

## Child as a ambassador in single use plastic free campaign in Kamrup District

Children are the potential agents of change. Whatever knowledge gained by children is tried to translate into action. This attribute of children is profoundly recognised in many a fields. They are the important stakeholders of all social development initiatives. Their role in environment protection issues is found quite a significant. The best part is that children take responsibility wholeheartedly and try to carry out it with best possible ways.

While recognising children’s capability and potentiality as the change agent, an initiative called ‘Child as the ambassador in single use plastic free campaign’ was launched in Kamrup district for children of govt schools in the month of October,2019 in tune of the clarion call of Hon’ble Prime Minister of India Sjt. Narendra Modi to the Nation given in his Independence Day Speech on 15<sup>th</sup> August,2019. Under this unique initiative it was planned to create awareness among children in schools and to provide a ‘Swachhata Hi Seva’ Sticker having message as ‘My school and home free from single use plastic’. Around 2 lakh children were targeted in this campaign. The children were provided with these stickers through their respective teachers and were asked to paste in their school & home.



Considering paucity of fund from the Department, steps were taken to mobilise CSR fund from corporate houses. The ITC Ltd was generous to provide us support by way of giving the stickers for an amount of Rs.7.2 lakh. The activity was launched ceremonially on 2<sup>nd</sup> October,2019 in presence of the Deputy Commissioner, Kamrup, the Officials from ASTEC, ITC Ltd, Education Department, Teachers among others.

Apart from taking pledge in the school to keep their home and school free from single use plastic, children carried this noble message from school to masses creating awareness in the locality. The activity has not only imprinted a positive thought in the mind of budding children but also acted as a significant move to arrest rampant use of single-use plastic in and around the district. The effort was appreciated in all corners including media houses in different platforms.

