

Campaign on air pollution caused by burning crop residue in Pb

PIONEER NEWS SERVICE ■
CHANDIGARH

To raise public awareness on air pollution caused by burning crop residue in Punjab, a massive year-long campaign will be launched on Friday.

The campaign will be launched by the country's apex industry body — Associated Chamber of Commerce of India (ASSOCHAM), under the aegis of its Corporate Social Responsibility Foundation and in collaboration with global consumer product company Reckitt Benckiser and the Punjab Government.

ASSOCHAM, in association with Reckitt Benckiser, will set up 50 camps and use other outreach activities to target over two lakh people including farmers, students and other stakeholders — government, community, industry, media and others — in 95 villages of Patiala district as a part of the campaign which will go on till January 2019 in a phased manner.

The campaign will be launched in Patiala on Friday, May 18, by Punjab Health Minister Brahm Mohindra, in the presence of top state officials including Punjab Pollution Control Board chairman Kahan Singh Pannu, Patiala Divisional Commissioner VK Meena along with Punjab Agriculture University vice-chancellor Dr Baldev Singh Dhillon.

The major objective of conducting such a campaign is to spread awareness about hazards of crop residue burning and promote alternate solutions through co-operation and networking with peer groups, different agencies, organizations and individuals to improve ambient air quality in the region.

While promoting awareness and practice through behaviour change communication activities, participation and role of panchayats, corporate, micro, small and medium enterprises (MSMEs) and non-governmental organisations (NGOs) are certain other key objectives of this campaign.

A joint team comprising representatives from both ASSOCHAM and Reckitt Benckiser will organize street plays, use art to raise community awareness, paint walls with slogans about health hazards of air pollution owing to stubble burning, organize prabhat pheries, meet local stakeholders and religious gurus to convey message to common people about significant negative impact of air pollution on environment and health.

**हवा प्रदूषण जागरूकता
मुहिम की शुरुआत 28 को**
पटियाला। रेकफिट बैंककिसर और
पंजाब सरकार हवा के प्रदूषण के
बारे में लोगों को जागरूक करने
के लिए एक साल तक चलने
वाली मुहिम शुरू करने जा रही
है। एसोसिएटेड चेंबर्स ऑफ
कामर्स एंड इंडस्ट्री ऑफ इंडिया
(एसोचैम) इसके लिए 50 कैम्प
लगाएंगे। सेहतमंत्री ब्रह्म मोहिंदरा
28 को इसकी शुरुआत करेंगे।