

# Bhairab Ganguly College

Belgharia, Kolkata-700056

(Govt. Sponsored)

AISHE Code: C-43363

Affiliated to West Bengal State University  
(Re-accredited Grade 'A' by NAAC)

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**Name of the Activity: Plastic waste Free Village Campaign**

**Name of the Village: Bagdiha, Chaltha, Kulam, Makhnu and Ledapakur**

The villages are located at *Ranibandh Block* of *Bankura* District of the state of West Bengal.

**Date of implementation: 24.09.19 & 25.09.19**



**About the activity:** A team of 10 member of college had conducted Plastic Waste free Campaign in the 5 adopted villages namely Bagdiha, Chaltha, Makhnu, Kulam and Ledapakur in the Ranibandh subdivision of Bankura District of West Bengal. The Head of the Institution conducted an elaborate awareness campaign in local primary schools where a large number of people had gathered and were successfully impacted by the lectures and poster campaign.

In contrast to urban cleaning drive we found comparatively less plastic waste generated by the rural communities in the adopted villages. The college ensured that the word of awareness be spread far and wide in the villages so a recorded message was delivered through a loud speaker mounted on a local vehicle which commuted to the remotest areas of the villages. In contrast to urban cleaning drive, it was heartening to find comparatively less plastic waste generated by the rural communities in the adopted villages. Seeing their response, we feel certain that the effect of this awareness campaign will not be short lived and they will continue to practice eco-friendly activities for a plastic free clean environment.

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