


Name of the Department: The RI Club
Academic year: 2019-20
Name of the program: Stop polythene campaign
Date: 21 April 2020
Venue: Nagar Nigam, Bareilly

Description: RI Club of Invertis University coordinated Stop polythene campaign on 21 April 2020 at Nagar Nigam Bareilly. The "Stop Polythene Campaign" was initiated to address the critical issue of environmental pollution caused by the rampant use and disposal of polythene or plastic bags. This report aims to highlight the progress, challenges, and impact of the campaign since its inception.

Campaign Objectives:

1. **Raise Awareness:** Educate the public about the adverse effects of polythene on the environment, wildlife, and human health.
2. **Reduce Usage:** Encourage the community to adopt eco-friendly alternatives to polythene.
3. **Promote Responsible Disposal:** Emphasize proper disposal methods and recycling practices. Activities Undertaken:

1. **Public Awareness Programs:** Organized seminars, workshops, and awareness campaigns in schools, community centers, and public spaces. Informational sessions were conducted to illustrate the harmful effects of polythene and to suggest sustainable alternatives.
2. **Collaborations with Businesses:** Partnered with local businesses to promote the use of paper bags, reusable cloth bags, and biodegradable alternatives. Some supermarkets offered incentives for customers bringing their reusable bags.
3. **Clean-up Drives:** Conducted regular clean-up drives in parks, beaches, and other public areas to remove plastic waste and to demonstrate the impact of polythene on the environment.


Registrar
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