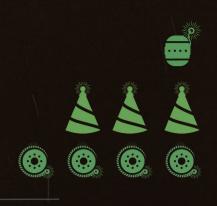


Youth Perception & Attitude Towards

ecrackers reen Crackers

IN WEST BENGAL



What is the study about?

The study highlights perception of youth in the state of West Bengal towards bursting of firecrackers and awareness about 'green crackers'. The study throws light on how the youth of the state are adopting the good practices of emission free festivals in their lives.



Howrah

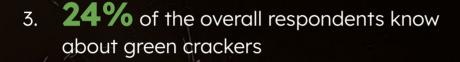
Kolkata

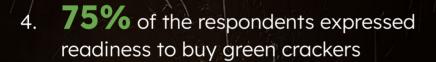
A survey with 348 youth in cities of **Durgapur**, Howrah and Kolkata was conducted. Of the total respondents, 179 are from Kolkata and remaining 169 from Durgapur and Howrah





- 1. **69%** respondents in Kolkata reported not to having been bursting fire crackers
- 2. **88%** respondents in Kolkata clearly associated air pollution with bursting of firecrackers













WHAT ARE © © © © CREEN CRACKERS?



 Green crackers, an eco-friendly alternative to traditional firecrackers



- Entails use of alternative raw materials for lesser impact on environment
- Green crackers emit 30% less
 pollutants and make less noise than
 regular ones

HOW TO IDENTIFY @ @ @ @ @ @



Green crackers, developed by CSIR, can be identified with Green Fireworks Logo and QR Code on package







WAY FORWARD









- Increased awareness among buyers and sellers through extensive campaigning via different channels is the need of the hour
- The study shows readiness of youth to purchase green crackers. Thus, improved accessibility at affordable prices would significantly influence the purchasing behaviour
- The above two recommendations need to be accompanied with stronger checks on restrictions issued by the state government for a greater impact

GOVERNMENT RESTRICTIONS @









As per the orders of Hon'ble Supreme Court and Hon'ble High Court Calcutta, only the use of green firecrackers are allowed in West Bengal after verification of QR Code

The permitted period for the use of green crackers are:

On Diwali (24.10.2022) for 2 hours, from 8 pm to 10 pm

On Chhat Puja (30.10.2022) for 2 hours, from 6 am to 8 am

On Christmas (25.12.2022) & New year's Eve (31.12.2022) from 11:55 pm to 12:30 am for 35 minutes

In case of violations, contact details are:

Board control room: 1800 34503390 (toll-free), (033) 23353913, (033) 23358212)

SwitchON Foundation encourages #SayNoToFirecrackers and celebrate #SmokeFreeDiwali

GREEN CRACKERS IN JHARKHAND

FROM SELLERS PERCEPTION

WHAT IS THE STUDY ABOUT

8

The study aims to understand the perspective of sellers in the state of Jharkhand about green crackers. This study will help in understanding the market trends of firecrackers and green crackers in the state and gauging the awareness level among the sellers.





