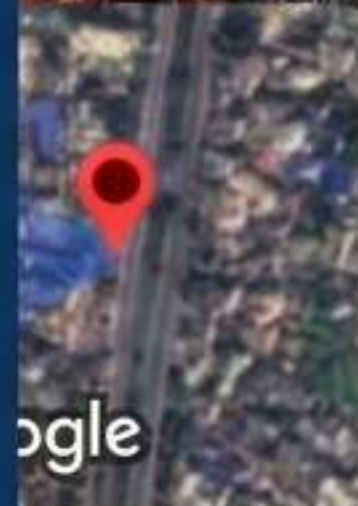



A Case Study in Municipal Behavioral Change

From Policy to Pavement

Operationalizing the
Eradication of Single-Use
Plastic in Bidhannagar (BMC)



Kolkata, West Bengal, India 

Teghoria, Vip Road, Kazi Nazrul Islam Ave,
Raghunathpur, Teghoria, Baguiati, Kolkata, West Ben
700059, India

Lat 22.621882° Long 88.432388°

Friday, 05/06/2026 02:25 PM GMT +05:30

GPS Map Ca

NotebookLM

The Mandate

The Threat

Single-use plastics (SUP) are a primary driver of urban pollution and environmental degradation.

Legal Alignment

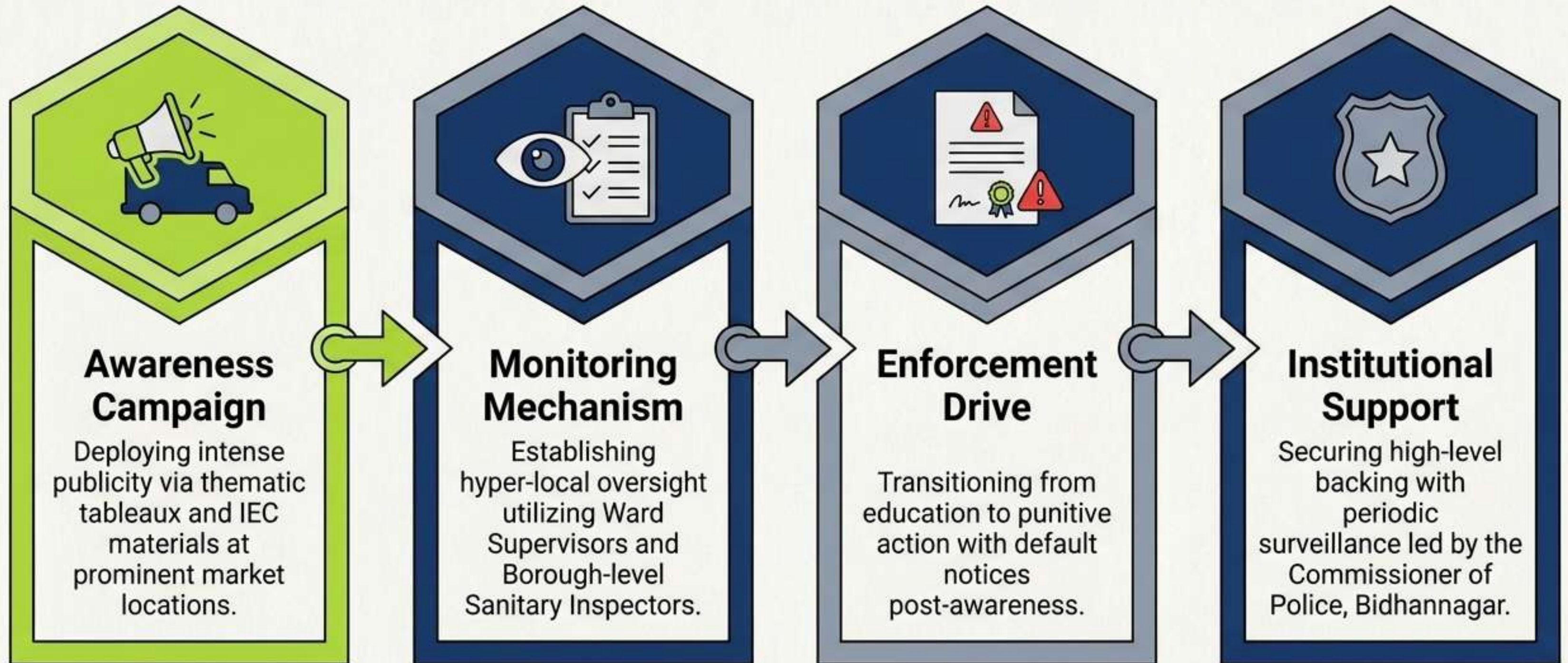
Initiative designed to enforce the national Plastic Waste Management Rules, 2016.

The Objective



A focused BMC initiative driving toward total eradication through a sequence of awareness, monitoring, and enforcement.

The 4-Pillar Eradication Framework



Phase 1: Street-Level Awareness Implementation

Thematic Tableau

A highly visible, mobile unit designed to penetrate high-traffic areas and marketplaces where plastic exchange actually occurs.

Integrated Messaging

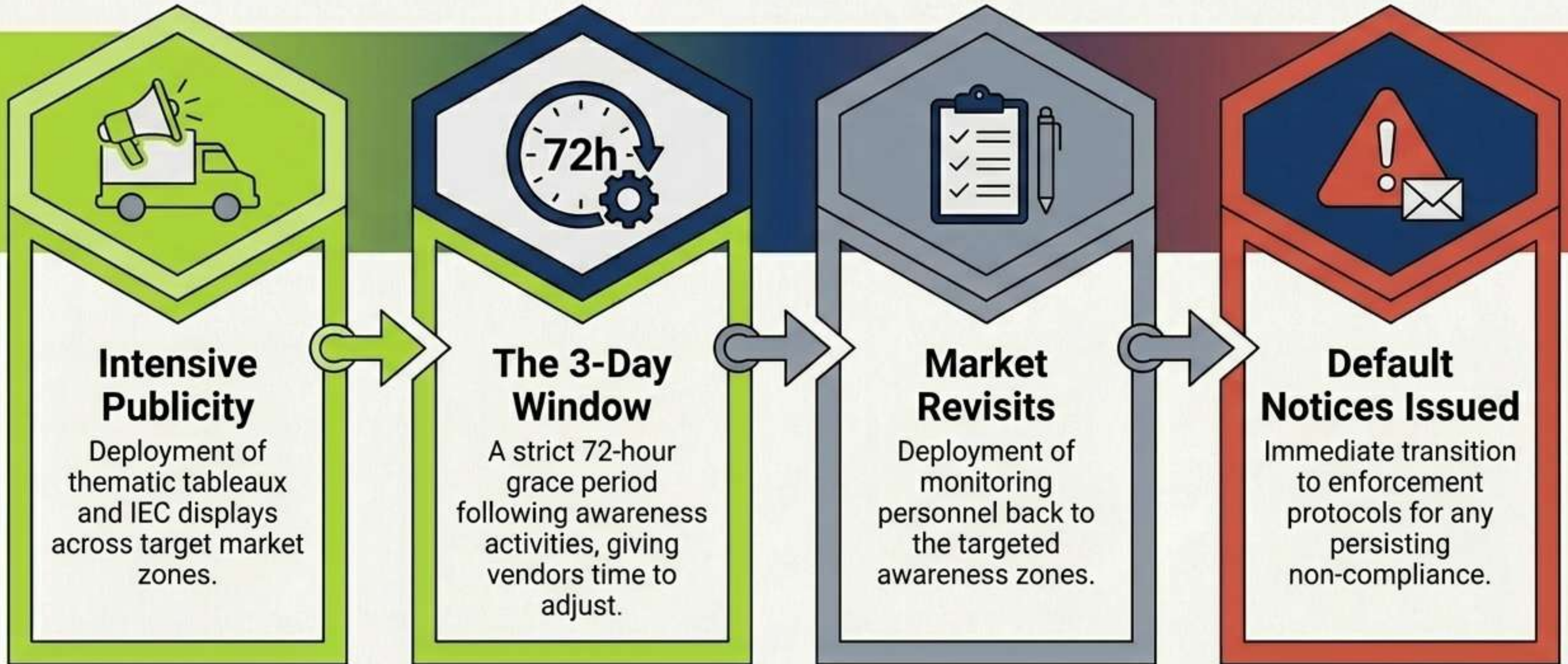
Coupling anti-plastic directives with broader World Environment Day themes to frame the initiative within holistic environmental stewardship.

Clear Visual IEC

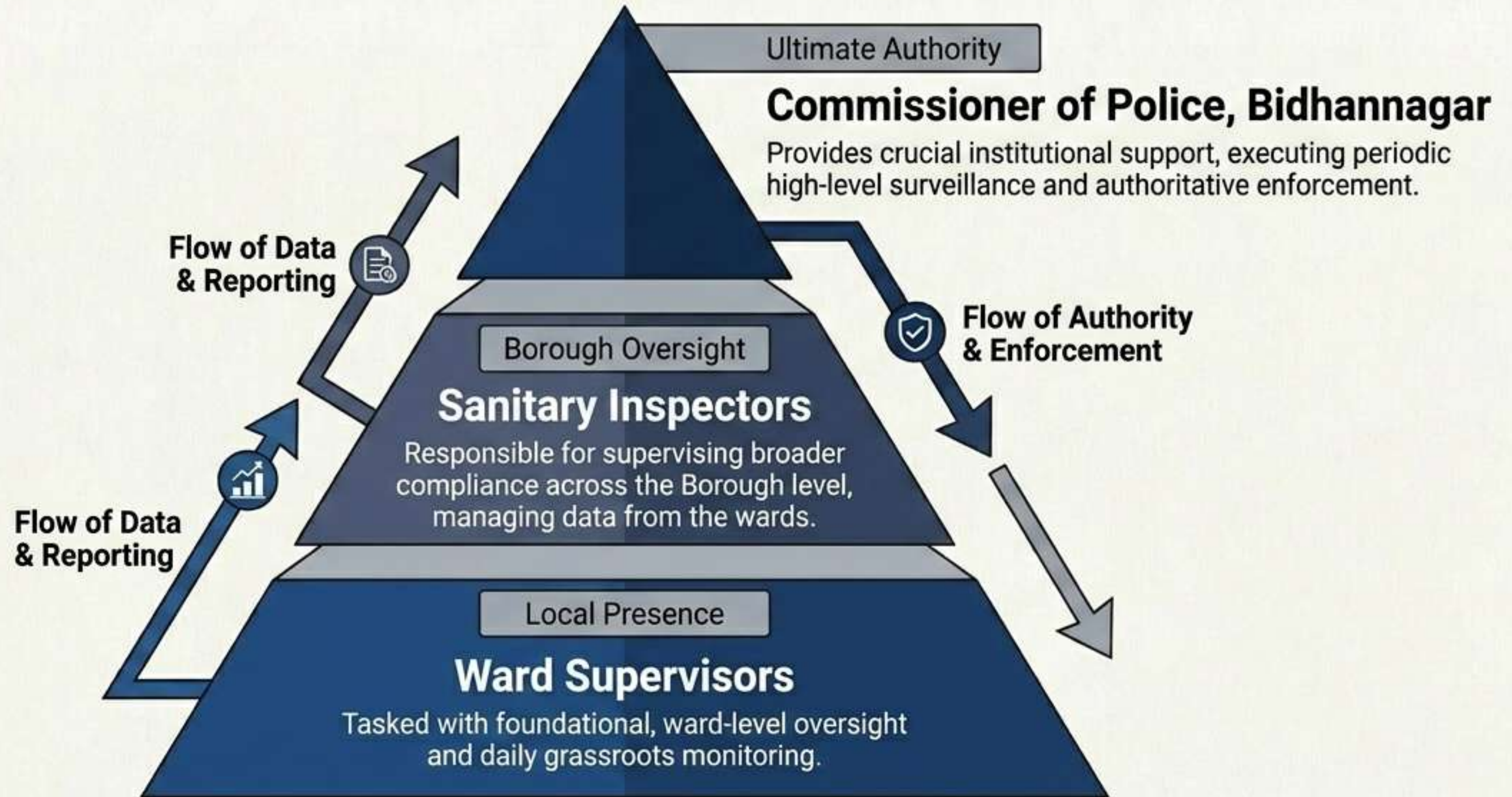
Utilizing localized character graphics and universal Do/Don't visual icons to ensure mass comprehension regardless of local literacy levels.



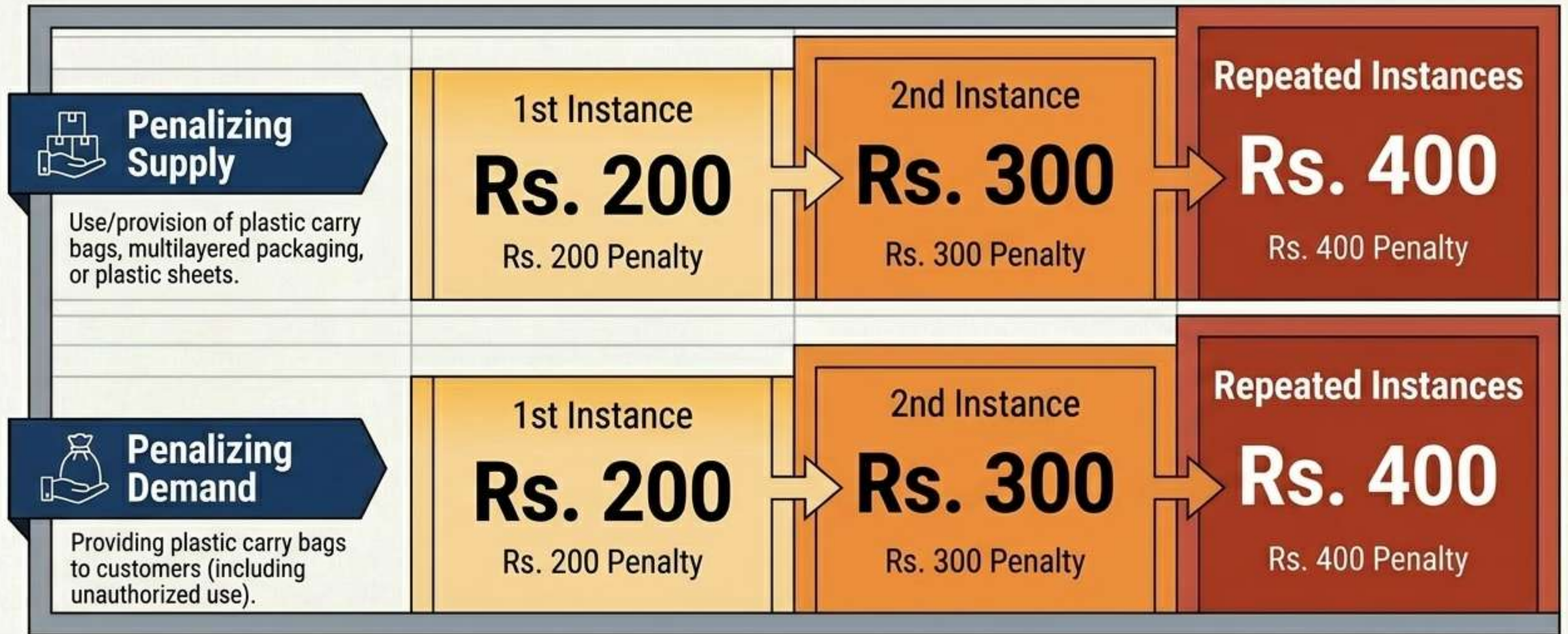
The 72-Hour Grace Period Flow



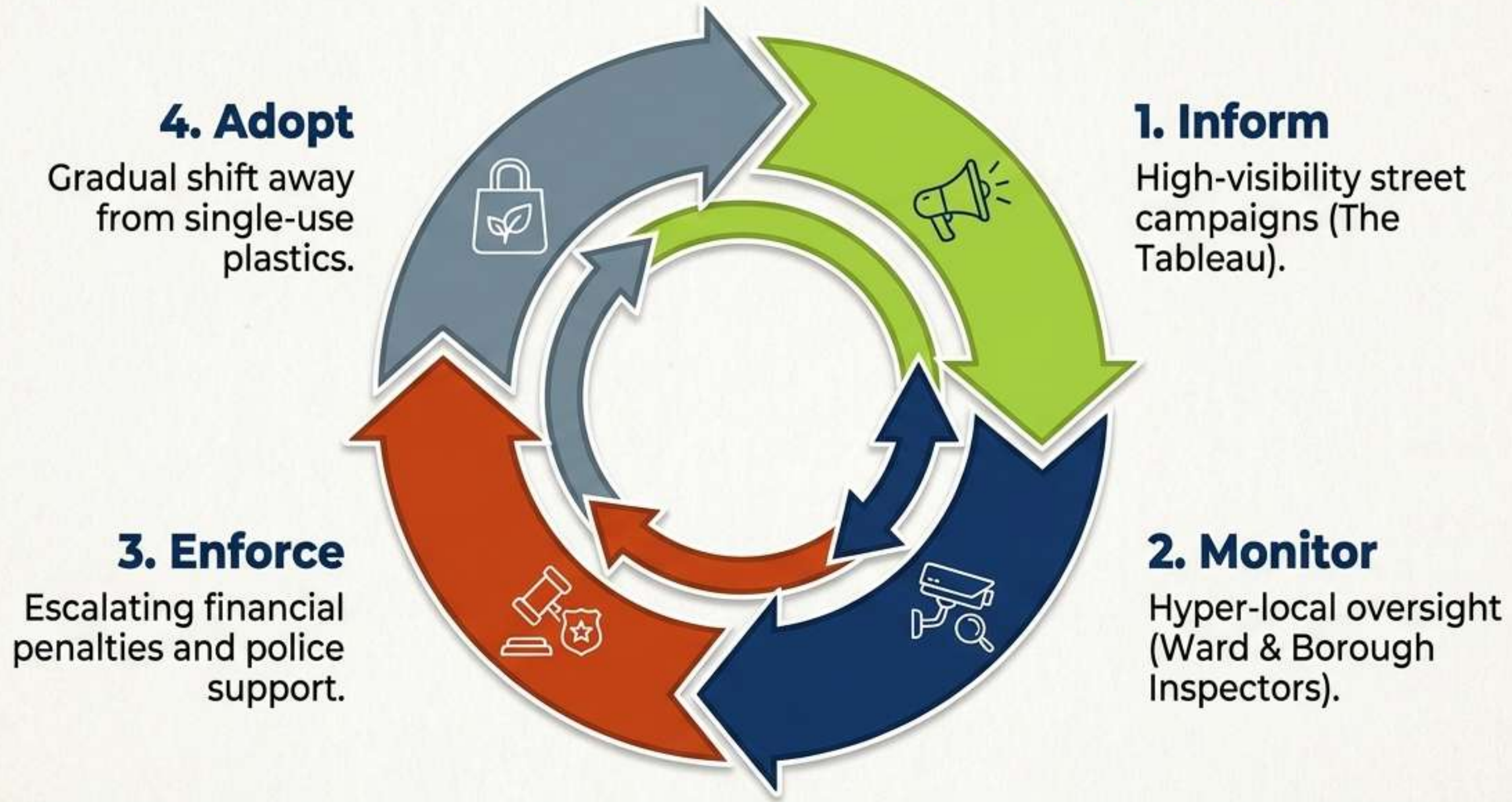
The Hierarchy of Municipal Accountability



Escalating Penalties Under BMC Bye-Laws & SWM Rules



The Continuous Behavioral Change Cycle



Achieving a completely plastic-free environment within Bidhannagar requires continuous alignment between visible public education and steadfast institutional enforcement.