

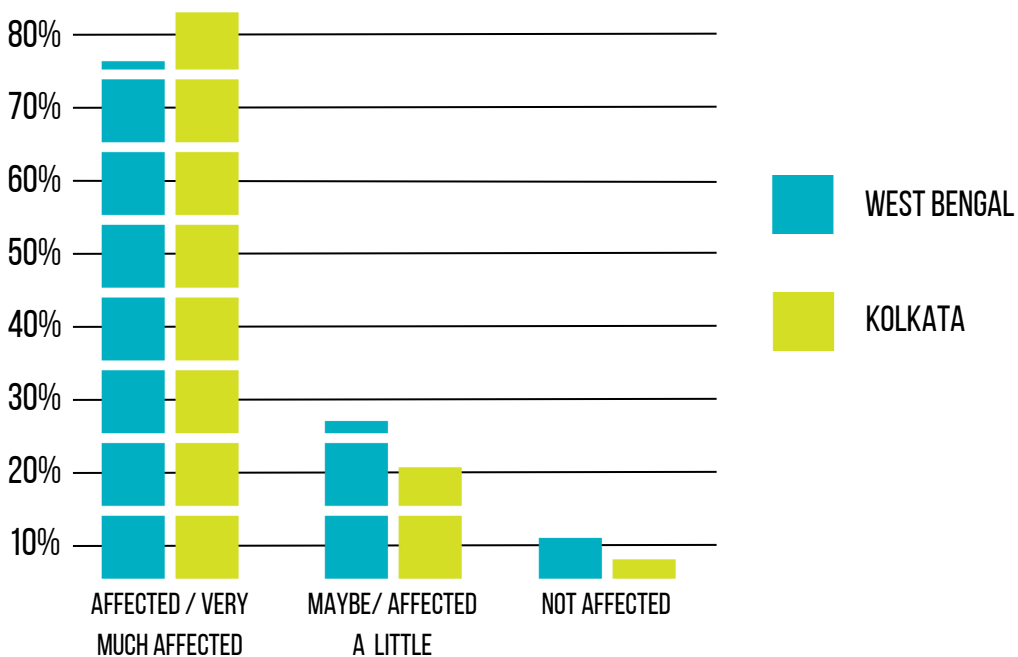
A STUDY OF PEOPLE'S PERCEPTION OF AIR POLLUTION & HUMAN HEALTH IN

# WEST BENGAL



This perception study aims to gauge people's opinions on air pollution and its detrimental effect on human life. The survey was conducted on a total of 2450 respondents from West Bengal (of which 920 respondents are from Kolkata) by SwitchON Foundation in 2023.

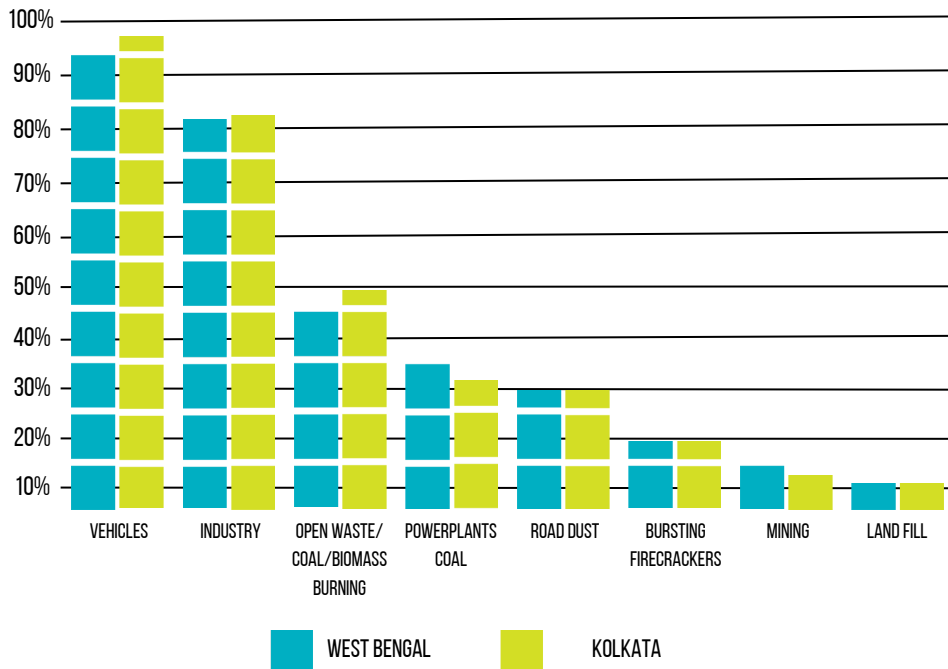
## PEOPLE ASSOCIATING AIR POLLUTION WITH HEALTH THREAT



- Almost 80% of respondents in Kolkata and 72% of respondents in West Bengal associated air pollution with health threats.

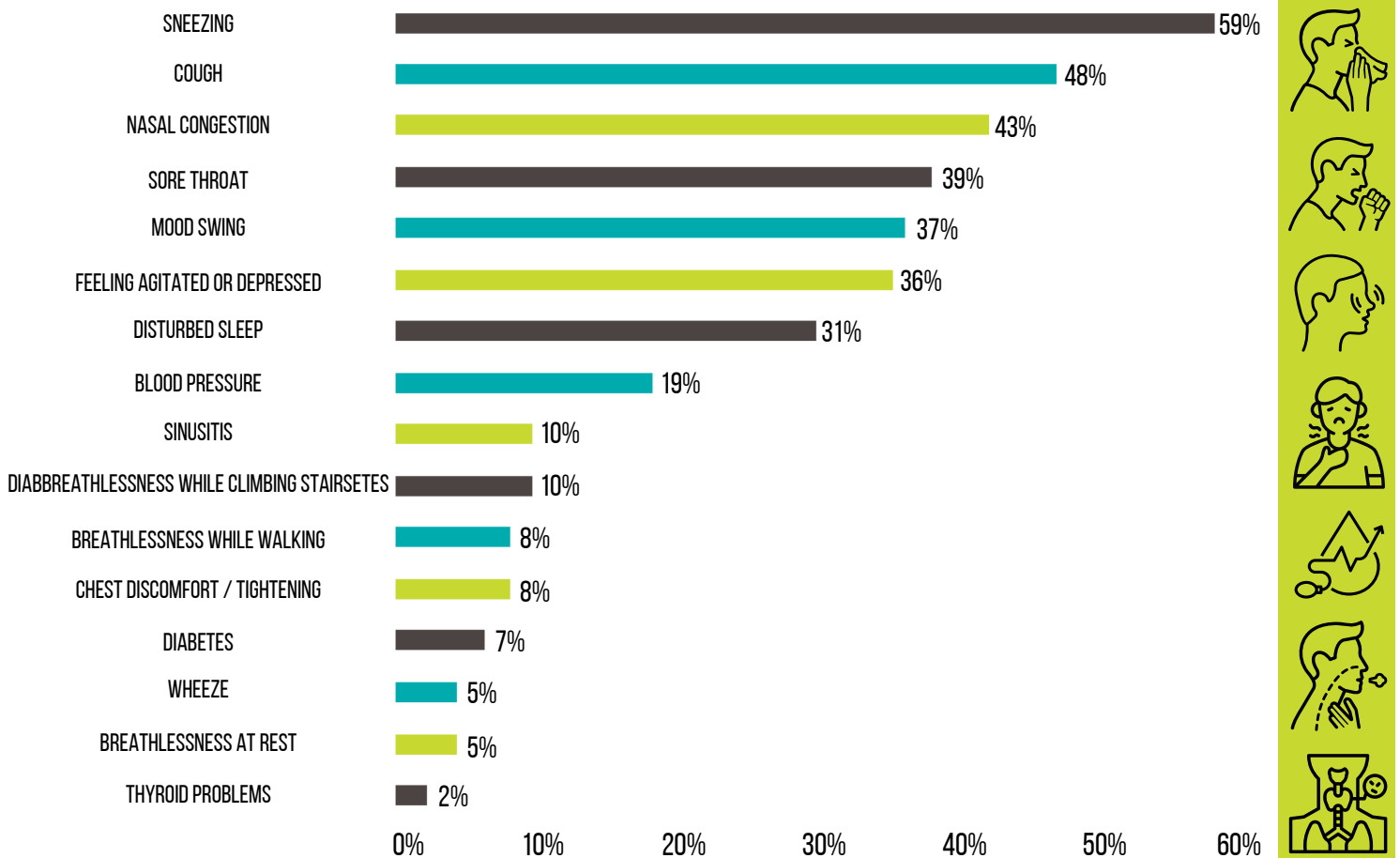
- Rural dwellers partially relate health deterioration to air pollution while urbanizers say air pollution is causing serious damage to health.

## REASONS OF AIR POLLUTION ( PEOPLE'S PERCEPTION )



## SOURCES OF AIR POLLUTION IN WEST BENGAL

- 90% of respondents from West Bengal, and 94% from Kolkata said vehicles, industries, and open waste burning are the major sources of air pollution.
- 25% of the respondents listed road dust to be another reason for air pollution.



- 1250 respondents from Kolkata were asked about their major health issues
- Most people reported to suffer from both higher and lower respiratory infections
- It is interesting to note, that people have also associated air pollution with lifestyle diseases (diabetes, hypertension), and also psychological symptoms (depression, and disturbed sleep).

## EXPECTATIONS OF THE CITIZENS OF WEST BENGAL FROM THE GOVERNMENT AND POLICYMAKERS!

- Awareness generation among common citizens and children



- Promotion of sustainable mobility and electric vehicles



- Reduction in industrial wastes and stringent surveillance of industries



- Proper waste management in place with segregation at source and other agendas



# CONCLUSION

The study reveals-

- People perceive the **rising number of vehicles** to be the **primary cause of air pollution**.
- People demand active promotion of **sustainable mobility** and a **shift to electric vehicles** as air pollution control measures
- People want the government to **impose fines and penalties** for violation of pollution regulating laws.
- **Creation of awareness** among children, youth, and the common mass on environmental protection.



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SwitchON Foundation is a leading, award-winning not-for-profit, established in 2008 with a focus on Environment Sustainability and Equal Opportunities. Presently working in 10 states across India, the organisation spearheads and supports interventions on Clean Energy Access, Sustainable Agriculture, Skilling - Education, and Wellbeing. SwitchON's core competencies lie in testing innovative technologies and business models, communication for advocacy and awareness, capacity building through skilling and training, and implementing / supporting field operations.

