

ONE LESS PLASTIC BAG



TOWARDS A PLASTIC-FREE INDIA!

On the occasion of the 150th birth anniversary of Mahatma Gandhi, The Times of India in association with Cochin Shipyard Limited organised 'One Less Plastic Bag', an awareness campaign to curb the use of plastic in day-to-day life

Shreeya Joseph
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 Plastic menace and its hazardous consequences on the environment and the general public are a major cause of concern today. According to a Central Pollution Control Board (CPCB) estimate from 2013, India generates about 26,000 tonnes of plastic waste and wastes about a little over 10,000 tonnes a day of plastic waste unaccounted for. And our plastic consumption is increasing day by day.

Primary and prominent contributors to plastic waste are... The Times of India, the weekend edition 'The Times of India Kerala', the advertisement on the services, spread that is in the Times of India, the Ministry of Kerala Metro that an environmentally initiative to bring about its presence.

The bags were given out at multiple locations in Kerala including Vyttila Bus, Health Station, North Railway Station, Sree Moola Station, Anna Railway Station, Anna KODEE Bus Station, Mahatma College, Metro Station, Subhash Park, Panchajanya, Naga, Edappally Metro Station, Kadavattam Junction, Dhanuvarthi, Marine Drive, Sreebhaya, Krasanthra KODEE Bus Station, Indira Park, Kalam, Bus Station, Kakkanad and International.



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In an effort to spread awareness about the importance of avoiding the use of single-use plastic and reducing environmentally unfriendly practices, The Times of India in association with Cochin Shipyard Limited, launched an awareness campaign 'One Less Plastic Bag' against plastic use.

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One Less Plastic Bag is an initiative organized in association with the Cochin Shipyard and Times of India. Students were stationed at various venues in the city, requesting people carrying plastic bags to replace them with eco-friendly jute bags that were provided with a printed message 'One Less Plastic Bag.' The intention of this city-wide Programme was to collaborate the institution with other stakeholders of the society and take the message of reducing the use of plastic to the general public, in person. The volunteers were able to interact with people and use the time and space to speak about making small changes which may have lasting impacts on the environment's healing process. 63 students and 7 faculty members took part in the evening.