

# Campaign intensifies for the Fight to End Plastic Pollution on World Environment Day

## Plastic Out, Fabric In: Nearly 2,400 kiosks set up across cities to distribute over 3 lakh cloth bags

Posted On: 05 JUN 2025 8:55PM by PIB Delhi

Every year, June 5th, World Environment Day (WeD) unites citizens, communities, and countries in a collective commitment to environmental stewardship. This year, the theme - *Ending Plastic Pollution Globally* - is a clarion call to confront one of the planet's most pressing crises: plastic pollution. Building on the vision of Swachh Bharat Mission–Urban 2.0 (SBM-U 2.0), the Ministry of Housing and Urban Affairs (MoHUA) is committed to amplify this global movement with a series of impactful activities (1<sup>st</sup>-5<sup>th</sup> June, 2025) aimed at public awareness, action, and long-term behavioural change.

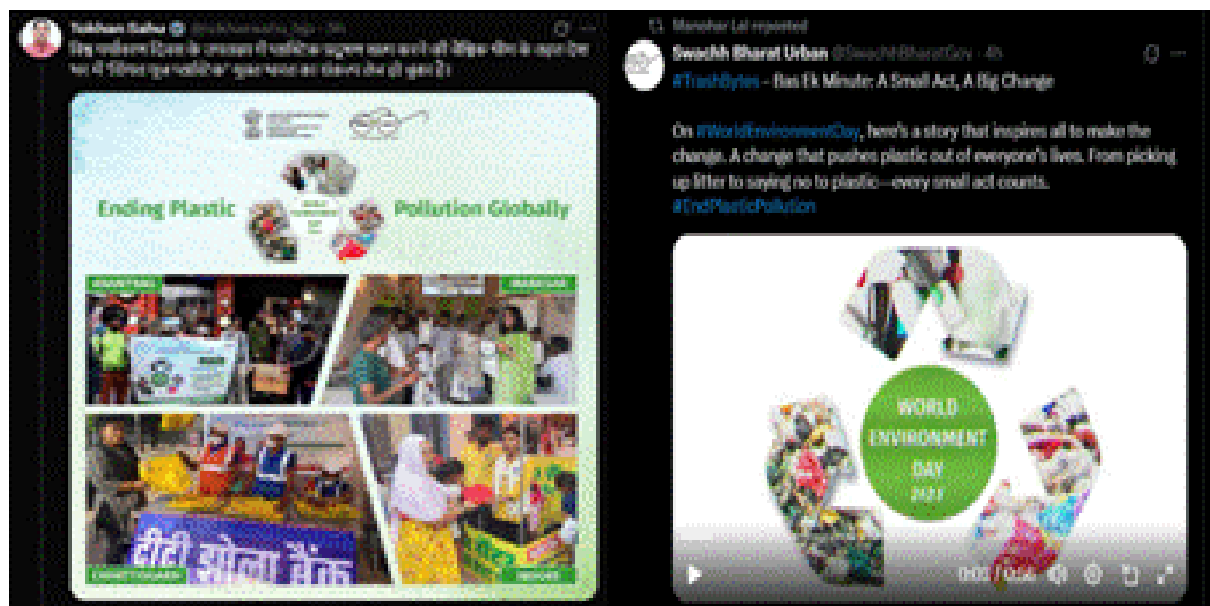


Plastic waste, especially single-use plastic, poses serious threats to ecosystems and public health. In urban India, where plastic makes up 46% of dry waste, rapid urbanization has worsened the problem. India has responded with stricter regulations—banning thin plastic bags since 1999 and prohibiting key single-use items from July 2022. SBM-U and its 2.0 phase emphasizes sustainable plastic waste management through reduction, segregation, and eco-friendly alternatives.



The Swachh Bharat Mission has shown the power of collective civic action in transforming urban India. Now, it's driving a broader push for sustainability and ecological balance. As part of WeD 2025 (1st–5th June), SBM-U launched: (i) *Plastic Out, Fabric In* – cloth bag vending machines in high footfall areas, (ii) Plastic collection drives at RRR centers, and (iii) The *Swachh Bharat Harit Bharat* green pledge.

To mark WeD 2025, cities across India launched impactful initiatives promoting sustainability and plastic-free living. Mira Bhayandar's "Thaila Bank" is transforming old clothes from RRR Centres into reusable cloth bags stitched by SHG women. In Pimpri Chinchwad, citizens and the Municipal Corporation held citywide cycle rallies to promote a SUP-free future, ending with a green pledge.



In Chhattisgarh, the Gurur Shiv Shakti SHG put up a Didi Jhola Bank at the bus stand market, offering sturdy, eco-friendly cloth bags. Lucknow mobilized 10,000+ volunteers for a major Gomti river cleanup drive, whereas in Indore, an ‘RRR Slum Haat’ in Ramabai Basti distributed useful items from RRR Centres to those in need, while encouraging shopkeepers to adopt plastic alternatives.



NDMC celebrated WeD 2025 with a vibrant Recycle Mela, launching e-carts, wet-cleaning trolleys, and Action Kits. Citizens took green pledges, explored ‘Waste to Resource’ stalls, and adopted Plastic-Free Shop stickers. Down east in Jamshedpur, the Municipal Corporation and NGOs led a Plog Run and cleanup drive, collecting 300+ kg plastic waste for processing at a Plastic Waste Management Unit. In Raipur, Deputy CM Shri Arun Sao launched a Plastic-Free campaign, pledging for Swachh Bharat Harit Bharat. Meanwhile, Anantnag’s ‘Plastic Bhiksha’ drive continues, with sanitation workers collecting Single-Use Plastic door-to-door for responsible disposal via RRR Centres.



In line with the theme of WeD 2025, SBM-U hosted the special 10th edition of Swachh Talks - a webinar series highlighting - Ending Plastic Pollution Globally. Shri Pradeep Sangwan, Founder, Healing Himalayas emphasized Sustaining Paradise: Saving the Mighty Himalayas from Plastics, Fuelling Sustainability: The Business of Ecofriendly Packaging was discussed by Shri Sagnik Mukherjee, Founder & Director, Pepcom

India. Plastic Out- Cloth Bag In: Tamil Nadu's Efforts for Yellow Cloth Bags – Manjappai & 3R were highlighted by members of Self Help Groups.

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(Release ID: 2134375)