



Mega Events organised for Promotion of Countermeasures against Marine Plastic Litter

As part of the project, *Promotion of Countermeasures against Marine Plastic Litter in India*, a joint initiative of Development Alternatives and United Nations Environment Program (UNEP), mega-events - *Humara Sankalp – Plastic Mukta Ganga* were conducted in Haridwar and Prayagraj on 11 February and 25 February 2020 respectively.

The Mega-Events aimed to build a common platform for diverse stakeholders to share their opinions on the grave issue of marine plastic pollution. They deliberated about the impacts of plastic pollution in the sacred river, Ganga. The Mega Event also aimed at spreading this key message to a larger audience for cleaner and safer Ganga.

At the Mega Event in Haridwar, religious leaders, members of Ganga Sabha, members from local administration and other CSO partners came together to address the issue of plastic in Ganga and helped increase the awareness of people. The event started with a rally with more than 600 volunteers, who chanted slogans to encourage people to remove plastics from one's life. The rally covered a distance of 2 km, crossing major populated spaces in Haridwar. Speeches by distinct guests were followed by a mass pledge-taking ceremony, where more than 2000 people took the pledge to support the cause. A Ganga Aarti was also organised at the end of the event.

At the Mega Event in Prayagraj, renowned religious leaders, President of Navik management committee, Scientist from Ministry of Environment and Forest, Professor of Environment from Allahabad University, Zonal Officer from Municipal Corporation, Director of MSME, Medical Officer from Sanitation Department, social activists and members from UNEP graced the event. This event was aimed to spread the message for plastic-free Ganga through innovative approaches such as magic shows, plays, mass pledge-taking ceremonies and Ganga Aarti.

Additionally, plastic bottles were collected during the Magh Mela, a month-long religious festival at the banks of Sangam, in Prayagraj with the help of the Sanitation Department of the city. Around

1500 bottles were collected during the Mela which was handed over to Vasudev Sanrakshan, a recycler in Prayagraj.

These Mega-Events act as a precursor for stakeholder meetings that will be conducted in Haridwar and Prayagraj. The stakeholder meetings will result in a dialogue between different stakeholders. A learning document will be submitted by Development Alternatives suggesting suitable alternatives to plastic and the ways to tackle the plastic waste that is being generated in these cities.