

## AWARENESS INITIATIVES

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### SECTION I

#### ENVIRONMENTAL CAMPAIGN AND OPERATIONAL PROGRAMME OF THE WBPCB

The Environmental Campaign and Operational Programme of the West Bengal Pollution Control Board (WBPCB) was launched on the occasion of World Environment Day on June 5, 2003. The campaign, broadly divided into two categories awareness-raising and operational, addresses diverse target groups like school and college students, government officials, research institutions, non-governmental organisations (NGOs) and general public.

Under the WBPCB Environment campaign, various events have been carried out during 2005-2006. During this time period, the WBPCB has conducted 25 programmes on various themes such as the following:

- a) Biodiversity: Awareness programmes on identifying the different components of nature were conducted for children, especially physically and mentally challenged children under this theme;

- b) Forest & wildlife: Nature trail were organised for school children under this theme;
- c) Environmental studies: Workshops were conducted for school children on conservation of biodiversity and prevention of noise pollution;
- d) Restriction against plastic carry bag use: Training programmes were organised for unemployed youth on the preparation of bio-degradable carry bags (paper bags) as viable alternatives to plastic carry bags;
- e) Noise pollution: Training programmes were organised for Kolkata Police and West Bengal Police on air-noise pollution monitoring & control and environmental laws & its application; and
- f) Nature, natural resource, environment and society: Under this theme, nature camp and nature fairs were organised for school children.
- These programmes were highly publicised and were attended by people from all quarters. A brief summary of the programmes held under the WBPCB Environmental Campaign during 2005-2006 is given in **Annexure VII**. As tabulated below, a total of 25 events were conducted under six different themes during the time period in question.

**TABLE: 2.9.1**  
WBPCB ENVIRONMENTAL CAMPAIGN

<i>Sl. No.</i>	<i>Themes</i>	<i>No. of programmes</i>
1	Noise Pollution	6
2	Biodiversity	5
3	Forest & Wildlife	1
4	Restriction of plastic carry bag use	7
5	Environmental Studies	4
6	Nature, Natural Resource, Environment & Society	2
<b>Total</b>		<b>25</b>

### Nature Study Camp for schoolchildren

A notable environmental awareness event organised by the West Bengal Pollution Control Board was a nature study camp at Manebhanjan during 2005-2006. This camp was designed for young children to create an understanding about our natural environment and to cultivate a protective attitude towards it. The activities at the camp were a blend of adventure, skill training, nature study work, field surveys and outdoor experience under the leadership of experienced guides.

The camp was held at Manebhanjan on April 21 to 24, 2005. A total 60 students from all districts (except Purulia and Uttar Dinajpur) of West Bengal participated in the nature camp. The students were divided into five groups and each group was headed by a teacher-in-charge. The activities in the camp included nature study, nature trail, herbarium



*Students observing nature during Manebhanjan camp*

sheet preparation, night sky watching, hill trail to Sandakphu and others.

The nature camp at Manebhanjan was conducted under the theme “Nature, Natural Resource, Environment and Society” of the WBPCB Environmental Campaign. The student members of classes V to XII of the eco-clubs of the schools belonging to the National Green Corps programme were the participants in the camps. The NGC students participated in four individual and six group events conducted under the banner ‘*Prokriti Amader*’.



*Nature study camp at Manebhanjan*

**TABLE: 2.9.2**  
EVENTS CONDUCTED UNDER “NATURE, NATURAL RESOURCE,  
ENVIRONMENT AND SOCIETY”

Individual Events	Group Events
<b>Sit-and-Draw Competition</b> for classes V to VII Theme: Trees are our benefactors: Stop felling	<b>Nature Quest:</b> Preparing an assessment report on the environmental status of the local area
<b>Poster with slogan</b> for classes VIII to X Theme: Reduce, Reuse and Recycle plastic carry bags	<b>Medicinal Plant Garden:</b> Planting a garden and preparing an illustrative report on the same
<b>Essay writing Competition</b> for classes VIII to X Theme: The environment around us	<b>Biodiversity Inventory:</b> Preparing a report on the diversity inventory of the local area
<b>Project Preparation</b> for classes VIII to X Theme: Plant a tree or pet an animal	<b>Eco-club diary:</b> Annual Report of the activities of the eco-club <b>Quiz Competition:</b> Answering a set of questions related to environment <b>Report on water bodies:</b> Preparing a report on water bodies located near the school

The district-level toppers of the individual events, and, the candidates securing the first, second and third positions for the individual events and the students belonging to the top group (for the group events) at the state level participated in the nature camp. The nature camp, coming as a reward for the winners of these events, was aimed to deepen the children’s sense of wonder, and to inculcate a sense of environmental responsibility among them.

During 2005-2006, under the NGC programmes, competitive activities on environmental awareness were undertaken for

the eco-club student members of classes V to X. The theme of the competition for the year 2005-2006 was ‘Water for Life’. The student members of 2850 eco-clubs of the NGC schools of the state actively participated in the competitions. There were four individual events, namely, ‘Sit-and-draw Competition’, ‘Poster with Slogan’, ‘Essay-writing’ and ‘Report-Writing on ‘Plant a tree’. Also, there were five group events, namely, ‘Environmental Status Survey’, ‘Biodiversity Inventory’, ‘Medicinal Plant Garden’, ‘Eco-club Diary’ and ‘Report of water bodies’.

## SECTION II

## NGC PROGRAMME IN WEST BENGAL

**Introduction**

The National Green Corps (NGC) programme introduced by the Ministry of Environment and Forests (MoEF), Government of India is aimed at spreading environmental awareness among school children by involving them in various environment-related activities.

In order to coordinate the implementation of the National Green Corps programme in West Bengal, a State Steering Committee was constituted. There is another committee in each district i.e. District Implementation and

Monitoring Committee (DIMC) headed by the District Magistrate to oversee the implementation of the programme at the district level. So far, the DIMC have been constituted in the districts of Kolkata, Hooghly and Purulia.

The WBPCB is the State Nodal Agency and Paschim Banga Vigyan Mancha is the State Implementing Agency for the NGC programme in West Bengal. As tabulated below, under the NGC programme, there are 2850 schools in 19 districts of West Bengal including Kolkata. There are approximately 150 schools in each district.

TABLE: 2.9.3

NGC SCHOOLS IN WEST BENGAL

Sl. No.	Name of the District	Total No. of Eco-clubs
1)	Bankura	206
2)	Birbhum	162
3)	Burdwan	202
4)	Cooch Behar	118
5)	Dakshin Dinajpur	131
6)	Darjeeling	139
7)	Hooghly	152
8)	Howrah	163
9)	Jalpaiguri	110
10)	Kolkata	201
11)	Malda	112
12)	Mushidabad	154
13)	Nadia	96
14)	North 24 Parganas	202
15)	Pashchim Medinipur	166
16)	Purba Medinipur	176
17)	Purulia	100
18)	South 24 Parganas	171
19)	Uttar Dinajpur	89
<b>Total</b>		<b>2850</b>

### Summary of activities during 2005-2006

The eco-clubs under the NGC programme conducts various activities like seminars, field visits, plantation programme, cleanliness drive rallies, nature surveys, etc. throughout the year. Some of the major events are highlighted below:

- A meeting of the State Steering Committee for the smooth implementation of the NGC programme in the state was held on July 29, 2005 at the Conference Room of Paribesh Bhawan, Kolkata. Shri Manabendra Mukherjee, Hon'ble Minister-in-Charge, Departments of Information Technology and Environment, Government of West Bengal chaired the meeting.
- Awareness campaign was conducted in the 19<sup>th</sup> Industrial India Trade Fair held at Kolkata Maidan by the eco-club members of NGC schools of Kolkata. The school children spread the message on various environmental issues like restriction of plastic bags, noise pollution and automobile pollution as well as water conservation, tree plantation etc. at the Trade Fair ground during December 21, 2005 to January 1, 2006.
- An Eco-Club Summit was organised on December 29, 2005 involving 200 eco-clubs of Kolkata. The main objective of this summit was to motivate students in the activities for protection of nature and environment.



*Sit-and-Draw competition*



*Plantation drive*

## SECTION III

## MAJOR EVENTS

## World Environment Day 2005

As the world celebrated their environment on June 5, West Bengal marked the day with various activities that stimulated the concept of environmental protection. The formal state ceremony was held at Paribesh Bhaban, Kolkata. The West Bengal Pollution Control Board also organised various programmes to enhance environmental awareness. The World Environment Day theme selected by the United Nations Environment Programme for 2005 was “Green Cities: Plan for the Planet”.



*The Hon'ble Chief Minister releases a CD on World Environment Day*

The celebration of the day in West Bengal was a people's event and was adorned with colourful activities like sit-and-draw competition and quiz competition involving school children at Yuba Bharati Krirangan, Salt Lake. In the morning, children of three different age-groups between six and 14 years participated in a sit-and-draw competition, whereas children upto 16 years of age took part in a quiz competition. These two events, organised in association with Pashchim Banga Vigyan Mancha, were aimed to generate awareness for environmental protection among these school children. Also, at the same

ceremony at Yuba Bharati Krirangan, prizes were distributed to the winners of the sit-and-draw and quiz competitions that was held last year. A total about 1000 students from different parts of the state participated in these two events. All WBPCB Regional Offices also celebrated World Environment Day in association with local NGOs.

The main celebrations of the World Environment Day 2005 in West Bengal were held at Paribesh Bhaban, Kolkata. Shri Buddhadeb Bhattacharjee, Hon'ble Chief Minister of West Bengal was the Chief Guest on the occasion. The Hon'ble Minister-in-charge, Departments of Information Technology & Environment, Shri Manabendra Mukherjee presided over the function. At the onset, the Hon'ble Chief Minister inaugurated an 'Information Kiosk' at Paribesh Bhawan, Kolkata. The kiosk was aimed to display all relevant information related to the activities of the WBPCB including useful know-how's related to consent administration as well as air and water quality data of the state. The Hon'ble Chief Minister also released six publications and one CD bearing the following titles:

- Air Quality Status of West Bengal: A State of Environment Report 2004



*Inaugural programme of World Environment Day*

- Report of the Committee on Improvement of the Environment of Victoria Memorial Hall, Kolkata
- The Manual on Environmental Protection (Volume I and Volume II)
- Best Eco-Club Diaries: An Excerpt (2003-2004)
- West Bengal Environmental Campaign: An Update (2004-2005)
- CD on Air Quality Data of the Automatic Air Quality Stations operating in West Bengal

### Centennial of the Bengal Smoke Nuisance Act, 1905

‘The Bengal Smoke Nuisance Act, 1905’, an Act that was introduced by the British to protect the Victoria Memorial Hall (VMH) completed a century on May 5, 2005. The Bengal Smoke Nuisance Act, which was framed in 1905 “for the abatement of nuisances, arising from the smoke of furnaces or fireplaces in the towns and suburbs of Kolkata and in Howrah and.....other areas of Bengal”, was the first law for protecting nature in India. The WBPCB and the VMH arranged for a ceremonious meeting to mark the



*Centennial of Bengal Smoke Nuisance Act*

‘Centennial of the Bengal Smoke Nuisance Act, 1905’. The programme was held at Prince Hall, Victoria Memorial Hall, Kolkata on May 5, 2005. Justice V.S. Sirpurkar, the Hon’ble Chief Justice, Calcutta High Court graced the occasion as the Chief Guest. The Hon’ble

Minister-in-charge, Deptts. of Information Technology & Environment, Shri Manabendra Mukherjee also presided over the function.

### Inauguration of ‘Environmental Improvement Project in the East-West side of Beliaghata Canal’

In order to improve the environment in and around Beliaghata Canal, the State Department of Environment and the WBPCB in association with the Kolkata Municipal Corporation (KMC) undertook the ‘Environmental Improvement Project in the East-West side of Beliaghata Canal’. Shri Buddhadeb Bhattacharjee, Hon’ble Chief Minister of West Bengal inaugurated the project on August 15 at Kabi Sukanta Sarani, Khalpol More, Beliaghata. Shri Bikash Ranjan Bhattacharya (Hon’ble Mayor, KMC), Shri Manabendra Mukherjee (Minister-in-charge, Environment and Information Technology, West Bengal), Shri Faiz Ahmed Khan (Member, Mayor-in-Council, Parks & Gardens, KMC), Md. Salim (Ho’ble Member, Lok Sabha) and Shri Prasanta Chatterjee (Hon’ble Member, Rajya Sabha) were among the dignitaries present on the occasion. The environmental project involves fencing and plantation along the stretches in the east and west bank of the Beliaghata canal. It includes plantation of fruit-bearing trees that would attract a large number of birds and arrest dust and smoke. To be funded by the State Department of Environment and the WBPCB, this Rs-73-lakh project would be implemented by the KMC within a span of three months.

### Environment Awakening Workshop

The WBPCB sanctioned a sum of Rs. 20,000/- in favour of Subujer Abhijan, a non-governmental organisation, as financial assistance for organising “Environment Awakening Workshop”. This workshop was organised on October 2, 2005 at Rabindra Bhawan, Chandannagar, Hooghly.

### Blood Donation Camp



*Inauguration of Blood Donation camp*

The West Bengal Pollution Control Board Employees' Recreation Club organised a blood donation camp at the premises of Paribesh Bhaban, Salt Lake on December 2, 2005. This event was organised to offer reverence to the departed souls of the 'Bhopal Gas Tragedy' that occurred in 1984. The Bhopal Gas Incident was one of the biggest environmental disasters of all times, when an escape of deadly methyl-isocyanate (MIC) gas from the Union Carbide plant in Bhopal took an immediate toll of human lives and left thousands others physically impaired or affected in various degrees. The observance of this day was a tool through which the importance of environmental awareness was stimulated. Shri Manabendra Mukherjee, Minister-in-charge, Departments of Environment & Information Technology, Government of West Bengal was present in the occasion. As many as 53 employees of the Board donated blood to mark this rare event.

### Environ Cup Cricket Tournament

The Orissa Pollution Control Board (PCB) organised the Environ Cup Cricket Tournament, an Inter-State-PCB cricket tournament on and from November 10 to 17, 2005 at Bhubaneswar, Orissa. The Orissa Pollution Control Board Officers' Association hosted the event. Six PCBs of the states, namely West Bengal, Gujarat, Rajasthan, Punjab, Maharashtra, Orissa as well as the Central Pollution Control Board participated in the

match. The Orissa Pollution Control Board bagged the Environ Cup.

### Rajya Paribesh Mela 2006

The WBPCB, in collaboration with Bengal National Chamber of Commerce and Industry (BNCCI), organised Rajya Paribesh Mela 2006 (State Environment Fair) at Yuba Bharati Krirangan, Kolkata from February 22 to 26. The fair was held between 2:00 p.m. and 8:00 p.m. daily. Organised for the second year in a row, the fair aimed to encourage people to take part in protecting the environment by adopting eco-friendly methods of production in every sphere of socio-economic activity.



*Inauguration programme of Rajya Paribesh Mela 2006*



*WBPCB Pavilion at Rajya Paribesh Mela 2006*

In a formal lamp-lighting ceremony held at the Yuba Bharati Krirangan Auditorium on February 22, Shri Manabendra Mukherjee, Hon'ble Minister-in-charge, Departments of Information Technology & Environment, Government of West Bengal inaugurated Rajya Paribesh Mela 2006. Prof. Sudip K. Banerjee

(Chairman, WBPCB), Shri S.K. Gupta (Member Secretary, WBPCB), Shri Parthasarathi Bhattacharya (ADG & IG, Pollution Control), Smt Nayantara Palchoudhuri (President, BNCCI), Shri S.K. Ghosh (Chairman, BNCCI), Prof. D.K. Bose (Nodal Research Centre) and Shri Mridul Pathak (Trustee, International Foundation for Sustainable Development, New York) were among the dignitaries who attended the programme. The Hon'ble Environment Minister released 'Rajya Paribesh Mela Guide Book' on the occasion. The Guide Book comprised of the concept and features of Rajya Paribesh Mela as well as a comprehensive database of the participating organisations of the Fair.

The participants of the fair included a large number of government departments, industries, public sector organisations, educational institutions, research bodies, pollution control equipment manufacturing companies, pollution testing laboratories, environment management organisations, municipalities who have achieved environmental excellence and non-governmental organisations. As many as 105 such organisations participated in the fair. The main features of the Fair were displays of pollution control facilities, environment-related products, eco-friendly devices, pollution control equipment, laboratory facilities, model displays as well as environment-related posters and books. In addition, the event helped promote environmental awareness by way of organising different cultural programmes related to environmental issues.

The fair ground covered a considerable area for installation of stalls. Part of the open space was made available to stallholders for display of special devices that was not possible within the enclosed stall area. There were basically four pavilions in the fair. Pavilions A and B were provided free of charge to organisations with financial constraints—government departments, non-governmental organisations, community-based organisations and

municipalities – to name a few. Pavilions C and D were acquired primarily by industries, public sector organisations and government departments. The stalls at pavilions C and D were acquired on a payment basis.

In addition, organisations and industries, who were unable to take up stalls due to various constraints, were encouraged to provide sponsorship for the stalls of pavilions A and B. As many as 52 such organisations offered sponsorship, the amount of which was utilised for putting up stalls for those who were financially weak to pay for the stalls.

The WBPCB Pavilion at the Fair was a major source of information and interest for the fair visitors. It had colourful displays concerning the Board's activities, useful do's and don'ts with regard to the current environmental scenario, and also presented conceptual information on scientific environmental management. Visitors bought the Board's publications and collected free brochures/leaflets to be kept as useful references for the future. Various methods of environmental monitoring were demonstrated at the WBPCB Pavilion, and visitors also got answers to queries related to technical issues.

Cultural programmes on environment were organised near the fair premises. This platform was open for all artists to perform their work of art and help enhance environmental consciousness through music, art, plays and dance.

Within the fair premises, there was a provision for free vehicular emission check-up. This free PUC (Pollution-Under-Control) certification camp was jointly organised by the State Department of Transport, West Bengal Pollution Control Board and Auto Emission Testers' Association.

### **Run for a Cleaner Environment 2006**

As a flag-off event to Rajya Paribesh Mela 2006, the WBPCB organised "Run for a Cleaner Environment 2006" on February 19,



Prize distribution ceremony of 'Run for a Cleaner Environment 2006'

2006. The Board organised this Run in association with Department of Sports, Government of West Bengal, Bengal Olympic Association, South Kolkata Sports Development Council and East Kolkata Sports Development Council.

The Run started off at Esplanade Crossing at 8:00 a.m. At the starting point, Shri Subhas Chakraborty (Hon'ble Minister-in-Charge, Departments of Sports & Youth Services and Transport, Government of West Bengal) graced the occasion as the Chief Guest. Shri Bikash Ranjan Bhattacharya (Hon'ble Mayor, Kolkata Municipal Corporation) graced the

occasion as the Special Guest and Shri Manabendra Mukherjee (Hon'ble Minister-in-Charge, Departments of Information Technology & Environment, Government of West Bengal) flagged off the Run.

The 11-km Run took the following route:  
*Via Lenin Sarani – Moulali – Sealdah – Beliaghata Main Road – Alochhaya Cinema Hall – Raja R.L. Mitra Road – Phoolbagan – Narkeldanga Main Road – Kadapara – EM Bypass – Paribesh Bhaban Crossing - Sports Authority of India (SAI) Eastern Region Complex – Yubabharati Krirangan.*

The Run ended at Yuba Bharati Krirangan. Representatives of the sports world, schools, NGOs and general public greeted the participants of the Run with great enthusiasm. More than one thousand people were part of this Run that was first ever organised in the state with a green cause. The first ten participants of the Run were awarded with prize money, event plaques, trophies and flower bouquets. Shri Sujit Kumar Halder of Joynagar, 24 Parganas (South) bagged the first prize. The final result of the Run is given in the Table 2.9.4.

TABLE: 2.9.4

FINAL RESULT: "RUN FOR A CLEANER ENVIRONMENT 2006"

<i>Position</i>	<i>Name</i>
First	<i>Shri Sujit Kumar Halder</i> (Joynagar, 24 Pgs.(S))
Second	<i>Shri Uttam Biswas</i> (Habibpur, Nadia)
Third	<i>Shri Tapas Sinha Roy Chowdhury</i> (Gayaspur, Kalyani, Nadia)
Fourth	<i>Hafizul Mondal</i> , (Boral, Garia, 24 Pgs. (S))
Fifth	<i>Shri Utpal Mondal</i> (Rabindra Sarobar Training Centre)
Sixth	<i>Shri Ranjit Biswas</i> (Beliaghata Main Road)
Seventh	<i>Shri Subrata Mondal</i> (Baruipur, 24 Pgs.(S))
Eighth	<i>Shri Subodh Bala</i> (Beliaghata Main Road)
Ninth	<i>Shri Asit Purakayet</i> (Baruipur, 24 Pgs.(S))
Tenth	<i>Shri Goutam Prosad</i> (Narkeldanga, Kolkata)

## SECTION IV

# ENVIRONMENTAL AWARENESS IN FAIRS

### Eco-Tourism Fair

The WBPCB sanctioned a sum of Rs. 11,500/- as financial assistance in the form of grant to participate in the “Eco-Tourism Fair” held at Swabhoomi, Kolkata in favour of Paschim Banga Bigyan Mancha, Beliaghata. The Fair was held on and from July 28 to 31, 2005.

### Sukanta Mela

The Board sanctioned a sum of Rs. 35,000/- as financial assistance for organising Sukanta Mela that was held at Phoolbagan area (near Sukanta Mancha) Kolkata on and from September 23 to October 7, 2005. This Mela was organised by Runner, a non-governmental and philanthropic organisation on the occasion of the 80<sup>th</sup> birth anniversary of Kabi Sukanta Bhattacharya.

### Event at Rabindra Bharati University

The Board had put up a 1000 sq. ft. stall and displayed information to promote environmental awareness at the Emerald Bower Campus of Rabindra Bharati University on the occasion of North East Zone Inter-University Kabaddi (Women’s) Tournament, 2005-2006. This tournament was organised by the Association of Indian Universities at Rabindra Bharati University from December 2 to 6, 2005. About 35 universities participated in this tournament. This was a good opportunity to disseminate information about the Board’s activities and other contemporary environmental issues to the students of different universities and spectators of this tournament.

### 19<sup>th</sup> Industrial India Trade Fair

The 19<sup>th</sup> Industrial India Trade Fair, the largest



*Seminar on Environment at the Trade Fair premises*

trade show of Eastern India was organised by the Government of West Bengal, Bengal National Chamber of Commerce & Industry (BNCCI) and India Trade Promotion Organisation (ITPO). The Fair was held during 21<sup>st</sup> December 2005 to 1<sup>st</sup> January 2006 at the Kolkata Maidan. Like every year, the West Bengal Pollution Control Board participated at the Trade Fair. An area of 500 sq.ft. was allotted for the Board’s stall located within the West Bengal Pavilion. The WBPCB stall was arrayed with various informative display boards, alternative fuel kits, collection of current newspaper clippings related to environment, different machines like sound level meter, sound limiter, gauge meter and the likes. Information about our environment, especially the daily ambient air quality monitoring data of Kolkata and the adjacent areas was made available at the WBPCB stall. Display of public information was made possible by means of a computer along with internet connection and projection system.

During the ten-day Fair, a seminar titled ‘Environment Scenario in West Bengal – Industry Participation’ was organised at the Trade Fair Auditorium on December 29, 2005.

This seminar was organised in association with the West Bengal Pollution Control Board. Shri Manabendra Mukherjee, Hon'ble Minister-in-charge, Departments of Information Technology & Environment, Government of West Bengal graced the occasion as the Chief Guest. People from all quarters including students participated at the seminar, which focussed on several environmental issues of present concern. The seminar ended with an interactive session, where the Hon'ble Minister himself responded to the queries of the participants.

### **Camporee**

The Board had put up a stall at Siksha Sangha (Union Christian Missionary School), Diamond Harbour Road, Bishnupur, South 24 Parganas on the occasion of Golden Jubilee Celebration of 8<sup>th</sup> Behala Sabuj Scouts & Guides Group, namely 'Camporee'. About 1500 uniformed boys and girls from different parts of the country participated under the canvas to exchange their culture, friendship and fraternity.

On the occasion of 'Camporee', an environmental fair was organised on and from December 27 to 31, 2005. Various industry houses, NGOs and government organisations participated in this fair. The Board participated in this fair with abundant campaigning on contemporary environmental issues, and took

this opportunity to raise awareness amongst the participants and visitors.

### **Hooghly Environment Fair**

The WBPCB was a collaborator in the Hooghly Environment Fair. This Fair was organised by Sabujer Abhijan, a non-governmental organisation at Barabazar, Chandannagar, Hooghly from December 28, 2005 to January 1, 2006. The Board also put up a stall at the Fair with best possible exhibits.

### **Acharya Satyendranath Bosu Smarak Bigyan 'O' Projukti Mela**

The Board had put up a well-decorated stall at 'Acharya Satyendranath Bosu Smarak Bigyan O Projukti Mela', which was organised at Hedua, Kolkata on and from January 19 to 23, 2006. The activities of the Board related to environmental protection was displayed at the Fair.

### **Upovokta Suraksha Mela**

The WBPCB participated in 'Upovokta Suraksha Mela' organised by the Food & Supply and Consumer Affairs Department, Government of West Bengal on and from March 7 to 17, 2006 at Gorkha Maidan, Chinsurah, Hooghly. The Board displayed different exhibits as well as the publications of the Board.

## SECTION V

## OTHER AWARENESS PROGRAMMES

**Activities of the Enlisted NGOs of the Board**

During 2005-2006, the Board worked with 223 NGOs to generate environmental awareness within the state. Enlisted on the basis of an analysis of their ability to save the environment, these NGOs, located throughout the state, shoulders the responsibility of communicating the Board's mandates to people far and wide. The NGOs facilitates the task of addressing current environmental concerns.

In a bid to provide administrative and technical understanding of the core environmental issues, meetings were regularly organised with the enlisted NGOs of the Board. These meetings were held at the Head Office and different Regional Offices to disseminate Board's orders, environmental news and to discuss the campaign strategy on various issues, such as noise pollution, problems of plastic wastes, efficient waste management etc. The NGOs of North Bengal and South Bengal were also trained in seperate sessions.

Especially during the celebration of World Environment Day and the festive season, abundant campaign materials like environmental posters and badges were distributed among the enlisted NGOs, as well as industries and other organisations.

**Demonstration of Automatic Ambient Air Quality Monitoring Mobile Laboratory**

- Demonstration at Sukanta Mela that was held at Phoolbagan area (near Sukanta Mancha) Kolkata during September 28-29, 2005 and October 4-5, 2005. This Mela was organised by RUNNER.
- Demonstration of Automatic Ambient Air

Quality Monitoring Mobile Laboratory at the KTHP Fair-cum-Exhibition, 2005 that was held at Kolaghat, Purba Medinipur, during January 02-05, 2006. This fair-cum-exhibition was organised under the aegis of Kolaghat Thermal Power Station Recreation Club.

- Demonstration of Automatic Ambient Air Quality Monitoring Mobile Laboratory at Paribesh Bhawan, Salt Lake for NCC cadets on January 11-12, 2006.
- Demonstration of WBPCB mobile laboratory at Acharya Satyendranath Bosu Smarak Bigyan-O-Projukti Mela held at Hedua, Kolkata on January 19, 2006.
- Demonstration of Automatic Ambient Air Quality Monitoring Mobile Laboratory at Rajya Paribesh Mela during February 22-26, 2006.
- Demonstration for students of Dum Dum Motijheel College, Kolkata on April 3 to 10, 2005
- Demonstration for students of Rajabazar Science College, Kolkata on January 13 to 18, 2006
- Demonstration for students of College Street Campus of Calcutta University on January 26 to February 5, 2006
- Demonstration for students of Ballygunj Science College, Kolkata on February 7 to 20, 2006

**EMD Boards for information dissemination**

Two electro-magnetic display boards (EMDs), one at the northwestern corner of Laldighi at BBD Bag and the other at Chingrighata Crossing were installed by the West Bengal Pollution Control Board for displaying public information on pollution levels of Kolkata.

The EMD at BBD Bag was set up in



*EMD Board displays information on pollution level of Kolkata*

collaboration with the Gail (India) Limited, where the latter funded Rs 20 lakhs for the project. This EMD Board was inaugurated at a formal ceremony held on February 8, 2006 at the north-western Corner of Laldighi at BBD Bag, Kolkata. Over a hundred participants including dignitaries attended the programme. Shri Manabendra Mukherjee (Hon'ble Minister-in-charge, Departments of Information Technology & Environment, Government of West Bengal) and Shri Bikash Ranjan Bhattacharya (Hon'ble Mayor, Kolkata Municipal Corporation) were among the dignitaries present on the occasion.

The EMDs, put up at these important crossings of the city, displays information on the level of sulphur dioxide, nitrogen oxide, suspended particulate matter (SPM) and respirable suspended particulate matter (RSPM) in the air along with meteorological parameters like temperature and humidity. The air quality

data input is being provided by the air quality monitoring stations of the Board at different locations in the city.

### **Rainwater Harvesting System installed in educational institutions**

On February 13, 2006, Ayodhya (Hills) Government Sponsored A.T. School in Purulia saw the inauguration of a rainwater harvesting (RWH) project. Aimed at popularising the concept of rainwater harvesting, Shri Manabendra Mukherjee, Hon'ble Minister-in-charge, Departments of Information Technology & Environment, Government of West Bengal, inaugurated the RWH system in the school that would provide 10,000 litres of water for drinking and sanitation. This project has been implemented in collaboration with the Institute of Environmental Studies and Wetland Management (IESWM).

Rainwater harvesting is a practice that the West Bengal Pollution Control Board has been promoting for a long time since. The Board have implemented RWH projects in Paribesh Bhaban (Salt Lake and Siliguri), Bidhannagar Municipal Complex (Poura Bhaban), Bidhannagar College and 60 schools (in collaboration with various executive agencies) in the districts of Bankura, Purulia, Birbhum, Darjeeling and Kolkata.

**TABLE: 2.9.5**

**WBPCB FUNDED RWH PROJECTS IN ASSOCIATION WITH IESWM**

Sl. No.	Project	Drinking Water (in litres)	Sanitation / Garden (in litres)	Financial Year
1.	West Bengal Pollution Control Board	-	6000	2002-2003
2.	Purulia (14 schools & one college)	4000 (minimum) 10,000 (maximum)	5000 (minimum) 10,000 (maximum)	2004-2005
3.	Birbhum (13 schools)	4000 (minimum) 10,000 (maximum)	5000 (minimum) 10,000 (maximum)	2004-2005
4.	Bankura (12 schools)	4000 (minimum) 10,000 (maximum)	5000 (minimum) 10,000 (maximum)	2004-2005
5.	Vidyasagar Abashik Balika Vidyalaya, Purulia	60,000	20,000,00 (collected in ponds)	2004-2005