RD Lucknow Office has about thirty different offices and other institutions. The premises has a large fish and lotus pond. The pond has been poorly maintained and has been covered with a thick cover of water hyacinth and other garbage including plastic. In order to convey message of “Cleaning Begins at Home” among the occupants of the building and CPCB Regional Directorate, Lucknow took the initiative on June 25, 2018 and the Office members collectively joined hands with UPPCB Regional Office Lucknow office members to clean the fish and lotus pond.

The Cleaning drive started in the morning session and continued for about four hours resulting in cleaning of the pond.



**Photo : 11. Cleaning of Lotus Pond within premises of CPCB, RD, Lucknow**



## 8. Road Show for create awareness to control Pollution due to Plastic Waste

CPCB RD Lucknow Office members initiated for disseminating message of preventing Pollution due to Plastic Waste, through organizing “Road Show” in different parts of the city.

Office members, literally embracing the theme bear message on their apron of “Beat Plastic Pollution” moved on cycle in different part of city with theme and message. The idea sensitized passers-by along the road and attracted their attention.

During the Road show across the city streets and busy traffic junctions a large number of people interacted with CPCB Office members and enquired about the impact of plastic waste and how to control. The event was covered by print media and different TV channels.



**Photo : 12. CPCB/UPPCB staff member bearing Apron indicating message for public**





**Photo : 13-14. "Road show" to the message of "Beat Plastic Pollution"**

## 9. Awareness Program at prominent Residential Colonies

Prominent Residential Colonies in Lucknow city were also identified as important areas to disseminate the theme of Preventing Pollution due to Plastic Waste. Accordingly Mass Awareness activities were organised through interactive sessions conducted in Akansha Parishar CPWD Residential Colony, Janki puram, Lucknow on June 03, 2018.

The interactive session were organised with active participation of local residents and children. Activities organised included drawing-painting competition for children of two groups (primary & Secondary) in the colony

The event was attended by local residents enquiring about the ways to control plastic pollution. The message conveyed through the activity stressed on individual efforts to reduce use of plastic carry bags, emphasize on carrying cloth or paper bags and in case of necessity ensure reuse / recycle of plastic



**Photo : 15. Drawing-painting competition at Akansha CPWD Residential Colony, Lucknow**



## 10. Massive Plantation in and around CPCB Office Premises

CPCB Regional Directorate, Lucknow office premises has always been the area of intensive efforts for cleaning and plantation activities round the year. On World Environment Day every year plantation activities is organized. As a result the area is identified with luxuriant plants most of them planted by CPCB office members.

On June 5<sup>th</sup>, 2018, the World Environment Day, entire Office members of CPCB Regional Directorate, Lucknow actively participated in massive plantation drive. Saplings of Mango, Jamun, Neem and other plants were planted in CPCB Office premises and nearby vacant land.

Entire exercise was focused on cleaning the office premises



**Photo :16 . Plantation within the premises of CPCB,RD, Lucknow**



**Photo : 17. Massive plantation by CPCB staff member within the premises**

### 11. Workshop on World Environment Day

On the eve of World Environment Day a workshop was organised on June 05, 2018. All staff members, invited guest and school children participated and shared the knowledge on prevention of pollution due to plastic.

During the workshop, felicitation of winners of drawing – Painting Competition organised at different schools during the month long activities was also held.

A pledge was taken for individual effort on prevention of Plastic Waste.



**Photo : 18. World Environment Day celebration**