



Presenting at the National Policy Workshop Webinar Series on 'Countermeasures for Riverine and Marine Plastic Litter in India'

Development Alternatives participated in a webinar - "Community Perceptions and behavioral aspects for plastic management and promotion of countermeasures to address (Riverine and Marine) plastic litter" on 14 May 2020. It was organised by National Productivity Council (NPC) under DPIIT, Ministry of Commerce and Industry, as part of the United Nation Environment Programme (UNEP) project "Promotion of Countermeasures against marine plastic litter in Southeast Asia and India", which DA implemented in Haridwar (Uttarakhand) and Prayagraj (Uttar Pradesh).

Aakriti Uttam and Kavya Arora from DA were the key speakers and presented on overall project journey including the perception survey conducted to find out various types of plastic thrown in the Holy river Ganga. They also highlighted how a multi-stakeholder relationship was developed on field including government officials, faith leaders, local shopkeepers, school children and naviks and how they were reached out through awareness campaigns and capacity building sessions in both the geographies. They assessed that the communication strategy was the key highlight of the project to reach out to the communities through use of videos, radio program, jingles, social & traditional media and by also conducting interactive sessions and mega event in both the cities. They also presented the gaps and recommendations which was built-upon three parameters - Behaviour, Infrastructure and Systemic.

They highlighted

- People had limited knowledge regarding plastic harmful effects and therefore leading to no environmental consciousness. A way out for this could be continuous capacity building and promotion of alternatives to plastic
- Lack of basic infrastructure such as dustbins and waste collection vehicles. A probable way out for this could be dustbins to be installed at prime locations, waste collection system to be tighten up with CSO's
- No methods for recycling the plastic have been introduced, no awareness or communication prioritised. For this, the government and ground level stakeholders need to come together to regulate the waste collected and also strict policies/guidelines to be made in city for people who litter plastic waste alongside the river

The webinar was part of a national policy workshop that was conducted between 12-22 May. It was attended by more than 150 professionals from across the world. The objectives of the workshop were to develop policy inputs and recommendations for minimising plastic pollution in rivers and marine ecosystem leading to a national road map and strategy. The workshop findings will be useful for "marine litter cell" of Ministry of Environment Forest & Climate Change, National Resource Efficiency Policy and Niti Aayog's initiative towards circular economy.