

Innovative practices at NCL against Single-Use Plastics (SUP)

A. AWARENESS BUILDING

In order to reach out maximum people and aware them against the use of plastics products, NCL has taken up various innovative initiatives, which are as follows:

1. Social Dialogues- Social dialogues with shopkeepers, employees and general public are being organized in the workplace and market places. In this, discussions related to harmful effects of plastics are done with them and they are also advised to use cloth bags in place of plastic bags and avoid using any other Single Use Plastics (SUP).





2. Door-to-door campaigns- In order to spread the message to not use "Single - use plastics" and properly dispose-off waste, NCL officials visited various quarters of NCL colonies and service buildings. There, the officials collected the single-use plastics and advised them neither to use single-use plastics nor to throw any plastic waste, here and there.



3. Rallies- Cleanliness awareness rallies are being organized and a long human chain was also built to attract attention of public. In this, large number of school's students and females participated along with NCL employees and union members holding placards with messages to avoid plastic use. Everyone took the oath to maintain cleanliness and to make country free of plastic waste.





4. Nukkad Naatak:- Nukkad naatak on the theme to avoid “Single-Use Plastics” is being organized in NCL in which females are also participating.



5. Wall paintings- Wall paintings made at public places in Gorbi bazaar with message to avoid use of plastics.





6. Awareness talks- Various awareness talks against the use of plastic products are being organized by NCL in various market places as well as offices. Talks with the shopkeepers, greengrocers, buyers and our employees are being conducted regularly where they are described about the ill effects of plastic and are advised not to use plastic products.





A special awareness initiative was undertaken in which a Swachhta team with a group of people with drummer and other musical instruments attracted the attention of employees by visiting various departments in the office. With the help of this attention, all plastic bottles, plastic bags and plastic related products were collected in a dustbin with a message to stop using single-use plastics.



An innovative awareness campaign conducted by NCL in which school's students did the awareness talk with the NCL employees. Students visited different departments of office and told employees about the ill effects of plastics and requested everyone to stop using plastic products.



B. SHRAMDAAN

NCL is continuously organizing Shramdaan activities in order to make places, plastic waste free zones. Various drives have been undertaken for collection of plastics from different locations like office premises, service buildings, residential colonies, market places, bus stands, etc. In this initiative, employees (both executives as well as staffs), union members, school students and various other people are participating with full energy and enthusiasm towards the campaign's objective.







D. PLASTIC Muktidhaam

NCL has undertaken a special initiative of establishing stalls with the name “Plastic Muktidhaam” in the market places. These stalls are opening everywhere. In these stall, volunteers of NCL are distributing the jute/cloth bags to the general public. In addition to it, one white board is also installed in the “Plastic Muktidham” stall where a promise to not use plastic bags is being taken from these public along with their signatures. This activity is being undertaken to achieve maximum impact on general public towards making India, plastic waste free.





E. SWACHHHTA CHAMPIONS AND SWACHHTA IDOLS

In order to ensure maximum activity and work towards the drive, NCL is identifying Swachhta Idols and Swachhhta Champions in all the areas/units. Each area/unit will identify one Swachhta Idol (in-charge of the best department/unit which has been selected in the Intra-housekeeping competition) and one Swachhhta Champion (person who is directly involved in cleaning, sweeping and other work, whether departmental or contractual) from their respective area/unit who will be awarded in the closing ceremony of “Swachhta Hi Seva” Campaign.

F. PLASTIC FREE ZONES

NCL has undertaken various initiatives in order to make places Plastic Free Zones. The company has substituted various day to day plastic items with some bio-degradable items. The details are as follows:

1. Bottles – Glass bottles are being used in place of plastic bottles in meetings and other official functions in offices, canteens and other places.



2. Bio-degradable Banners - At various places, bio-degradable/cloth banners are being used in order to avoid use of flex banners.





3. Digital Display:- In one of our hospitals, the general public and patients were reached out through digital display which is spreading awareness about the harmful effects of plastics.



4. Cloth/Jute Bags – Now, more people are using cloth/jute bags instead of plastic bags since NCL distributed these bags at various places to employees, shopkeepers and general public.

