



PLASTIC FREEDOM CHALLENGE

8 - 15
AUGUST
2025



*Taking a break
from plastics*



PLASTIC 8 - 15 FREEDOM AUGUST CHALLENGE 2025

What is it?

#PlasticFreedomChallenge is a call to give up plastics, especially single use plastic for a week- August 8 to 15 to 'beat plastic pollution' and take another step towards sustainable lifestyle that promotes reuse.

It is a campaign to remind us of how sustainably we lived in the past and to join hands to beat the use and throw culture that we have become a part of.

Going plastic free is a move towards mindful consumption.



*Taking a break
from plastics*

The #PFC also complements actions of the local self governance institutions and strengthens demands for corporations to take responsibility of their plastic waste. It is a continuation of The Himalayan Cleanup with the Brand and Waste Audit.



**PLASTIC
FREEDOM
CHALLENGE**

REUSE REVOLUTION

Why go plastic Free?



Plastics are the top item in our trash. Our bins are full of it, our drains are choked and plastic waste related landslides are ever increasing. Landfills and dumping sites are bursting at their seams, burning of waste is making our air toxic.



Single use plastic use has escalated, with 40% of plastics being made just into plastic packaging. The impact of plastics on human health is of grave concern.

PLASTICS
are forever

Plastic never goes away and only 9% of all plastic produced has been recycled.

All plastics ever produced are contaminating our lives and planet in some form or the other. Microplastics have become all pervasive.

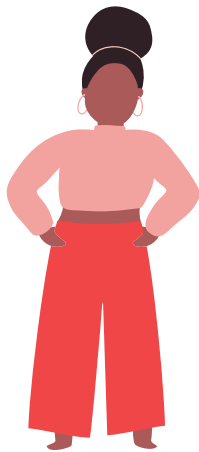


We need to break free from plastic, starting with the unnecessary single use ones.

Going plastic free for a week will give us insights and strength to go for zero waste, demand for systemic solutions and beat plastic pollution.



Who can take the challenge?



Individuals



Communities / Samaj / Clubs/ Organisations..



Schools / Institutions / Offices



Hotels/ Restaurants

Anyone from individuals to educational institutions, shops to hotels and restaurants, traditional, faith based and community based organisations, clubs, elected representatives and their institutions and workplaces. Communities can take this challenge of going plastic free for a week to kickstart a sustainable lifestyle as well as take stewardship for societal change.



How can I be part of the challenge?

1. Say it out loud! Say it out proud!

Say YES to #PFC, Take photo or video for social media to let everyone know you are taking the #PFC.



You can use this sign for your photo to show you are taking a break from plastics.



Or take a photo with a small handmade signage.

2. Engage and Amplify



Call on your friends, family, colleagues and neighbourhood to take up the #PFC challenge too. Tag them on social media to take the PFC, and they can tag their friends along. You can copy the text below and use it for your post.

I AM TAKING A BREAK FROM PLASTICS THIS INDEPENDENCE WEEK.

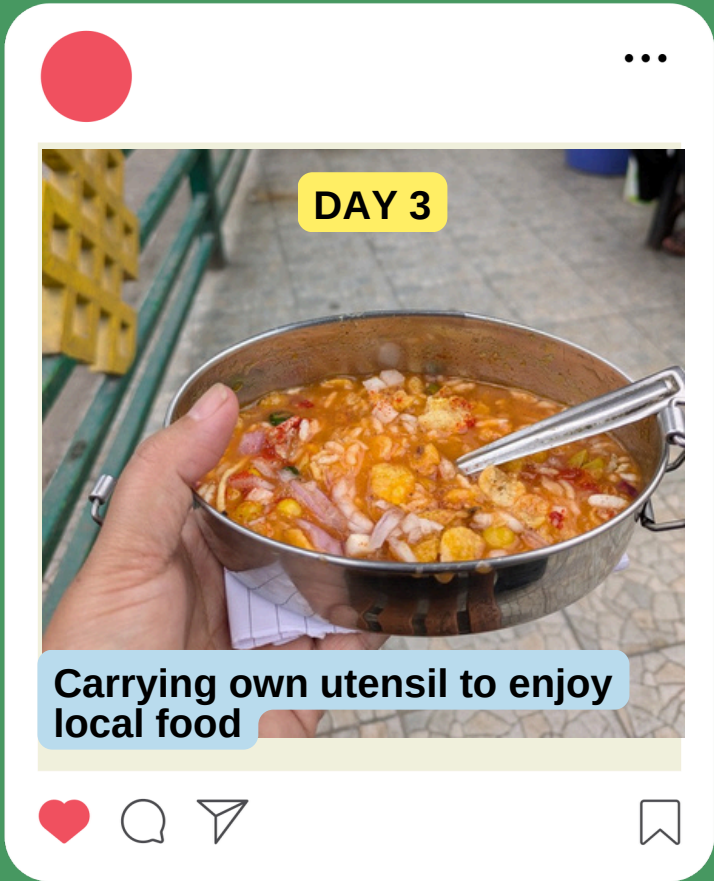
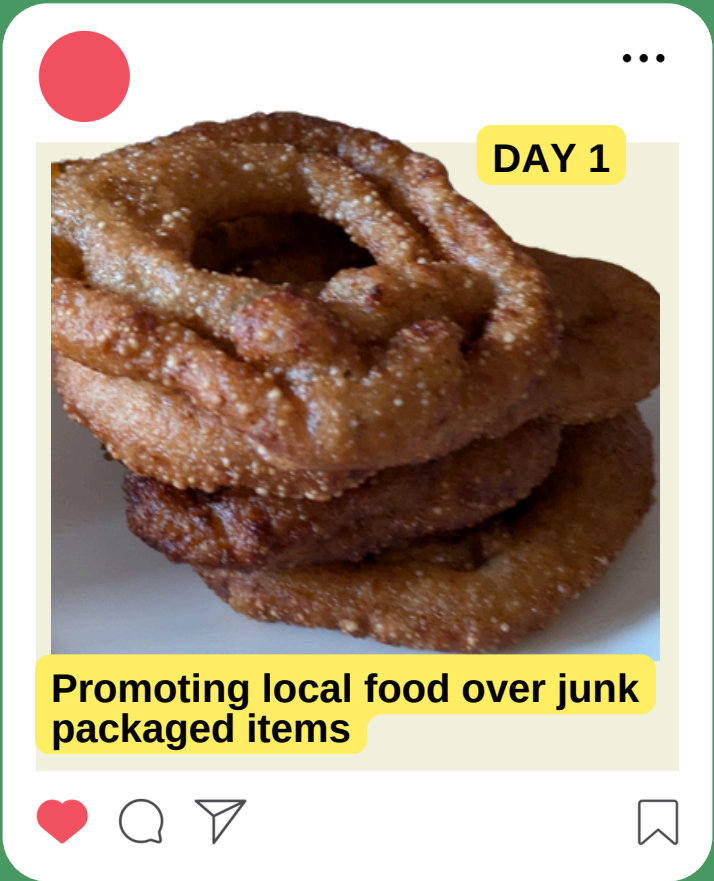
Plastics have become one of the biggest threats to the planet and human health, and I will further continue to make efforts for beating plastics in my every day life as part of #plasticfreedomchallenge.

Will you join me to take a plastic break? (add your tags here)
@



3. Show how you are going plastic free

Throughout the challenge week, take photos or videos and post on your social media pages. Don't forget to tag or send us collab posts and we will amplify.





CHOOSE THE RIGHT SIDE!!

Take the challenge to go plastic free
for a week

**Ditching Single Use plastics is the
most basic step to go plastic free**



bring your own
shopping bag

Carry your own
reusable
water bottle / cup

Make sure
to use reusable
plates / utensils and
cutlery

use the reusable
straw

pack your meals
in reusable
containers
shop

using reusable
containers





CHOOSE THE RIGHT SIDE!!

Take the challenge to go plastic free
for a week

**Saying no to junk food and
beverages will reduce your plastic
foot print drastically.**

You will also be eating healthy



choose local
unpackaged snacks
NOT JUNK

No ultra-processed
and hyper plastic
packaged food.

fresh fruits not
plastic packaged
juice

freshly cooked local
food
not plastic packaged
noodles / ramen.





CHOOSE THE RIGHT SIDE!!

Take the challenge to go plastic free
for a week

**what you buy is what you trash, so
you can be mindful of how and what
you buy to reduce your trash.**



buy loose
not plastic packaged



buy bulk
not plastic sachets

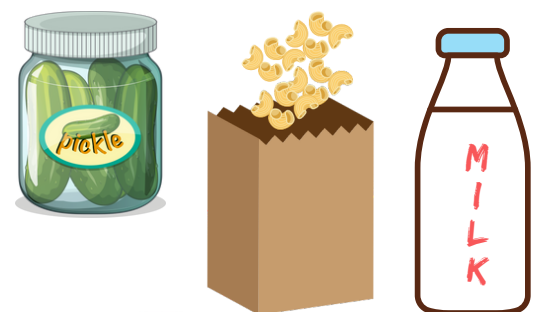


buy milk
from local farmers



Take your own milk
container to the
dairy for milk

Take your own
reusable containers
for grains, masala,
churpi, paneer,
sweets.





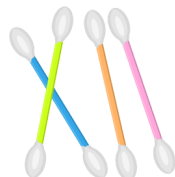
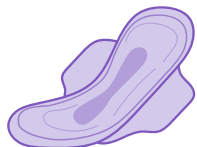
CHOOSE THE RIGHT SIDE!!

Take the challenge to go plastic free
for a week

**Our personal care also is an act of
pollution, if we are not mindful. Beyond
plastics, personal care products are also
chemical and toxins laden.**

plastic free
personal care /
menstrual products

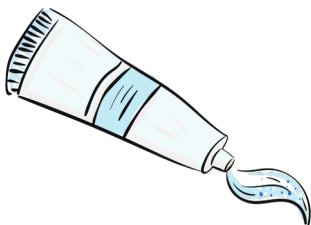
ditch single use
tissue / wipes
Use cloth



Switch to a
bamboo tooth
brush

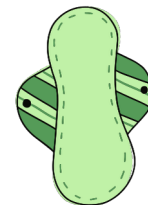
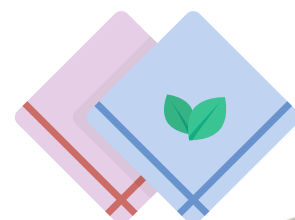
DIY tooth paste

Choose reusable
razor, not use and
throw plastic.



No to microbeads in
facewash / body
wash, etc.

Try Shampoo bars
to reduce plastic
use





**WE WOULD LOVE TO HEAR FROM YOU.
REACH OUT FOR QUESTIONS OR
SUGGESTIONS**

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