



MEENDUM MANJAPPAI CAMPAIGN

of Tamil Nadu

Newsletter
October 2023

Tamil Nadu Pollution Control Board



1 Ban on Single Use Plastics

The world today is witnessing a growing environmental crisis triggered by the unprecedented proliferation of plastic waste. Single Use plastics have emerged as a significant contributor to this global menace. These disposable plastic items, intended for short-term convenience, have become a ubiquitous part of modern life, finding their way into virtually every aspect of daily routines

Ban on SUPs by Government of Tamil Nadu

To combat the fight against plastic pollution, Government of Tamil Nadu announced a ban on one-time use and throwaway plastics irrespective of thickness on 25 June 2018 with effect from 01 Jan 2019 under the Environment (Protection) Act, 1986 vide G.O (Ms.) No. 84 dated 25th June 2018, banning manufacture, sales, storage, supply, transport and use of 14 types of single use plastics across the State. Since, then the State has been taking consistent efforts in both enforcement of the ban and in promoting a supporting environment for the ban. Also, the State is one of the few States to ban plastic carry bags, irrespective of thickness.

Ban on SUPs by Government of India

The Ministry of Environment & Forests, Climate Change, Govt. of India vide notification dated 12.08.2021 has issued Plastic Waste Management (Amendment) Rules, 2021 in which certain Single Use Plastic items such as plastic/PVC banners less than 100 microns, cutlery items, ear buds with plastic sticks, plastic sticks for balloons, plastic flags, candy sticks, ice-cream sticks, polystyrene [Thermocol] for decoration, plates, cups, glasses, etc. are prohibited from 01.07.2022. The combined list of banned SUPs by Government of Tamil Nadu and MoEFCC is as shown below

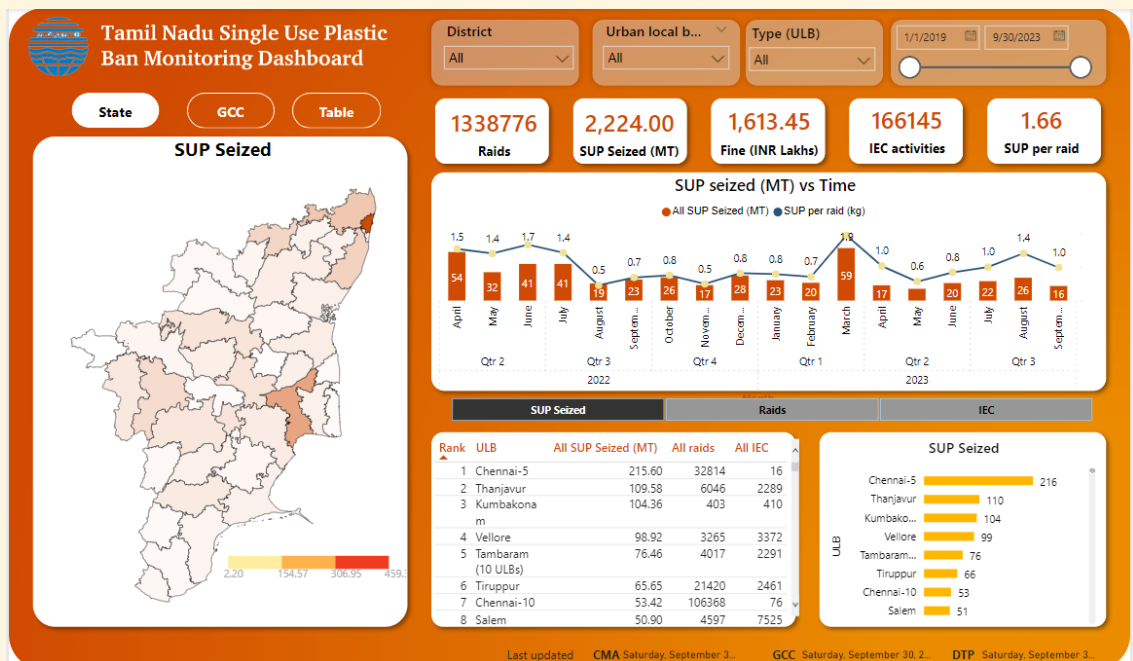


2 Enforcement of SUP Ban

For the implementation of SUP ban, various enforcement measures such as inspection, seizure of plastics, imposing of fines etc., are being carried out. During the enforcement of SUP ban, non-compliance of the ban on identified SUP has been found in commercial establishments, manufacturing and retail shops in local markets. Actions have been taken on the deviations against the PWM rules.



As of September 2023, the penalty levied during the enforcement campaigns is approximately Rs. 1613 lakhs/- and 2224 metric tons of banned SUPs was seized. Closure directions and disconnection of power supply were issued to 230 industries involved in manufacture of banned SUPs. TNPCB has developed a real time SUP ban enforcement monitoring Dashboard. This will be Extensive tool that collects information from various Stakeholders (CMA, DTP & GCC) and shall generate detailed reports on location wise enforcement details.



3

Meendum Manjappai Campaign

In order to instill an effective lifestyle, change which people can adopt to fight plastic pollution, Government of Tamil Nadu launched the Meendum Manjappai campaign to revive the age-old tradition of Tamil Nadu, a State Campaign Titled “Meendum Manjappai”- “a call for back to basics and into the future” with traditional nature-based solutions was launched as a “People’s Campaign against throwaway plastics”. The use of cloth bags in place of plastic bags is one of the most effective lifestyle changes which people can adopt to combat the plastic pollution. The campaign was launched in December 2021 to create awareness among the people and to promote alternatives to plastic, alongside enforcement of the ban on SUPs. Urging citizens to replace use of single use plastic carry bags with Manjappai, a traditional symbol of Tamil culture, Meendum Manjappai campaign is a massive people’s campaign against throwaway plastics and is being implemented in all districts and awareness activities are being conducted in coordination with District Collectorates and line departments. The local bodies are taking action to inspect the shops / commercial establishments to check the use of SUPs and seizure of banned Single Use Plastics



Pick your alternative



Carry your own cloth bag to avoid use of a single use plastic bag on the move. Market has different bags in alternative materials like cloth, jute, banana fibre etc. **Pick your alternative** and prevent consumption and disposal of SUPs.

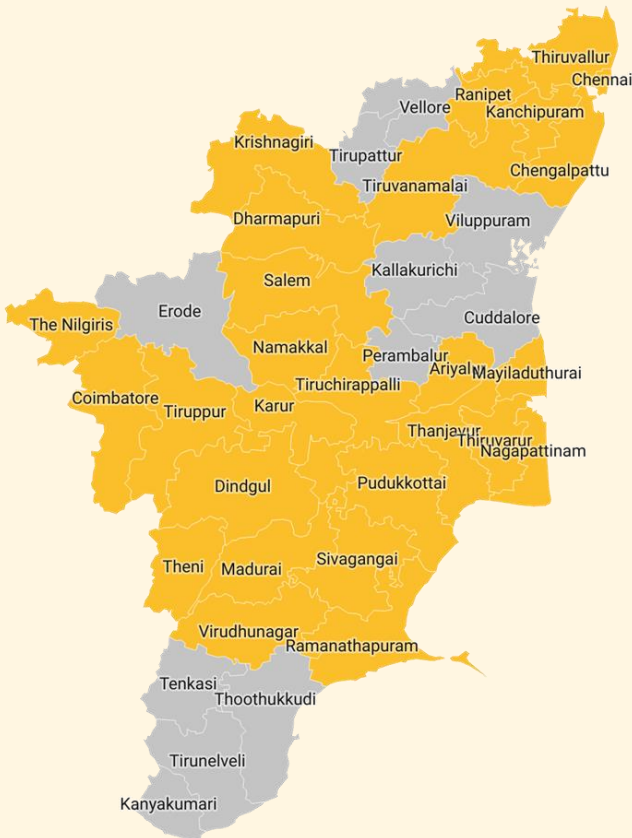
4 Manjappai Vending Machine

In support to the campaign and to make Manjappai available and accessible to public and reduce the usage of plastic carry bags, the Government of TN came up with a first of its kind cloth bag vending machine and has installed these at strategic locations like markets, malls, public building premises etc. In the current system, availability of the alternatives is dependent on market alone and the introduction of the automatic bag vending machine at such strategic locations will make sure that alternatives to plastic bags are accessible to the public.

So far, the Government of Tamil Nadu has installed around 83 machines across the State, with more in the pipeline. More than 76,000 Manjappais have been distributed through the machines.



Districts with MVMs installed



DO YOU KNOW?

It takes 1,000 years for a plastic bag to degrade in a landfill. Unfortunately, the bags don't break down completely but instead photo-degrade, becoming microplastics that absorb toxins and continue to pollute the environment.

If plastic bags are not properly disposed of, they can impact the environment by causing littering and stormwater drain blockages. Animals may also get tangled and drown in plastic bags. Animals often confuse the plastic bags as food and consume them, therefore blocking their digestive processes.

5

Manjappai Awards

As a next step to take forward the “Meendum Manjappai Campaign” The Honorable Minister for Environment, Climate Change, made announcement on the floor of the legislative assembly that the Manjappai Award will be given to the three best schools, colleges and commercial establishments each which effectively implement the ban on SUPs in their campus and encourage the use of alternatives to Single Use Plastic (SUP) carry bags and other banned SUPs and to revive the use of traditional eco-friendly alternatives, such as the Manjappai (Yellow bag).

Manjappai Awards with prize money of INR 10 lakhs (1st Prize), INR 5 lakhs (2nd Prize) and INR 3 lakhs (3rd Prize) were given to the best 3 schools, 3 colleges and 3 commercial establishments which effectively implemented the ban on SUPs in their campuses and encourage the use of alternatives to Single Use Plastic (SUP) carry bags and other banned SUPs. The initiative targeted to nudge behavioral change among the young minds in the State. The institutions that have won include small kirana store to a well-established educational chain in the State.



1ST PRIZE- 10 L
2ND PRIZE- 5 L
3RD PRIZE- 3 L

“Prizes up to 10 Lakhs were distributed to winners by Honorable Minister for Environment and Climate Change Thiru. Siva V Meyyanathan on World Environment Day celebration 2023 ”



6 Enviro Solvers Hackathon

The Enviro Solvers Hackathon was a collaborative event conducted by Tamil Nadu Pollution Control Board (TNPCB) as a part of mission LiFE aimed at finding innovative solutions to environmental challenges associated with water scarcity and ill effects of single use plastics.

The Hackathon was organized in a manner similar to a 'Tech' Hackathon with a preparation time of 1 week for the participants. Specific problem statements related to EPR, liquid packaging material, digital solutions for prevention of water loss etc. in both the themes were shared with the eligible applicants. Close to 1000 registrations were received for initial screening and around 400 solutions were received from participants across the State for the final round of selection.

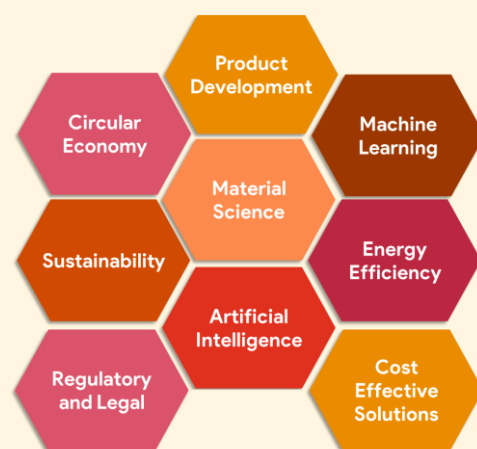
A total of 10 winners (5 for each theme) were chosen as winners based on the evaluation of an expert committee comprising experts from industry, academia and government. The hackathon witnessed some unique solutions for pressing issues faced in the fields of plastic and water.



Problem Statements- PWM

1. Innovative, economical, efficient and scalable **alternatives for liquid packaging** (Food/daily essentials) and **perishables packaging** (Fruits, flowers, meats, fishes, etc)
2. Common man techniques for easily **differentiating the compostable plastics** from non-compostable ones
3. Energy efficient and practical techniques for enhancing efficiency and reducing the duration of **composting of compostable plastics**
4. **IOT/AI** technologies to improve the existing plastic waste management system
5. Strategies/digital solutions for **large scale production**, efficient marketing, promotion and supply of eco alternatives to SUP
6. **Computer based applications** for monitoring EPR compliance and tracking of plastic waste
7. Solutions to **prevent penetration of microplastics** into ecosystem

Solutions Developed

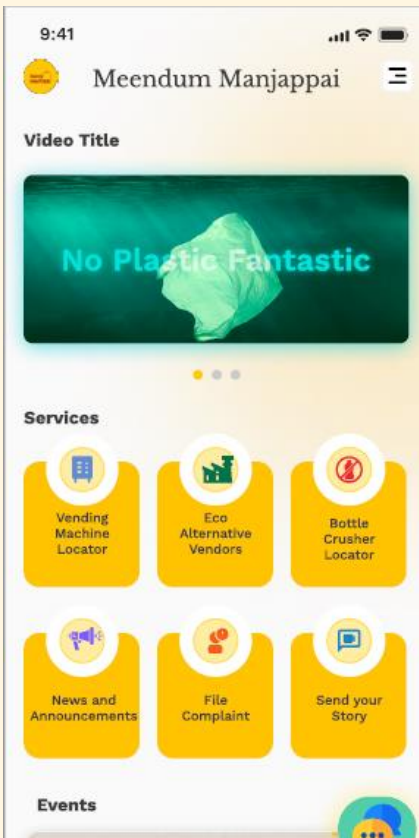


7 Digital Initiatives

Meendum Manjappai Website

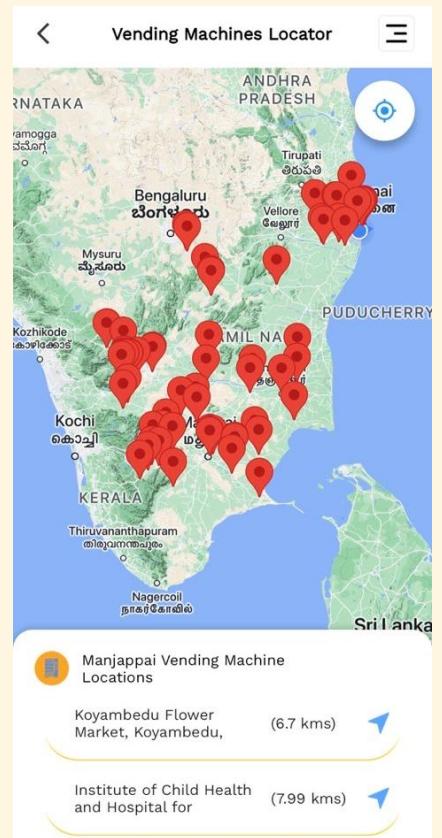
TNPCCB has launched the Meendum Manjappai Website to provide the visitors with all the updates about news and events conducted regarding the ban on SUPs. It would also have a repository of all the essential documents and will provide an overview of the plastic ban and the Meendum manjappai campaign. The Meendum Manjappai website was launched on 6th June 2023 as a part of World Environment Day 2023 celebrations and has attracted **more than 8600 viewers as of now.**

The Manjappai vending machines launched across the State have been geo referenced for easier navigation by the public. The locations are updated real time basis on the Meendum Manjappai App and Website.



Mobile Application

The TNPCCB has launched the Meendum Manjappai mobile application to provide a robust ecosystem of Eco alternatives to SUPs. The app will help in facilitating the users about the details of manufacturers of alternatives to SUPs and locations of Manjappai Vending Machines. The app also features a Chat bot which would answer the questions of the users and help them in locating the details needed by them. The Meendum Manjappai mobile app was launched on 6th June 2023 as a part of World Environment Day 2023 celebrations and is available in Android and iOS platforms



8 National Eco Alternatives Expo and Start-up Conference



Personal Care & Lifestyle products
47 Stalls



Bags & Packaging Material
49 Stalls



Tableware & Cutlery
38 Stalls



Machinery & Air Control devices
21 Stalls

2- day event

Held on 26th and 27th September 2022 at Chennai Trade Centre, Nandambakkam, Chennai.

173 nos.

Exhibitors from all over India participated on the expo

5 nos.

Panel discussions

Reports & Publications



Report on National expo on eco alternatives and startup conference



Handbook on Exhibitors of alternatives to plastic manufacturers



A directory listing 725+ Manufacturers and Suppliers of Eco-alternative Materials for Single Use Plastics in Tamil Nadu was released



Released on 26th
September 2022

725+ eco alternative
manufacturers

District wise
Manufacturers details

23+ different
category of products

Available on Meendum
Manjappai website and
mobile App



Scan here
to
download



10 Ongoing Projects

Beach Monitoring Kiosk

Used shipping containers (20 ft length) are modified and made as kiosks for monitoring litter in the beaches. The containers are modified to accommodate and provide access to the Manjappai and reverse vending machines inside the kiosk. CCTV monitoring systems have been placed within the containers to ensure monitoring the beach and key commercial activities. TNPCB has recruited staff for the monitoring kiosks. Additionally, awareness videos are displayed in digital displays placed on the kiosk.



Awareness through Electric Cars

TNPCB is spreading the word about the ban on single-use plastics and the importance of eco-friendly alternatives in an innovative way through a fleet of six electric bikes and two electric cars. These vehicles are customized with messages to raise awareness, making it easier to reach and educate the public on making sustainable choices. This effort is part of the "Meendum Manjappai" campaign, promoting a greener and more eco-conscious future for all. It has all meticulously customized with carefully curated messages that emphasize the importance of transitioning to sustainable, eco-friendly alternatives.

These vehicles will serve as mobile platforms to increase outreach and educate the public about the significance of reducing single-use plastics in our daily lives.



Awareness through FM

The focus of the radio programs will revolve around providing practical tips and guidance on minimizing plastic usage, particularly during festivals like Deepavali, Christmas & Pongal. By utilizing this widely accessible medium, the government aims to empower communities with actionable knowledge, fostering a culture of eco-friendliness and sustainability. This initiative marks a significant step towards promoting responsible consumer choices and reducing the environmental impact of festivities in Tamil Nadu.



SUP Free Adyar Zone

TNPCB is gearing up to kickstart an impactful program aimed at eliminating single-use plastics (SUP) in the Adyar Zone. By identifying key locations like temples and busy marketplaces, we're preparing for a coordinated effort with Greater Chennai Corporation (GCC) officials. Together, we're determined to enforce SUP regulations and make Adyar Zone free from single-use plastics, promoting a cleaner and more sustainable environment.



We hope that this newsletter will help raise awareness about the harmful effects of single-use plastics on our environment and encourage people to switch to eco-friendly alternatives like cloth bags.

Let's all do our part in making our planet a better place to live in!

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