

Impact of the Single-Use Plastic Ban on Consumer Purchase & Disposal Behaviour in Kumaon, Uttarakhand's (2019–2025): A Secondary Data Assessment.

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Abstract: *Eco-friendly consumption has emerged as a important initiative of sustainable development, particularly in regions vulnerable to ecological imbalance. In India, government schemes such as the ban on Single-Use Plastics (SUPs) under the Plastic Waste Management Rules have aimed to shift consumer behavior toward sustainable options. This paper explores the impact of the SUP ban on consumer purchase and disposal patterns in the Kumaon region of Uttarakhand between 2019 and 2025, using secondary data from government reports, municipal records, and industry publications. By analysing trends in enforcement measures, waste composition, and adoption of substitutes such as jute, cloth, and paper bags, the study highlights both the successes and challenges of policy implementation. Findings suggest that while enforcement drives and awareness campaigns have contributed to reduced visible litter and increased uptake of eco-friendly substitutes, issues such as inconsistent compliance, limited supply chain support, and affordability of alternatives persist. The paper concludes with recommendations for strengthening policy mechanisms, enhancing public participation, and promoting sustainable production-consumption linkages in the Kumaon region.*

Keywords: Eco-friendly consumption, Single-use plastics, Government policies, Kumaon region, Uttarakhand, Waste management, Sustainable alternatives, Consumer behavior

