



LIFE
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Ministry of Environment, Forest & Climate Change (MoEFCC)
Government of India

CSIR-National Botanical Research Institute (NBRI)

**Environmental Information, Awareness, Capacity Building & Livelihood
Programme Centre (NBRI-EIACP-PC-RP) Rana Pratap Marg, Lucknow**

**Awareness Programme on Plastic
Pollution – Swachhata Pakhwada 2025**

at CSIR-NBRI

on

14, May 2025



Awareness Programme on Plastic Pollution

In observance of *Swachhata Pakhwada Abhiyaan-2025* from May 1-15, 2025 at CSIR-National Botanical Research Institute (CSIR-NBRI), Lucknow, an “**Awareness Programme on Plastic Pollution**” for the **students (XI & XII) of Delhi Public School, Lucknow**, Uttar Pradesh was organized, on **14 May 2025**, and NBRI-EIACP-PC actively spread awareness. The programme aimed to sensitize the young generation about the adverse effects of plastic pollution and encourage responsible environmental behavior.

The session commenced with a welcome note by **Dr. Vivek Srivastava, Sr. Principal Scientist and Head, PME, CSIR-NBRI**.



Dr. Pankaj Kumar Srivastava, Senior Principal Scientist and **Coordinator, NBRI-EIACP**, delivered an **interactive and thought-provoking session** with the students. He emphasized the **urgent need to reduce single-use plastic pollution** and encouraged the adoption of **eco-friendly alternatives**. Through real-life examples and relatable analogies, Dr. Srivastava explained how plastic pollution is impacting biodiversity, human health, and climate. He motivated the students to take small but consistent actions in their everyday lives to minimize plastic usage. Dr. Srivastava also led a **lively question-and-answer session**, encouraging students to share their views and clarify their doubts. The students actively participated in a **Q&A session**, and posed insightful questions and shared their own ideas for tackling plastic pollution.



This session was followed by a session from **Dr. Poonam Singh, Principal Scientist, CSIR-NBRI**, who emphasized the vision of the **Swachh Bharat Mission** and its relevance in the current context of rising environmental challenges. She highlighted the **alarming stress caused by plastic pollution**, discussing its **harmful impacts on human health, wildlife, and ecosystems**. Her talk aimed to foster a deeper understanding of the need for behavioral change and collective responsibility.



Dr. Sandhya Mishra, Programme Officer, NBRI-EIACP, delivered a lecture on the Mission LiFE theme “Single-Use Plastic Reduced” and demonstrated single-use plastic products and their alternative through an interactive presentation. She highlighted the alarming rate at which plastic waste is accumulating in the environment, its hazardous effects on terrestrial and aquatic ecosystems, and the long-term consequences on human health. Emphasis was laid on the need to reduce the usage of single-use plastics and adopt sustainable alternatives in daily life.



As part of the programme, a **pledge ceremony** was conducted where students and teachers took a **Mission LiFE Pledge** to reduce plastic use and contribute to keeping their surroundings clean. Awareness materials and pamphlets were also distributed among the participants to reinforce the key message. **A total of 50** candidates attended the session.


