

Pimpri Chinchwad Lungs Billboard

6th Jan - 4th Feb 2023

Summary Report

The Lungs Billboard was inaugurated on the 6th January 2023, at 11 am at Pimpri Chowk, outside the Dr Babasaheb Ambedkar Udyan. The board was unveiled by Municipal Commissioner Shekhar Singh, in the presence of Environment Officer Sanjay Kulkarni, Pulmonologist Dr Deepali Gaikwad, Parisar Team and other officials of PCMC.



The Commissioner said that the Billboard was like a thermometer during sickness. It is only when we visually identify the issue, that we can then think of a way for air pollution mitigation. He said that the Pimpri-Chinchwad region is counted as one of the polluted areas in India, and that the Billboard was being installed so that the city administration as well as the citizens could take cognisance, and take steps to reduce pollution. He urged citizens to visit the Billboard and understand the various aspects of air pollution.

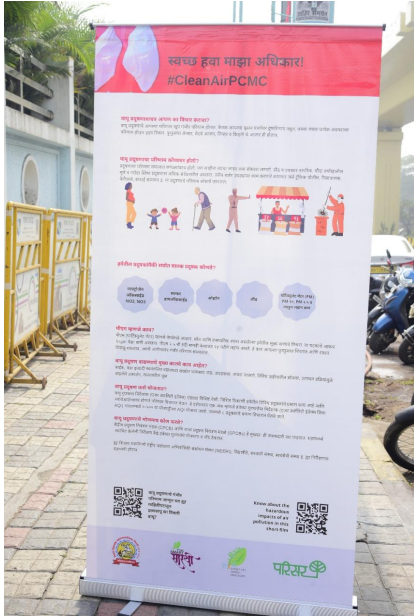
Environment Officer Sanjay Kulkarni said that there were currently four monitors set up by IITM (Indian Institute of Tropical Meteorology) in the PCMC region. He said that the Environment department was working towards mitigation.



Dr Deepali Gaikwad, HOD - Respiratory Diseases, Yashwantrao Chavan Memorial Hospital explained the severe impacts of air pollution on health. She said that while no one is spared of the ill-effects, it is the elderly and young children who are most affected by pollution. Pregnant women as well as foetuses are also vulnerable if exposed to pollution. She also said that PM_{2.5} (microns), which is Particulate Matter measured in microns, is so small that it can go through the lungs and enter the bloodstream. Once it enters the bloodstream, it can affect several organs like the liver, kidneys, heart, etc. Diabetes, heart failure, depression, neurological diseases can also be caused by air pollution along with asthma, chronic obstructive pulmonary disease, and other respiratory diseases.



Artists from the Nilu Phule Kala Academy performed a folk song (*bharud*) on air pollution during the inauguration.



Informative standees were placed next to the billboard which mentioned why everyone should be concerned about air pollution, the kinds of pollutants, their sources, how pollution is measured, and how it can be reduced.

Visits to the billboard



Employees from STP plants in Pimpri Chinchwad visited the board and engaged in a discussion on causes of air pollution in the city. There was much interest in the role of mobility in causing air pollution and the efficacy of its electrification as a solution to it.



A group of hawkers and vendors from Kashtakari Panchayat, with their Secretary Kashinath Nakhate visited the billboard and participated in a small activity to understand the sources of pollution, health effects and solutions. There was discussion on the impact of air pollution on hawkers and vendors who spend a major part of their day outdoors, increasing their exposure to pollution.



Cleaning staff from the Sanitation Department of PCMC visited the billboard and participated in an activity to understand more about air pollution. Women reported that they experienced irritation of eyes, nose and throat due to their job of sweeping, even after they wore scarves covering their face. They were surprised to know that air pollution affects almost all organs of their body. In the course of the activity they understood more about how public transport helps reduce air pollution.



SWaCH staff visited the board when the colour of the board had started showing significant colour change. They were shocked when they were shown the pictures of the first day of the inauguration, when the lungs were white.



Citizen activist Prashant Raol from the Green Army Pimpri Chinchwad visited the board and spoke about his efforts to reduce air pollution through various citizen-led initiatives.

The image displays a grid of 16 posters, arranged in 4 rows and 4 columns. Each poster is red and features a central illustration of two lungs. The left lung is clean and white, while the right lung is dark and polluted. Text on the posters is in both English and Hindi. The English text includes 'My Right to Clean Air', '88880 06666', and '#CleanAirPCMC'. The Hindi text includes 'स्वच्छ हवा माझा हक्क!'. The posters are displayed on a wall with a building facade in the background.

पिंपरीत फुफ्फुसाचा 'बिलबोर्ड'

म. टा. प्रतिनिधी, पिंपरी

शरीरातील ताप दर्शविणाऱ्या
धर्मांमधील प्रमाणे वायूतील प्रदूषण
दर्शविणाऱ्या फुफ्फुसांचे बिलबोर्ड
(वायू गुणवत्ता दर्शक फलक) पिंपरी-
चिंचवडमध्ये ठिकठिकाणी बसविण्याचा
मानस आयुक्त तथा प्रशासक शेखर
सिंह यांनी शुक्रवारी (सहा जानेवारी)
दरम्यान केला.

हवेलीत प्रदूषणाबाबत नागरिकांमध्ये जनजागृती करण्यासाठी; तसेच हवेची दैर्घ्येनंदन प्रदूषण घटवण्यासाठी तपासण्यासाठी महापालिका आणि परिसर संस्था यांच्या वतीने भारतल डॉ. बाबासाहेब आंबेडकर पुस्तक चौकात फुफुसप्याची बिलबोर्ड बसविण्यात आले. त्याच्या अनावरणप्रसंगी सिंह बोलत होते. सहशहर अभियंता संजय कुलकर्णी, सहायक आयुक्त रविकिरण खोडके, अग्न्या खोदके, विनोद जळक, प्र. डॉ. दीपावली गायकवाड, रोहम निकम



पिंपरी-चिंचवड महापालिका आणि परिसर संस्था यांच्यावतीने पिंपरीतील भारतरत्न डॉ. बाबासाहेब आंबेडकर पुतळा चौकात फुफ्फुसाच्या बिलबोर्डचे (वायु गणवत्ता दर्शक फलक) शुक्रवारी अनावरण करण्यात आले.

યોગેશ અસ્તાદ, રાષ્ટ્રિયત શાકીયીકૃત, સ્વેતા
વેબેક, શર્મિલા દેવ ઇન્સ્ટિટ્યુટ હોતે.
‘નાગરિકીની અરોગ્યવાની કાઢવી’
પેળે આવકાર્યક અમુત, તબક્કાસર
પર્યાવરણના સમન્વિત રાષ્ટ્રવાસી
જાહનગરી ઓડિયન પર્યાવરણપૂર્ક
સહકારના શાસ્ત્ર કરને મારે આઈ.

आरोग्यसूची महासंकट ठरणाऱ्या परिस्थिती वातावरणात आहे; परंतु सामान्य नागरिक याबाबत अनभिज्ञ आहेत '

काय आहे विलंबाई?
विलंबाई म्हणजे फुफ्फुसांनी प्रतिक्रिया पांथल्या फिल्टरपासून बनवलेली आहे. आपल्या रक्तामध्ये प्रसारीत होऊन शरीरातील फुफ्फुसांमध्ये जाते, त्याच प्रकरे या प्रतिक्रियाईमध्ये रक्तच्या वाहून घेण्याची जोडी लावली असून, त्याद्वारे आपला शेवटेली जाते. पंथंभ्यांच्या हाताच्या मूळी वरिषि भोतातून हवेने पसरणारे "एडिंक्युनेट मॅटर" प्रदूषकां या प्रतिक्रियाईमध्ये जाईल. पुढील काही दिवसांत किंवा आठवड्यांत त्याचे परिणाम ठळकपणे दिसून येतील. महजनेने फुफ्फुसांच्या प्रतिक्रिया या पांथर रंग आणि तसकीच व नंतर काळा होईल. यखनून परिणामातून हवेची मळामळतीही समजता आहे.

पसरणाः प्लांटक्युलट मॅटर प्रदूषक
या प्रतिकृतीमध्ये जाईल. पुढील काळा
दिवसांत किंवा आठवड्यांत त्याचे
परिणाम ठळकपणे दिसून येतील.
म्हणजेच फुफ्फुसांच्या प्रतिकृतीचा
पांढरा रंग आधी तपकिरी व नंतर
काळा होईल. यावरून परिसरातील
हवेची गणवत्तादेखील समजणार आणे

सावधान! फपफसे काळवंडली

पिंपरीत वृक्षांची कतल सुरुच: वायू गुणवत्ता दर्शविणारे पांढरे फूपफुसही काळवंडले

Lungs billboard installed at Pimpri chowk turns black

Pollution finds space in these lungs too



सावधान: फुफुसे काळवंडली

Going ahead

The experience of installing the billboard was important for understanding a little better its governance ecosystem, civil society presence and activity and the state of citizen engagement. As is the case in most cities, there is very little awareness about air pollution and its impacts on health among citizens. On the governance side, while the air action plan exists, it is not based on air quality data and has more emphasis on firefighting the issue through solutions like fountains and air purifiers than tackling the actual sources of pollution. Civil society presence and activity is close to none when it comes to air quality, river improvement is one issue where civil society is more invested. This means that more work is needed to improve awareness through constant engagement via different media and develop understanding of the issue. Identifying doable, practical action items for mitigation are also key.