



## PRESS RELEASE

16 MAY 2020

National Productivity Council, under DPIIT, Ministry of Commerce and Industry, Govt. of India is organizing the National Policy Workshop through a series of webinars during 12-22 May 2020 comprising of six on-line sessions as part of the UNEP lead project “Promotion of countermeasures against marine plastic litter in Southeast Asia and India” funded by the Govt. of Japan. Webinar 2 on theme ‘Community Perceptions and behavioural aspects for plastic management and promotion of countermeasures to address (Riverine and Marine) plastic litter’ as part of the National Policy Workshop on Countermeasures for riverine and marine plastic litter has been organized on 14 May 2020 from 14.30 – 17:00 hrs.

The webinar highlighted the following.

(a) Plastic leakage scenarios in four cities Prayagraj, Agra, Haridwar and Mumbai developed by NPC using primary and secondary data and field observations (b) Perception surveys and outreach activities carried out by partner agencies, namely, Chintan in Agra, TERI in Mumbai and Development Alternative in Prayagraj and Haridwar (c) Important stakeholders engaged in outreach activities (d) Success factors as well as Challenges for an effective outreach program (e) The stakeholder connect through Faith-Based Organisations, boatmen/ navik community, and more. (f) The importance of Faith-based Organizations (FBOs) in view of a mass following, linkage to spiritual values and a scientific connect, influencing capacity on lifestyles, drivers of cultural values and social inclusion and trust from community etc and being advocates of change highlighted along with various initiatives by FBOs on the subject. (g) The insights on recognition of Single Use Plastics (SUPs) and its understanding amongst a range of percentage of stakeholders for various types of SUPs have reflected the gaps as well and need and potential for more outreach work. (h) Systematic engagement and motivation of youth (middle school, colleges and Scouts and Guides) and through utilization of the concept of game-based learning, etc which can develop champions/ ambassadors which can lead to mass behavioural change. Also, it is the education regarding plastic pollution science in youth which is considered more important than banning plastic items as better management of plastics will be the result.

The webinar was attended by 450 plus participants representing public/private organizations, civil society, researchers, academia, and from across a range of national and multilateral institutions. The webinar has been highly appreciated by participants and is attracting attention from a wide range of stakeholders.

The upcoming webinars are scheduled on 16, 18, 20 and 22 May 2020 and shall be leading to a policy dialogue on the subject. The participants can register for the webinars via <https://www.npcindia.gov.in/NPC/User/unep>

National Productivity Council  
5-6 Institutional Area, Lodi Road,  
New Delhi 110003  
Ph: 24607313