

Awareness through Electronic Media

Looking into the growing impact of electronic media on common mass, Pollution Control Board, Assam is giving due importance on spreading the messages of environment protection the electronic media. In the year 2013 Board has produced 8 numbers of quickies with one minute duration on eight different environmental issues. The issues covered in the quickies are – air pollution, water pollution, noise pollution, vehicular pollution, environmental problems by municipal solid waste, environmental problem by plastic waste, environmental problem by electronic waste and environmental problem by bio-medical waste. The quickies were telecasted in local satellite channel of the State in many occasions as well as demonstrated in numbers of public awareness meetings and seminars etc. Besides the quickies, the Board also produced an audio song highlighting the growing environmental problems as well as the role need to be played by the common man for the protection of environment.

<<Quickies and Audio Song>>