



Environment and Social Development Organization

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Press release for the Book Launching Ceremony for the “Plastic-free Campus” project.

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Press Release

Book Launching Ceremony for the “Plastic-free Campus” project

Dhaka 22nd May 2023: The Plastic-Free Campus Project could be the answer to beating plastic pollution. The younger generation is the driving force pushing for a shift away from the plastic culture and toward alternatives. Yesterday, the Environment and Social Development Organization-ESDO, partnered with MTBL and MAUSHI, held a book launching ceremony for the Plastic-free Campus Project. During the ceremony, experts and policymakers shared their views.

The program was inaugurated by the Honorable Chairperson of the Parliamentary Standing Committee on the Ministry of Environment, Forest and Climate Change, Saber Hossain Chowdhury, MP. According to him, “Plastic pollution is a relevant issue for both humanity and the environment. Plastic-free campus projects spread awareness of plastic pollution, and give students a chance to lower their plastic use, and lead a more sustainable life,” he added.

The event was chaired by Syed Marghub Murshed, respected Chairperson of ESDO and former secretary of the government of Bangladesh. According to him, “We believe that schools play an important role in developing the habits, thinking, as well as awareness of future leaders and citizens to fight against plastic pollution and sift to a circular economy.”

The education materials- student books, teacher manuals, posters, handouts, booklets, and puzzles were developed by ESDO and these IEC materials will support awareness-raising among the youth generation to combat plastic pollution.

According to the guest of honor of the event Md. Rafiqul Islam, Joint Secretary of the Ministry of Environment, Forest and Climate Change, “I would like to express my high appreciation to ESDO and the whole team for making the production of these education materials a reality. This effort expects to encourage leadership in the next generation by educating the younger generation about the toxicity of plastic and preparing young students to refuse single-use plastic.”

Chowdhury Akhtar Asif, Additional Managing Director of Mutual Trust Bank Limited noted that “MTBL wants to give a special thank you to the ESDO for enabling the development of these student book and teacher manual possible. These materials are produced in a manner that is consistent with the times and makes use of technology.”

Dr. Abu Jafar Mahmood Adviser & head of ESDO technical committee, “The DSHE announces to support the implementation of this great idea to measurably reduce plastic waste and pollution on campuses. These student book and manuals are really appreciable which also help students for clear understanding.”

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Furthermore, representatives from Government, National, and international organizations, Mutual Trust Bank Limited and Jute Diversification Promotion Centre, universities & schools, girl guides volunteers, media, and ESDO team members were present at the event.

According to the Secretary General of ESDO Dr. Shahriar Hossain, “ESDO’s prepared plastic-free-campus materials can be a springboard for building plastic-free campuses in Bangladesh and eventually a plastic-free green world. Students will gain more knowledge about plastic pollution and plastic-alternative products and how to combat plastic pollution and conformity assessment to address specific plastic-free campus needs.”

The Executive Director of ESDO Ms, Siddika Sultana, “All students can use these educational materials and manuals to improve their livelihood by understanding how regularly using single-use plastic products affects our health, and how we beat plastic pollution to live on a sustainable plastic-free campus.”

The theme presentation was presented by ESDO’s Research and Campaign Associate Shanon Iffat Alam.

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