



UNNAT BHARAT ABHIYAN

Mehr Chand Mahajan DAV College for Women, Chandigarh

PROGRESS REPORT

Plastic-Free Campaign September, 2019

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Sr. No.	ADOPTED VILLAGES	TALUKA	DISTRICT
1	Attawa		
2	Badheri		
3	Maloya		
4	Kajheri		
5	Buterla		

List of Activities: Plastic-Free Village Campaign in Village Badheri

ACTIVITY 1:

Name of Activity: Campaign on 'Plastic-Free Village' held in Village Badheri
September 17, 2019

Need of the Activity: A campaign comprising of a rally was held in Village Badheri on September 17, 2019 with the objective of disseminating awareness regarding the need to adopt a plastic-free lifestyle by making the village plastic-free. The residents of the village were made aware about the health and climate-hazards of using plastic and were also urged to adopt Earth-friendly products in their daily lives. The rally was aimed at taking forward the Government's ideology of a Plastic-free environment. The Coordinator of the campaign was Dr Nidhi Tanwar, Assistant Professor, Department of Commerce, MCM DAV College for Women, Chandigarh, who was assisted by 39 students of the College. The number of outside stakeholders of the event was 20.

Description in 200 words (along with the Pictures):

By means of a rally, the people of Village Badheri were made aware about the potential, disastrous effects on health and environment, of using and disposing plastic. They were instead urged to take on a healthier lifestyle which posed a minimal or negligible damage to health and ecology. The village people were also told about the hazardous cost of using plastic on our environment, which is equivalent to vandalizing and jeopardizing the health of



our planet. The campaign gathered a lot of attention of the onlookers thereby leveraging their knowledge and catapulting the campaign to a successful start for the Plastic-free campaign.

The Campaign, which consisted of an awareness rally, was conducted at a very opportune time when the concern around protecting and preserving our environment and ecology has attained global dimensions. Since, the villages around Chandigarh, like Village Badheri, consist of higher levels of migrant population, therefore, the people here are more likely to suffer from lack of education, information and awareness regarding issues related to environment conservation and protection. Therefore, this rally generated the right buzz and the zeal of the volunteers seemingly swept everyone. Even though the weather on that day was a bit unsupportive and inclement and made it difficult for the volunteers to carry out their campaign, yet everyone carried out their duty with a sense of responsibility, which ultimately ensured the success of the campaign.





ACTIVITY 2:

Name of Activity: Plastic-Waste Collection Drive in Village Badheri

September 20, 2019

Need of the Activity: In order to achieve the target of making Village Badheri plastic-free, by discontinuation of single-use plastic, a 'Plastic-Waste Collection' activity was carried out in the village, under the aegis of the Unnat Bharat Abhiyan wing of MCM DAV College for Women, Chandigarh on September 20, 2019. The primary objectives of the drive were to spread awareness in the village regarding the hazardous effects of plastic on health and ecology and to consequently convince the vegetable and fruit vendors and shopkeepers to keep paper bags for their customers. The drive was also aimed at collecting as many single-use plastic items and polythenes from the villagers and also informing the shopkeepers to convince their regular customers to bring their own cloth/paper bags for shopping. The coordinator of the drive was Dr Rishu, Assistant Professor, Department of Chemistry, MCM DAV College for Women, Chandigarh. She was assisted by 32 student volunteers of the College.

Description in 200 words (along with the Pictures): The activity comprised of a plastic-waste collection drive from the village residents, wherein single-use plastic items were collected from the vegetable/fruit vendors and shopkeepers and they were urged to start keeping paper bags for their customers. The shopkeepers were also told to ask the customers to bring their own cloth/jute bags when they came for shopping.

A Nukkad natak, was also performed by the College students in front of the village school and in the village streets which intended to spread awareness about the urgency of creating a plastic-free environment in their vicinity.

The students enthusiastically visited the houses of Badheri residents and convinced them to stop using single-use plastic items like water bottles and polythenes. The residents were also guided about long-term harmful effects of plastic on the health of humans, animals and the environment. The residents of the village were extremely cooperative and themselves raised their doubts regarding the issue. Some of them also asked for suitable and cost-effective alternatives to plastic. When asked by the volunteers to hand over their single-use plastic-waste, the shopkeepers and vendors readily and willingly cooperated.

However, some shopkeepers raised a genuine concern that since most of the fast-food items like biscuits, namkeens, chips and soft drinks were packaged in plastic from their source therefore, little could be done to address the problem. They were of the view that drastic measures at the manufacturing source of fast-food items packaging, in the form a blanket ban might help address the issue on a macro scale.







Activity 3

Name of the Activity: Lecture on 'Plastic-free Village' and 'Plastic-Collection' Drive in Village Badheri

September 24, 2019

Need of the Activity: In order to re-enforce the mission of a plastic-free village undertaken on the previous drive held on September 20, 2019, the next leg of the same activity was undertaken on September 24, 2019, in Village Badheri, by the UBA wing of MCM DAV College for Women. A lecture was organized in Government High School, Badheri by the Coordinator of the drive, Dr Harjot Mann, Assistant Professor, Department of Home Science, MCM DAV College for Women, Chandigarh. She was assisted by 40 student volunteers of the College who delivered a presentation on the ill-effects of using plastic in daily life.

Description of the Activity (In 200 Words): A drive in continuation to the previous one held at Village Badheri, was organized on September 24, 2019. The drive comprised of a lecture delivered to the students of Government High School, Badheri and a plastic-collection drive in the village. Through the awareness lecture, Dr Harjot Mann highlighted the importance of shunning plastic from daily life. A presentation and demonstration was also given by the UBA student volunteers on how to make 'paper bags' so that they could minimize the use of plastic bags in their lives.

A plastic-collection drive was also held in the village by the UBA volunteers wherein they went door-to-door and collected plastic bottles, containers and polythene bags.

The awareness lecture delivered Dr Harjot Mann in the Government High School of Badheri was very informative yet lucid enough to be understood by the school children. She shared some important tips of reducing plastic usage and suggested suitable alternatives. She also



highlighted the dangers associated with using plastic. The children readily responded to the lecture and were willing to make the required changes in their lives. Since they were given a hands-on demonstration on how to make paper bags, this drive was an empowering one too.













Activity 3:

Name of the Activity: Campaign on ‘Plastic-Free Village’ and ‘Plastic-Collection Drive’ at Village Badheri

September 26, 2019

Need of the Activity: In order to culminate the earlier drives on ‘No Plastic’ conducted in Village Badheri, a final campaign on ‘Plastic-Free Village’ and a ‘Plastic-Collection Drive’ was held at the village on September 26, 2019. The campaign was organized by the UBA team of MCM DAV College for Women, Chandigarh. The main objective of the campaign was to re-iterate the urgency to shun plastic from daily life and to collect as much plastic as possible from the village residents. The villagers were also given handmade cloth bags in return by the volunteers. The campaign was coordinated by Dr Ramanadeep Kaur, Assistant Professor, Department of Sociology, MCM DAV College for Women, Chandigarh. She was assisted by 28 student volunteers from the College.

Description of the Activity: Under the campaign conducted in Village Badheri on September 26, 2019, a ‘Plastic-Collection’ door-to-door drive was conducted, wherein the UBA volunteers collected plastic bags, bottles, containers and other plastic miscellaneous items from the village households. The volunteers also distributed cloth bags made of old, donated clothes to the residents in order to urge them to minimize their use of plastic bags in their daily shopping chores.

Furthermore, the volunteers also enlightened the residents about the health hazards associated with single-use plastic, not only for them but also for the plants, animals and the environment.



Since the campaign was aimed at educating the villagers about shunning plastic from their lives as well as distributing cloth bags to them, the drive attained satisfactory results. The villagers pledged their whole-hearted and unflinching cooperation in making their lives and environment plastic-free, by putting an end to single-use plastic. They also promised to carry forward this thoughtful gesture of the cloth-bag distribution by the UBA volunteers, by vowing to use only cloth bags for shopping and other errands in the future.

However, there were also a few people who were slightly skeptical about the whole 'plastic-free movement' as they were of the view that despite continued use of plastic, no serious action would be taken by the Government.









Note: All Detailed Village-wise Reports also uploaded on UBA Portal.

Action plan for next month:

Sr. No.	Activity to be conducted(along with reason)
1	
2	
3	