

## **Plastic Free City Drive - CFAR join hands with New Delhi Municipal Corporation**

Plastic as we all know causes multiple levels of pollution affecting environment and humans alike. In order to curb the burgeoning pollution, most of which is caused by irresponsible use of plastic, NDMC invited various NGOs working in the city to be part of the movement in not only generating awareness against the ill effect of rampant plastic use but also to find alternate pathways to introduce environment friendly and biodegradable cloth/ paper bags as a replacement to plastic bags.

CFAR already has some strong evidence of management of Plastic waste in Kolkata and has been working closely with Baranagar Municipality Corporation (BMC) to develop IEC, spread awareness, manage use and reduce plastic waste. In Delhi, been invited by the NDMC, CFAR is committed to work with other partner NGOs to support the movement. The expansion of the program is planned in phased manner where CFAR would support the program by providing community leadership from selected settlements in which CFAR is already working and which also comes under NDMC jurisdiction to spread awareness; help in the development of IEC with support of Kolkata team who has already developed IEC materials to address the issue and will train women in the community to create paper/ cloth bags to encourage use of biodegradable and reusable bags.

The centrality and the uniqueness of the program lie in the involvement of community leadership and multi-stakeholder cooperation in making the city safe.

As an immediate action, NDMC with support of CSO partners and private agencies launched the “plastic free city drive” on 27<sup>th</sup> May 2018 in Connaught Place (CP) and Khan Market. A series of sensitization drive with the shopkeepers/ hawkers/vendors and consumers was conducted along with citizen signature campaign, developing IEC, performing street plays and creating reusable cloth bags by women. ‘Say No to Plastic Bags’ drive was culminated on June 5, 2018, on World Environment Day at Palika Bazar, Connaught Place.