

51st World Environment Day Celebration

Organized by: West Bengal Pollution Control Board (WBPCB)

Venue: Biswa Bangla Convention Centre, New Town, Kolkata

Date: 5 June 2025

Introduction

World Environment Day is observed internationally on 5 June to mobilize global action for environmental protection. In 2025, the theme was “**Beat Plastic Pollution**”. The West Bengal Pollution Control Board organized the state-level celebration at the Biswa Bangla Convention Centre, a premier venue in Kolkata for conferences and exhibitions

2. Objectives

The Department of Geography engaged in this event with core aims to:

- **Educate** the public and students about plastic pollution through a geographical perspective.
- **Encourage interaction** via exhibits, quizzes, and hands-on demonstrations.
- **Strengthen partnerships** between academia and government to foster sustainability awareness.

3. Activities

a) Interactive Awareness Stall

The stall displayed maps, infographics, and a **3D model demonstrating microplastic contamination in wetlands**. Geography students provided live explanations of plastic pathways in ecosystems. The exhibit drew considerable attention from schoolchildren, community members, and environmental NGOs .

b) Quiz Competition & Clean-Up Drive

Conducted an environmental quiz for middle- and high-school students, with participation from over 100 individuals. In addition, a short cleanliness drive was organized around the venue to illustrate active engagement in plastic waste reduction.

c) “Paribesh” App Demonstration

WBPCB’s mobile app, “**Paribesh**”, was promoted to attendees. Faculty and students provided live demonstrations of the app’s functions, enabling over 80 users—mostly students—to download and familiarize themselves with reporting plastic-litter sightings.

4. Participation

- **Faculty:** Four Geography Department professors managed planning, logistics, and technical guidance.
- **Students:** Fifteen undergraduate volunteers (Semesters III–IV) organized the stall, quiz, and app demonstration stations.

- **Participants:** Approximately 600 attendees including school groups, NGO representatives, community members, and government officials.

5. Outcomes & Impacts

- **Awareness raised:** Attendee feedback highlighted the informative nature of the 3D model and interactive displays.
- **Skill development:** Student volunteers gained hands-on experience in environmental education and public interface.
- **App engagement:** Noticeable rise in “Paribesh” downloads, indicating effective awareness spread.
- **Networking:** Strengthened rapport with NGOs like the SwitchON Foundation and local schools for future collaborations.

6. Observations & Recommendations

- **Strengths:** High engagement, effective academic-government partnership, and use of experiential learning.
- **Challenges:** Limited stall size constrained deeper interaction and outreach.
- **Recommendations:**
 1. Allocate more space for future geography exhibits.
 2. Expand student participation across academic levels.
 3. Incorporate GIS-based spatial analysis displays for enhanced understanding of pollution patterns.

7. Conclusion

The Department of Geography’s participation in the 51st World Environment Day event significantly supported WBPCB’s mission to **“Beat Plastic Pollution.”** Through a well-organized combination of visual media, interactive sessions, and digital advocacy, the department championed environmental education and community involvement. Building on this success, continued collaboration and wider student engagement are encouraged for future events.

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WEST BENGAL POLLUTION CONTROL BOARD

(Department of Environment, Government of West Bengal)

BETTER ENVIRONMENT
BETTER TOMORROW !!



ENVIRONMENT DAY

BEAT 2025
PLASTIC
POLLUTION



ICA- D1152(12)/2025



Sanat Kumar Purkait | New Town | 5 June 2025 at 2:06 pm