

World Environment Day

Introduction:

World Environment Day, celebrated every year on 5th June, is a global initiative to raise awareness and encourage action for the protection of the environment. It serves as a platform for organizations, communities and individuals to come together and address pressing environmental issues such as climate change, pollution, deforestation and biodiversity loss. Each year, the day is centered on a specific theme that highlights a particular environmental concern, inspiring collective responsibility and sustainable practices. By promoting environmental stewardship, World Environment Day plays a crucial role in fostering a greener, healthier planet for current and future generations.

Theme:

The theme for the World Environment Day 2025 is "**Combating Plastic Pollution**" which highlights one of the most urgent environmental challenges of our time. Plastic pollution has become a widespread crisis, polluting the land, choking water bodies, harming wildlife and threatening human health. The theme calls on individuals, communities and industries to collectively reduce single-use plastics, promote recycling and support innovative alternatives. By embracing sustainable habits and policies, we can work together to break the cycle of plastic dependency and create a cleaner, healthier world. World Environment Day serves as a powerful reminder that every action will count in fighting against the plastic pollution.

The following activities are proposed for celebration of the World Environment Day, 2025

World Environment Day, 2025 Activities

Annexure - B

S. No	Activity	Date	Description	Selected ULBs	Responsibility
1	Dubara Istemaal, Behtareen Kamal - Plastic to Purpose - Art Competition	05-06-2025	<p>A 'Waste to Art' competition titled “Dubara Istemaal – Behtareen Kamaal” will be held as an open event on 5th June with the objective to empower individuals and communities by transforming discarded plastic into creative art pieces, thereby fostering environmental awareness and promoting sustainable practices.</p> <p>The objective of the event to empower individuals and communities by transforming discarded plastic into creative art pieces, fostering environmental awareness and promoting sustainable practices.</p> <ul style="list-style-type: none"> • Educate participants on the environmental impact of plastic waste and the importance of recycling. • Allow participants to create their own art pieces, such as sculptures, jewellery or decorative items etc. • Submission of the craft to the respective ULBs. • ULBs to declare the best art and reward the artist and disseminate his/her art work and a Swacchata message on Social Media handles of ULBs. • Certification of participation to be given to all participants. 	JMC/SMC	<p>ULBs:</p> <ul style="list-style-type: none"> • Identification of participants. • Distribution of plastic waste (reusable) to the participants (if required). • Printing of banners, certificates etc. <p>Swaaha:</p> <ul style="list-style-type: none"> • Creation of Link for registration of participants. • Creative Designing (Post for participation/Banner, Certificate & Flyer) • Certificate design • Coordination with ULBs in identification of participants.
2	Plog Run	05-06-2025	<p>A Plog Run will be organized on 5th June at a prominent/high footfall areas of the ULB under the theme ‘Ab Aadat Badlenge Hum’ to reduce the use of plastic in all 80 ULBs.</p> <p>As part of the event, a ‘Nature Walk’ and ‘Tree Talk’ will also be conducted during the Plog Run (in JMC & SMC only). Participants will take a</p>	80 ULBs	<p>ULBs:</p> <ul style="list-style-type: none"> • Selection of venue for plog run. • Organizing Plog Run. • Arrangement of Vehicles for dissemination of information regarding

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			<p>pledge to reduce plastic usage and ensure proper waste disposal on culmination of the event.</p> <ul style="list-style-type: none"> The event shall be open for all age groups to participate. The JMC & SMC shall identify prominent public place/public park where more people come for morning walks. 		<p>the event & collection of waste during the event.</p> <ul style="list-style-type: none"> Arrangement of gloves and collection bags. Quantification of waste collected. <p>Swaaha:</p> <ul style="list-style-type: none"> Creative designing. (Poster & Banner)
4	Ban on Single-Use Plastic	Whole month	<p>The Enforcement Wing of the ULBs shall ensure strict implementation of the ban on Single-Use Plastic, as notified by the ULBs, in accordance with the Plastic Waste Management Rules 2016, including the amendments of 2021 and July 2022.</p> <p>Inform the Public about different alternates to SUP</p>	80 ULBs	<p>ULBs:</p> <ul style="list-style-type: none"> Enforce the ban Challan/Fine the violators Install Signage displaying ban on SUP Social Media Messages on ban on SUP <p>Swaaha:</p> <ul style="list-style-type: none"> Creative Designing (Signages)
5	Swachhata Doots	02-06-2025 to 05-06-2025	<p>Swachhata Doots will be designated to visit households that do not hand over waste to the D2D collection vehicles or fail to pay user charges for D2D waste collection, during the period from 1st to 5th June. They will raise awareness about the importance of these services, the associated financial implications and the negative impacts of littering in lanes, drains and nallahs. A record will be maintained to track the increase in user charges and a reporting format will be developed</p>	JMC	<p>SEs:</p> <ul style="list-style-type: none"> Assistance to JMC in implementation of the activity



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			to document the quantity of waste collected 'before' and 'after' the campaign		

Branding and Digital Media:

- Social Media Campaign for “**World Environment Day**” must begin 5 days before of the start of the campaign.
- Modes of awareness will include D2D jingles, Social Media Posts, FM radio messages etc.
- Local youth and citizens be encouraged to post their participation on social media platforms using hashtag **#BeatPlasticPollution, #SwachhJK.**
- ULBs to ensure the usage of the following hashtags in all social media posts on the subject: **#BeatPlasticPollution, #SwachhJK, #EnvironmentDay, #SaveOurPlanet**