

Brief:

Cheap, durable, pliable, the material that had everyone talking in India- Plastic. Single-use plastic was suspected to be banned in India in 2019 after the Prime Minister urged the nation to refrain from using the material. The show explored the entire economics of plastic, from raw material to end product and how a ban would impact the industry and the environment.

The reportage documented the fear of people involved in the economy of plastic, the jobs that were lost and also why the popular material's use is criticised.

Shot & edited in a traditional documentary style, the ECONOMY OF PLASTIC presented the story through engaging graphics, multiple interviews and hard-hitting visuals.

The show provided a clear picture on how the economy of plastic functions and how it affects lives and lifestyles. Since the introduction of the material, a lot of other materials had become redundant. The story talked about how the material came into being and how it becomes the biggest pollutant on earth.

Through the story, we found out that India just does not produce plastic but is also a recycling hub for the world's discarded plastic. The story also explored the consumers' and manufacturers' take on a single-use plastic ban and what it would mean in their lives. For some, it was a loss of livelihood and for some, it turned out to be just a matter of life choices.

Additional Challenge:

Tracing the economy of plastic, we found ourselves in the most disliked parts of the national capital such as a waste to energy plant situated right in the foothills of the Ghazipur landfill. But, finding the last piece of the plastic economy puzzle emerged out as the most challenging task. We could trace where plastic is manufactured, sold and used but where does it end? We followed a random truck carrying plastic waste and ended up in a huge dump yard located in the outskirts of the national capital. While the material's use is often questioned upon in recent times, it was tough to put out the stories of those who are engaged in the economy of it and the kind of shockwaves a sudden ban would have sent. At the time of filming, plastic seemed the demon as most people were not willing to own up to being in the business of selling or recycling it.