



MEENDUM MANJAPPAI CAMPAIGN

Newsletter Issue II
March 2024



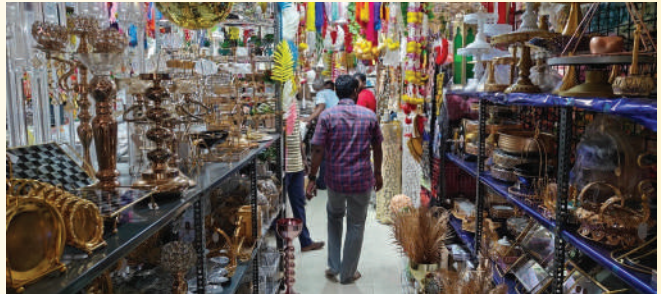
An initiative by

Tamil Nadu Pollution Control Board
தமிழ்நாடு மாசு கட்டுப்பாடு வாரியம்

Enforcement initiatives

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. In addition to regular enforcement Forests Department, Government of Tamil Nadu has set up Plastic Check Posts across 23 eco-sensitive areas to prevent use of Single Use Plastics and distribute Manjappai in those tourist zones.

The live dashboard closely monitors the enforcement activities undertaken by the District Environmental Engineers and local bodies. A module for enforcement in the Meendum Manjappai app is also being developed to ensure accurate capture of data regarding the enforcement activities undertaken.



1418390

Raids



189254

Awareness activities



2333 MT

Banned SUPs
seized



1723
Lakhs

Fines collected

From December 2019 to March 2024

Plastic Check posts



23 locations

- Tiger Reserves
- Eco tourism Sites
- Coastal areas



Awareness Videos

Government of Tamil Nadu has been actively undertaking a number of initiatives towards creating awareness among the citizens. Considering that the children are the future of the State, the Government has prioritised creating awareness regarding the ban and the use of eco-alternatives among the school students. One of the key initiatives undertaken



towards the students is broadcasting awareness videos among the Government school students. Animated awareness videos regarding the ill effects of plastic on environment, animals, natural resources, etc., and best practices on using eco-alternatives to plastic have been broadcasted to the students across the State. So far close to 15 videos have been created and broadcasted among around 700 Government schools, 28 Government aided schools, 9 Adi-Dravidar Schools. The reach for these videos have been welcoming among the students and has been effective in bring about behavioral changes among students.



Awareness initiatives in Districts



Message on Wheels Program at Koyambedu market, Chennai

Message on wheels

School competitions

Manjappai Beach Kiosks

Beach clean ups

Pamphlets

Eco-Alternative Directory

Rallies

National Expo

Manjappai Brigade

SUP Free Zones

The Government of Tamil Nadu has not only been a front runner in implementing the ban on Single Use Plastics (SUPs), but has also been pro-actively undertaking a number of initiatives towards generating awareness among different categories of citizens. The activities include one to one activities like distribution of informative pamphlets to group activities like performing a skit in a busy street. The Awareness initiatives are targeted at multiple goals including awareness of the ban and the consequences of non-adherence to the ban, awareness on the eco-alternatives available and creation of a database for the eco-alternative manufacturers etc. As a result of these active initiatives undertaken by the Government, the Meendum Manjappai campaign has become the people's campaign with a reach to every household in the State.



Number of Districts

38



Number of Activities

189254

Manjappai Vending Machines

To enhance the availability of the alternatives to single use plastic carry bags, Government of Tamil Nadu has installed Manjappai Vending Machines throughout the State. The locations where the Manjappais are installed are decided based on the public footprint and the need for the Manjappai Vending Machines. As observed below, commercial spaces are prioritised given the demand for carry bags in these locations.



46

Commercial Space



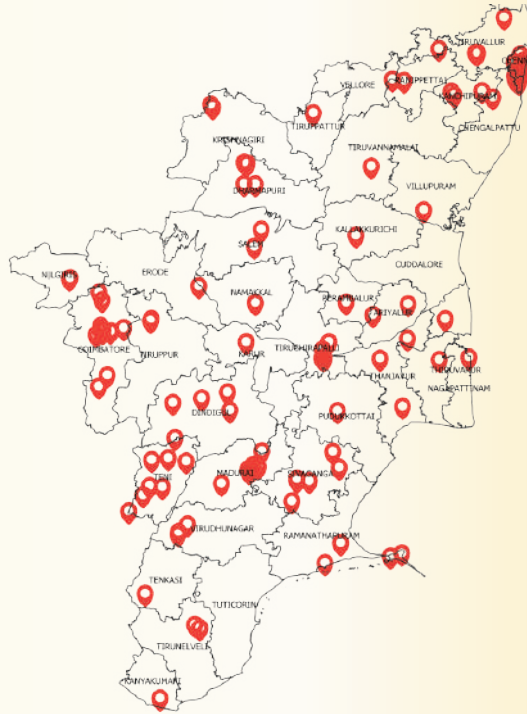
10

High Court



44

Government Office



25



Transit hubs

10



Hospitals

17



Places of Worship



Asia's largest fruits and vegetables market, Koyambedu, Chennai

SUP free Temples

Temples often serve as hubs for communities and can be influential in spreading awareness. The Manjappai Brigade were guided to engage with street vendors and flower vendors near temples, as they are integral parts of the local ecosystem and often use single-use plastics in their businesses and will be entry point for SUPs into the Temples. With this view Tamil Nadu Pollution Control Board (TNPCB) has initiated a pilot project to make three temples in Chennai - Marundeeswarar Temple in Thiruvanmiyur, Kabaleswarar Temple in Mylapore, and Parthasarathy Temple in Triplicane as Single-Use Plastic (SUP) Free Temples. This initiative is being carried out in coordination with the Hindu Religious and Charitable Endowments (HR&CE) department, Greater Chennai Corporation (GCC).

In this regard 230 numbers of cane baskets were handed over to the vendors at these three temples for pooja purposes and instructions were given to the executive officers to ensure the non-entry of banned SUPs within the temple premises.



03 Temples

46 Shops

230 Baskets

Manjappai Beach Kiosk

Government of Tamil Nadu has been actively undertaking a number of awareness creation initiatives as a part of the Meendum Manjappai campaign. There are number of innovative measures undertaken, one such initiative is the setting up of a 'Meendum Manjappai Kiosk' in the beaches. These kiosks are set up for creating awareness among the visitors to the beach regarding the impact of inappropriate disposal and use of banned SUPs and regarding the use of eco alternatives to SUPs.

Used shipping containers of 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 Vending Machines inside the kiosk. The kiosk also has a display of eco-alternatives to SUPs and a directory with the details of eco alternative manufacturers across Tamil Nadu.



So far, the kiosks are set up at Besant Nagar and Neelangarai Beaches in Chennai. The kiosk has witnessed 5000+ visitors and school children from 14+ schools have visited to undertake beach cleanups or other awareness building sessions at the Kiosk. More than 1000 Manjappais have been distributed through the MVMs at the kiosks since the last 4 months. The successful model of these two kiosks has urged the Government to set up these kiosks in all 14 coastal districts of Tamil Nadu and will be launched in the near future.



14 schools visits

5000+ visitors

1000+ Manjappai

Weekly events

Tamil Nadu Climate Summit 2.0



As a part of the effort towards Net-Zero carbon emissions, Environment, Climate Change and Forests Department, Government of Tamil Nadu conducted the Climate Summit 2.0 on February 28th and 29th 2024. The Summit was launched by Thiru. Udhayanidhi Stalin, Hon'ble Minister for Youth Welfare and Sports Development, Government of Tamil Nadu and Hon'ble Minister for Environment and Climate Change, Thiru. Siva. V. Meiyyanathan. The sessions conducted covered a wide range of topics including TN climate initiatives, carbon credits, climate finance, Carbon neutral cities, circularity etc. Dr. Jayanthi Murali, Chairperson, TNPCB participated in the summit and presented the initiatives under the Meendum Manjappai Campaign including the Beach kiosks, Tamil Nadu Fishnet Initiaves, Manjappai Brigade etc. The summit had exhibits by Tamil Nadu Pollution Control Board regarding the Meendum Manjappai Campaign and the Tamil Nadu Fishnet Initiatives. The MM campaign stall had the Manjappai Vending Machine, Reverse Vending Machine and display of the lifecycle of PET bottles. The Tamil Nadu Fishnet Initiatives (TNFI) stall had a model depicting the upcoming Fishnet collection center at Kasimedu, Chennai and the lifecycle of discarded fishnets.



Manjappai Brigade

Awareness generation is an important part of the Meendum Manjappai campaign. Government of Tamil Nadu is actively undertaking initiatives to spread awareness among the public and also monitor the adoption of the ban against usage of Single Use Plastics (SUP) ban. One of the innovative ways in which TNPCB is spreading awareness is through a fleet of 11 electric bikes and 2 electric cars. These vehicles are customized with messages to raise awareness. The vehicles will be used to increase the outreach and educate the public about the significance of reducing the use of Single Use Plastics (SUPs) in our daily lives. The brigade has till date covered more than 5000 kilometers and more than 300 locations for awareness generation. They have helped in Identifying 70



shops and 7 Godowns who were using banned SUPs. Around 15 shops selling SUPs were identified and sealed by the Greater Chennai Corporation. A dashboard has also been designed to monitor their daily activities including the locations of the sites visited, number of manjappai's distributed, banned SUP products observed etc.



No. of Kms Awareness

5000+

Places covered in Chennai

300+

No. of Shops Identified

70

No. of shops sealed

15

Manjappai Hackathon

As part of the Meendum Manjappai campaign, the Government has been distributing Manjappais through the vending machines and directly to the public during awareness programs. The Manjappais distributed at present is priced at Rs. 10 per bag and is still not affordable compared its SUP counterpart. The Government wants to provide the Manjappais at a price of Rs. 1 per bag.

The Government wanted to leverage the innovation and creativity of researchers and entrepreneurs in the State through Hackathon, to come up with a Manjappai that will cost close to Rs. 1. The registration for the event commenced on 8th of November 2023 took place until 23rd November 2023. The total registrations received were 755 and around 581 registrants were shortlisted.

The detailed proposals were received from 229 participants and 15 of them were shortlisted for the finale presentation. Innovative proposals at cost less than Rs. 5 has been received from across the State. The presentation was held in January 2024 and the winners will be declared soon. The top solutions received include carry bags made from sea weed, cotton and waste fiber.



Started from 08th Nov 2023

Registration closed 22nd Nov 2023

Number of Applicants **755**

Shortlisted **581**

15 finalists shortlisted

Finale 5th Jan 2024

Other key initiatives

Beach clean up

Representatives from the Royal Norwegian Ministry of Foreign Affairs, had visited Chennai to interact with the Government of Tamil Nadu. The team visited the kiosk at the Besant Nagar beach on 24.11.2023. They observed and appreciated the initiatives undertaken by GOTN towards the MM campaign. They had also participated in the beach clean up undertaken by the Students near the kiosk at Besant Nagar.



Tamil Nadu Fishnet Initiative

Government of Tamil Nadu has undertaken the Tamil Nadu Fishnet Initiative considering the impact of discarded fishnets on the aquatic life in the Ocean. The main objective of the initiative is to set up a streamlined supply chain for collection and recycling of the discarded fishnets. As a first step, a pilot collection center has been set up in Kasimedu and will be launched in the near future. This will also be extended to other coastal districts in the future.



Other key initiatives

Meendum Manjappai Stall at Trade Fair

Tamil Nadu Tourism Development Corporation and Government of Tamil Nadu hosted the India Tourism and Industrial Fair 2024 at the Island grounds, Chennai. Tamil Nadu Pollution Control Board participated in the fair exhibiting a stall on the MM campaign. The exhibit displayed MVMs, RVMs, models of E-waste treatment facility, Bio medical waste treatment facility, Hazardous waste treatment facility and Sewage Treatment Plant, Eco-alternative display and posters on initiatives by TNPCB. Stalls were also displayed at the Global Investors Meet 2024 and the Climate Summit 2.0.



Trainings attended by PWM cell TNPCB

Capacity building and trainings for the Plastic Waste Management cell has been prioritised. PWM team members have attended trainings on plastic waste management at CIPET, Chennai and Anil Agarwal Environment Training Institute, Rajasthan. The team has also won prizes in the Plastic Waste Management group event and Plastic Waste Management rules quiz held during the trainings.



Other key initiatives

Government of Tamil Nadu at COP28

The 28th session of the Conference of the Parties (COP28) to the UN Framework Convention on Climate Change (UNFCCC) was held at Expo City, Dubai in the United Arab Emirates (UAE) happened from 30th November to 12th December. Government of Tamil Nadu was represented by Additional Chief Secretary, Environment, Climate Change



and Forests Department, Chairperson, Tamil Nadu Pollution Control Board, Chief Mission Director, Tamil Nadu Coastal Restoration Mission and other officials from the Environment, Climate Change and Forests Department. The various initiatives under the Meendum Manjappai campaign and the initiatives towards recycling of waste in the State was presented at the event.

Conference at Madras School of Economics

Centre for Public Finance, Madras School of Economics hosted the second annual conference on Public Finance and Policy on January 29th and 30th 2024. Tamil Nadu Pollution Control Board participated under the theme, 'Research on Tamil Nadu Government Finances'. Research paper on "Tamil Nadu's Sustainable Triumph: Examining the economic and financial



impacts of Single Use Plastics Ban and the promotion of eco-alternative products in Tamil Nadu" was presented by Dr. Chandrasekharan, Assistant Environmental Engineer, Tamil Nadu Pollution Control Board and team.



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