

TARGET 4 Undertake a campaign under the Swachh Bharat Mission to enhance plastic waste management in your city and reduce the use of single-use plastics.

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Table of Contents

1. Executive Summary
2. Introduction
3. Activities Conducted

Presentation on the above target by the team members in the morning assembly

Awareness Campaign in the neighbourhood

Making of Kokedama

Making of Cloth Bags

Making of Seed Pens

Poster Making

Observing a day on the importance of eco-friendly products

Taking digital pledge by the students, parents and staff of the school

4. Overall Outcomes and Observations
5. Challenges and Solutions
6. Conclusion
7. Appendices

1. Executive Summary

This report outlines the efforts undertaken to reduce single-use plastic in our community. We conducted a series of activities including an awareness campaign, a kokedama tutorial, cloth bag making, seed pen crafting and poster creation, observing a day on using eco-friendly products, taking digital pledge. These activities were designed to educate and engage the students on the importance of sustainable practices and the dangers of plastic waste. Collectively, these efforts have helped to inspire changes and raised awareness on alternatives to single-use plastic.

2. Introduction

Plastic pollution poses a significant threat to our environment, harming wildlife and polluting oceans. Our campaign aimed to reduce the use of single-use plastics by encouraging sustainable alternatives. The primary objectives were to increase awareness, promote reusable materials, and empower the community with practical

solutions. A variety of activities were conducted to engage people of all ages in the movement towards reducing single-use plastic.

3. Activities Conducted

Awareness Campaign

- **Description:** We launched an awareness campaign that targeted the local vendors and community groups. Our main focus was on the environmental hazards of plastic pollution and simple changes that individuals can make to reduce plastic waste.
- **Execution:** Questionnaires were distributed and feedback and suggestions were accepted and requested their support and cooperation for joining the campaign.
- **Outcomes:** Approximately 50 individuals interacted with our campaign materials, and many expressed a newfound interest in reducing their plastic consumption.

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RFRC+9PV, Velloor, Kerala 686610,
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9.840436; 76.471863 SW 51
RFRC+9PV, Velloor, Kerala 686610,
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9.832671; 76.468506 SW 64
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9.840436; 76.471863 SW 40
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9.832373; 76.468521 SW 75
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9.833076; 76.469231 SW 84
RFM9+4G8, Velloor, Kerala 686610,
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India





Making of Kokedama

- **Description:** Kokedama is a Japanese planting technique that involves wrapping a plant's roots in a ball of soil and moss. This sustainable gardening method helps reduce plastic usage in gardening.
- **Execution.** A video was made on how to make kokedama by the students of std.8
- **Outcomes:** Everyone reported they were excited to have a sustainable and beautiful alternative to plastic plant pots.



Making of Cloth Bags

- **Description:** To encourage people to ditch plastic bags, we organized a cloth bag-making session
- **Execution:** The video was presented in various classrooms and a brief session was conducted on the hazards of using single use plastic.
- **Outcomes:** Received a huge support from the students side and they agreed to our suggestions on reducing single use plastic.



Making of Seed Pens

- **Description:** Seed pens are eco-friendly writing tools that can be planted after use. They promote sustainability by integrating seeds into biodegradable materials.

- **Execution:** Participants crafted pens using biodegradable materials and filled them with seeds. Students demonstrated how the pens could be planted in soil after use.
- **Outcomes:** Around 100 participants attended, and the idea of palatable pens was met with enthusiasm, especially among students.



Poster Making

- **Description:** Poster-making sessions invited community members, particularly students, to design posters that highlighted the harms of plastic pollution and promoted sustainable alternatives.
- **Execution:** The posters were later displayed in public spaces around town, amplifying our message.
- **Outcomes:** Over 30 posters were created, each conveying powerful messages about the dangers of plastic waste. These posters helped spread awareness visually and attracted a wide audience.



Observing a day on the importance of eco-friendly products

. **Description:** A workshop on making of clay pots was arranged and also eco-friendly products were used to decorate the event. Eatables were packed using eco-friendly items like banana leaves

.Outcomes. That was new experience and this gave them a good understanding on using sustainable products and the importance of taking care of our planet.

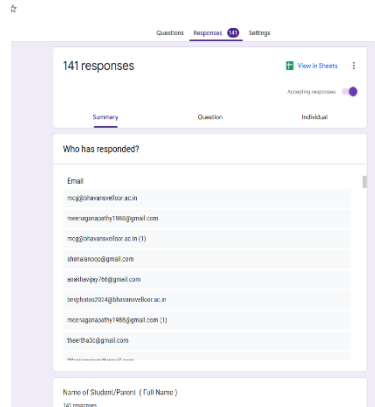


Taking digital pledge

. Description:A digital pledge was shared in our school group for all the students, parents and staff of our school to take.

. Outcome: There was a huge response from many students and parent, staffs

Column 1	Email Address	Name of Student/Parent (Full Name)	Class and Division	Pls, the students/parents/staffs of Bharati A pledge to: • Use a reusable water bottle instead of dispose • Bring my lunch in reusable containers made • Say no to plastic straws and utensils. • Encourage my family and friends to reduce	Document Studio File Status mcg@bharati	Document Studio File Use mcg@bharati	Document Studio Email Status mcg@bharati
1	10/19/2024 12:56:25	mcg@bharatavellor.ac	Anoop MA	A	Strive	Anoop MA	https://drive.google.com/ou... Updated on 22-Oct-2024 19:48
2	10/20/2024 10:31:06	meenaganapathy1988@	MEENAKSHI C G		Strive	MEENAKSHI C G	drive.google.com/open?l... https://www.google.com/cq...
3	10/21/2024 13:23:41	mcg@bharatavellor.ac	MEENAKSHI C G		always strive, spread awareness	MEENAKSHI C G	
4	10/22/2024 10:44:28	shenaisoop@gmail.co	Kiran C	5C	always strive	MEENAKSHI C G	Email sent to mcg@bharati
5	10/22/2024 13:13:13	anaharjay746@gmail	anahar	5c	spread awareness	MEENAKSHI C G	Email sent to mcg@bharati
6	10/22/2024 13:14:59	bmphates2024@bhar	sanju	9a	always strive	MEENAKSHI C G	Email sent to mcg@bharati
7	11/7/2024 17:29:57	meenaganapathy1988@	Meenakshi C G	3x	always strive	MEENAKSHI C G	Email sent to mcg@bharati
8	11/9/2024 18:31:41	theerthaci@gmail.com	Theertha Sarath	7A	always strive, spread awareness	MEENAKSHI C G	Email sent to mcg@bharati
9	11/9/2024 18:32:14	9narjeyaram@gmail.co	Anjana Ram		always strive, spread awareness	MEENAKSHI C G	Email sent to mcg@bharati
10	11/9/2024 18:32:42	nithyeyaswan500@gm	Aarushi p	18 C	always strive, spread awareness	MEENAKSHI C G	Email sent to mcg@bharati
11	11/9/2024 18:33:40	adhiram.ujc@gmail.co	ADHIRAM M SURY	4 A	always strive, spread awareness	MEENAKSHI C G	Email sent to mcg@bharati
12	11/9/2024 18:33:54	smithasunil53@gmail.co	Meenakshy Sunil	7 A	always strive	MEENAKSHI C G	Email sent to mcg@bharati
13	11/9/2024 18:39:56	sandhyaadithesh1988@	Aarushi s aloor	2/D	spread awareness	MEENAKSHI C G	Email sent to mcg@bharati
14	11/9/2024 19:01:14	gayathripkrishnan.vila@	Gayathri P Krishnan	12 B	always strive, spread awareness	MEENAKSHI C G	Email sent to mcg@bharati
15	11/9/2024 19:06:48	sreekutyicivil@gmail.co	Niranjana Unnikrishnan	2A	spread awareness	MEENAKSHI C G	Email sent to mcg@bharati
16	11/9/2024 19:12:57	britybaby@gmail.com	Davis Jacob	V A	always strive	MEENAKSHI C G	Email sent to mcg@bharati
17	11/9/2024 19:14:20	britybaby@gmail.com	Mathew Jacob	8 A	always strive	MEENAKSHI C G	Email sent to mcg@bharati
18	11/9/2024 19:16:11	viashunaryanancas@gm	Viashunaryan cs	7B	always strive, spread awareness	MEENAKSHI C G	Email sent to mcg@bharati
19	11/9/2024 19:17:24	devanandasanthosh387	DEVANANDA SANTHOSH	8 B	spread awareness	MEENAKSHI C G	Email sent to mcg@bharati
20	11/9/2024 19:19:53	amlttsk@gmail.com	Sreehar A T	3 A	always strive, spread awareness	MEENAKSHI C G	Email sent to mcg@bharati



4. Overall Outcomes and Observations

The campaign succeeded in raising awareness about single-use plastic. A follow-up survey indicated that approximately 70% of participants were likely to adopt at least one sustainable practice introduced in the activities. Furthermore, many expressed interest in participating in future eco-friendly initiatives, demonstrating the campaign's lasting impact on the community.

5. Challenges and Solutions

Challenges:

- Initial resistance to switching from plastic to reusable alternatives.
- Limited resources for certain activities due to funding constraints.

Solutions:

- We emphasized the benefits of sustainability and shared relatable success stories to address resistance.

6. Conclusion

Reducing single-use plastic is a collective effort. Through this campaign, we successfully engaged the community, raising awareness about the detrimental effects of plastic waste and promoting sustainable habits. We believe this campaign has laid a foundation for ongoing efforts towards a plastic-free future. Continued outreach and engagement will be essential for building on this momentum.

7. Appendices

- **Photos:** Attached photos from each activity.
- **Questionnaires and Posters:** Samples of distributed materials.
- **Survey Results:** Summary of feedback and survey results.

1. Are you aware that our soil is dumped with plastic waste? YES / NO ✓

2. Do you have sold plastic products say for example, foods wrapped in single use plastic sachets? YES / NO ✓

1 അത് സാധാരണ ന്യൂനപേപ്പറിൽ പൊതിഞ്ഞാണ് പലഹാരങ്ങൾ വിൽക്കുന്നത്.

3. Do you use single use plastic bags for packing? YES / NO ✓

എന്റെ കടയിൽ പൂർണ്ണമായും ഇന്ന് പ്ലാസ്റ്റിക് ഉപയോഗിക്കുന്നില്ല.

4. Do you segregate the single use plastic waste separately? YES / NO ✓

5. Do your customers follow to throw away the single use plastic waste in the appropriate bin? YES / NO

6. How much quantity of single use plastic waste gets accumulated per day? YES / NO 50-55 bags

7. If we give you some suggestions to reduce the single use plastic. Will you accept it? YES / NO ✓

8. Will you cooperate to pass on this message to your neighborhood also? YES / NO ✓

9. Do you have any suggestions to reduce the single use plastic to give us? YES / NO

നിങ്ങൾ കുട്ടികൾക്ക് തന്നെ തുടങ്ങാം. ചെറിയ ചെറിയ ഭക്ഷണപദാർത്ഥങ്ങൾ വാങ്ങുമ്പോൾ പോലും എന്ത് മുൻ മാർഗ്ഗമാണ് നാം ഉണ്ടാക്കുന്നത്.

10. Are you ready to join us in this campaign to save our planet from plastic pollution? YES / NO

നിങ്ങളെപ്പോലുള്ള കുട്ടികളെയാണ് നമുക്ക് ആവശ്യം.

All the best കുട്ടികളേ. J/

QUESTIONNAIRE FOR MOOPS

1. Are you satisfied with the services provided by the MOOPS? YES / NO
2. Do you think the MOOPS should be provided to all the students in the college? YES / NO
3. Do you think the MOOPS should be provided to all the students? YES / NO
4. Do you think the MOOPS should be provided to all the students? YES / NO
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16. Do you think the MOOPS should be provided to all the students? YES / NO
17. Do you think the MOOPS should be provided to all the students? YES / NO
18. Do you think the MOOPS should be provided to all the students? YES / NO
19. Do you think the MOOPS should be provided to all the students? YES / NO
20. Do you think the MOOPS should be provided to all the students? YES / NO

Signature of the student: _____
 Date: _____
 Signature of the MOOPS: _____



