

Youth Perception & Attitude Towards Firecrackers & Green 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.



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.



STUDY FINDINGS

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
3. **24%** of the overall respondents know about green crackers
4. **75%** of the respondents expressed readiness to buy green crackers



WHAT ARE GREEN 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?



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 ?

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.





