

# GREEN CRACKERS IN JHARKHAND

FROM SELLERS PERCEPTION

The survey was conducted with **75 firecracker sellers** in the **3 districts**

Deoghar

Dhanbad

Ranchi

## 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.

## FINDINGS

**1a** **29 %** Firework sellers are familiar with green crackers

**1b** **45% Firework sellers** Could explain why they are called green firecrackers

**OUT OF WHICH**

**2** **24 %** ARE KEEPING A STOCK OF SELLERS GREEN CRACKERS.

**3** **OUT OF THE 45% SELLERS WHO ARE FAMILIAR WITH GREEN CRACKERS**

**45%** could recall **QR Code**

**18%** could recall the **CSIR NEERI Logo**

**5%** could recall both

**68%** could actually recall identification marks.

## HOW TO IDENTIFY GREEN CRACKERS ?



QR CODE



CSIR LOGO



GREEN LOGO

## WAY FORWARD

There is a greater need for creating awareness on green crackers among firecracker sellers in the state

Adequate awareness among sellers and better stocking of green crackers could influence buyers to purchase the same.

## RESTRICTIONS ON USE OF GREEN CRACKERS

**DIWALI**  
**24<sup>th</sup> OCT**

**8-10 PM**

**GURU PAV**  
**30<sup>th</sup> OCT**

**6-8 AM**

**CHRISTMAS NEW YEARS EVE**  
**25<sup>th</sup> — 31<sup>th</sup> DEC**

**11:55-12:30 PM**