



USO@75: Seventy-Five Sparks

Small moments. Lasting impact. A legacy of learning.

Spark # 47

WHAT'S IN MY BAG? – INTERNATIONAL PLASTIC BAG FREE DAY

CATEGORY:
School Engagement

OBJECTIVE: To encourage students and teachers to reduce single-use plastic by adopting reusable alternatives, promoting environmental responsibility, and inspiring sustainable lifestyle choices through creative participation and awareness.



TIMELINE & SCOPE

When: July 3, 2026
(International Plastic Bag Free Day)
Scope: Pan-India Digital Participation

STAKEHOLDERS & FORMAT

Who: Students, Teachers & Schools
Format: Plastic-Free Campaign

NATURE OF THE SPARK

A nationwide campaign encouraging the use of reusable bags to reduce plastic waste.

HIGHLIGHTS & IMPACT

- Promoted reusable bags as an eco-friendly alternative.
- Raised awareness about reducing plastic pollution.
- Encouraged sustainable lifestyle choices.
- Inspired creative participation through short reels.
- Reinforced responsible environmental practices.
- Fostered a culture of sustainability in schools.

ENDURING VALUE

The initiative encouraged participants to make conscious everyday choices that reduce plastic waste and protect the environment. It reinforced the idea that small sustainable actions, when adopted collectively, contribute to a cleaner and greener future.

"Every reusable choice brings us closer to a plastic-free future."

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Seventy-Five celebrations by the United Schools Organisation of India (USO) highlighting milestones, moments, and initiatives shaping the future of education.