

6. West Bengal: Mission Eco Bricks

The NSS Unit of Malda College launched the innovative “Mission Eco Bricks” project to tackle plastic pollution.

- **Volunteer Engagement & Scope:** NSS volunteers started making eco-bricks at home by systematically reusing plastic waste.

Impact: This grassroots initiative led to the preparation of 5,000 eco-bricks, which are planned to be used to build an aesthetic structure on the college campus. The project promotes plastic waste management and circular economy practices among the community.

Brief Description of the Activity (s):

NSS Unit of Malda College has started a project named “Mission Eco-bricks” to minimize plastic pollution. The best way to stop plastic pollution is to stop using it but it is very difficult in today’s world. On the other hand, only about 10 percent plastics get recycled. That means most of the plastic wastes are not managed properly and in fact most of the urban areas do not have facilities to recycle plastic waste. As a result, plastics are incinerated in dumping ground or burned. Research says, burning of 1 kg single use plastic generate about 2.9 kg CO₂ in the atmosphere and plastics generated 1.8 billion tonnes of greenhouse gas emissions in 2019 – that's 3.4 per cent of the world's total emissions.

To minimize the negative impacts of single use plastic NSS volunteers of Malda College has started preparing Eco-Bricks at their home. Not only that they are going to different classrooms to motivate their friends to join this movement. They are also encouraging their neighbor to join. Already about 5000 Eco-bricks are already prepared and using these a aesthetic structure will built in the campus.

Number of Participants: 550

Impact / Outcome: It helps in contributing reducing plastic waste thus resulting in degradation of plastic pollution. Undertaking a community driven initiative it helps in generating awareness against the evil use of plastic among the mass.

Photographs:



