



CAMPAIGN ON “ELIMINATION OF SINGLE-USE PLASTICS”

Kangleipak Women Multi-Purpose Cooperative Society Ltd.
Kshetrigao Block, Imphal East

Supported by
DIRECTORATE OF ENVIRONMENT AND CLIMATE CHANGE, GOVT. OF MANIPUR
MANIPUR STATE POLLUTION CONTROL BOARD

Community Led: Campaign Against Single Use Plastics (SUPs)



In Kshetrigao Block of Imphal East, a powerful, community-led movement is redefining how plastic pollution is tackled—led not by mandates, but by the collective will of local women. At the center of this transformation is the Kangleipak Cluster Level Federation (CLF), where Self Help Group (SHG) women have taken ownership of the fight against Single-Use Plastics (SUPs) and are turning it into a grassroots revolution.



On May 1st, 2025, a formal 5 Days Long campaign against SUPs was launched at the historic Kangla Fort, spearheaded by the Directorate of Environment and Climate Change, Manipur State Pollution Control Board, and the Manipur State Rural Livelihoods Mission (MSRLM). While the departments provided critical infrastructure, training, and coordination support, it is the women of Kangleipak CLF who are leading the action on the ground - demonstrating that lasting change begins in communities

INDRANI'S STORY A VOICE OF CHANGE

“Safeguarding the environment is something we all must take up. MSRLM’s training gave me the knowledge and confidence to lead. Now, my community sees me not just as a volunteer—but as a changemaker,” says Indrani.

One of the faces of this movement is Indrani, an SHG member and Community Resource Person (CRP - SISD) under Kangleipak CLF. She remembers a time when plastic bags clogged local drains and polluted fields. Today, she stands at the forefront of a new reality.

Indrani, along with the CLF, has been instrumental in organizing cloth bag distribution drives, conducting awareness sessions in markets, and coordinating plastic bottle collection for recycling. Her efforts have inspired dozens of other SHG women to replicate these actions in their own villages, creating a chain of collective responsibility and impact.

STOP PLASTIC POLLUTION: 513 CITIZENS UNITE ACROSS IMPHAL'S MAJOR MARKETPLACES

The STOP Single-Use Plastic Campaign, conducted from 1st to 11th May 2025, strategically targeted high-footfall urban marketplaces and public spaces in Andro Parking, Singjamei Bazar, Lamlong Bazar, Nagaram (Khuman), and Uripok to Khwairamband Bazar.



These prime locations were chosen to maximize visibility and community impact in the fight against plastic pollution. Over the five-day campaign, a total of 513 participants took part, including Municipal Council members (MCs), CRP-SISD and Mentors, Self Help Group (SHG) members, CLF staff, MSRLM officials, Kangleipak Multipurpose Cooperative Society Ltd., staff from the Directorate of Environment & Climate Change, the Manipur Pollution Control Board, and the Imphal Municipal Corporation.

Active involvement from local community leaders and volunteers further amplified the campaign's outreach. As part of the awareness drive, around 10,000 eco-friendly bags were distributed, and 240 kilograms of plastic waste were collected and segregated.



SCALING UP: FROM KANGLEIPAK TO A DISTRICT-WIDE MOVEMENT

While Kangleipak CLF has sparked the campaign, the momentum is rapidly spreading across all 8 CLFs promoted under MSRLM in Imphal East. The Directorate of Environment and Climate Change is playing a crucial role by supporting the expansion of infrastructure—such as waste banks, compost sheds, and plastic recycling units - with new installations already planned in Kshetrigao Block and beyond.

Simultaneously, MSRLM is integrating this campaign within its broader Food, Nutrition, Health and WASH (FNHW) strategy, ensuring that SUP reduction becomes a sustained behavioural change across all SHGs and their federations. This convergence is transforming SHGs into powerful agents of environmental and social change - embedding sustainability into everyday practices and long-term development plans.

MORE THAN JUST SINGLE USED PLASTICS: SHGS LEAD BROADER WASTE SEGREGATION EFFORTS

The commitment of SHG members and CLFs extends beyond the fight against Single-Use Plastics. Across Imphal East—from Khurai to Sawombung—SHGs have taken the lead in promoting waste segregation and local waste management solutions.

In collaboration with the Directorate of Environment and Climate Change, SHG women have set up waste banks, organized plastic bottle collection drives, and initiated awareness sessions on how to separate household waste at the source. Recyclable materials, especially plastic bottles, are collected and sold to nearby recycling units, converting waste into income.



These efforts have resulted in real economic returns. Over 70 Village Level Federations (VLFs) have generated incomes ranging from ₹4,000 to ₹27,000, showing how community-driven waste management can be both environmentally and economically sustainable. By integrating waste segregation with income-generation models, SHGs are not just promoting cleanliness—they're building local circular economies

THE BACKBONE OF THE MOVEMENT: SUPPORT AND COLLABORATION

Behind this community surge is the enabling support of government departments. The Directorate of Environment and Climate Change provided essential infrastructure such as waste banks and compost sheds, and procured sustainable bags made by SHG members.

The Directorate also actively promoted the campaign, with the **Director, Mr. Brajakumar**, personally visiting the Kangleipak CLF - turning an informal discussion into a full-fledged community-led movement.

MSRLM played a vital role in supporting the campaign by facilitating key initiatives, strengthening Social Behaviour Change Communication (SBCC) efforts, and fostering collaboration with multiple stakeholders including line departments, PRIs, and community-based organizations.

JOIN THE MOVEMENT: REDUCE, REUSE, RETHINK

This isn't just a campaign—it's a movement fueled by the leadership and determination of women like Indrani. But it doesn't end there. Every person has a role to play.

Carry a reusable bag. Segregate your waste. Support SHG-made sustainable products. Engage with your local SHG. Because in the end, the fight against Single-Use Plastics is everyone's responsibility.

