



**LIFE**  
Lifestyle for  
Environment

# MEENDUM MANJAPPAL CAMPAIGN

Newsletter Issue III

July 2024



Solution to Plastic Pollution  
begins with you

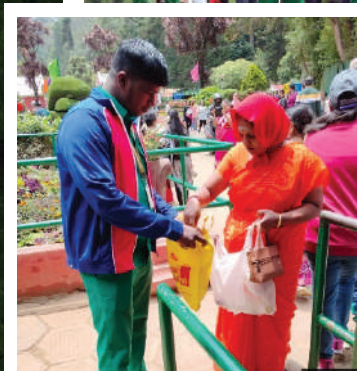


## Manjappai Brigade at Ooty

Government of Tamil Nadu has been actively conducting awareness initiatives across Tamil Nadu under the Meendum Manjappai Campaign. One of the key initiatives undertaken towards the awareness generation is setting up of the Manjappai Kiosk and the Manjappai Brigade. The Manjappai Brigade is a fleet of 11 bikes and 2 cars who go around the Chennai city to generate awareness regarding the ill effects of plastics, best practices in disposal of Single use plastic items and use of eco-alternatives etc.

Considering the success of the initiative, Tamil Nadu Pollution Control Board (TNPCB), Government of Tamil Nadu planned to expand the presence of the brigade to other locations like Ooty to ensure awareness generation at prime tourist locations. In this regard, six numbers of Manjappai Brigades (Green warriors) with 6 electric scooters coordinated to start the awareness campaign on 13.05.2024 to 20.05.2024 and 27.05.2024 till 31.05.2024. The Green warriors have targeted the hotspot areas in Ooty where tourist flow is high and created awareness on Meendum Manjappai campaign, SUP ban and the benefits on using eco-alternative products among the tourists. The major places covered by the green warriors during the awareness campaign are Botanical Garden, Rose show, Doddabetta, Ooty Lake, Karnataka Pine Forest, Railway Station and Bus Stand.

During the Manjappai Awareness programmes undertaken in crowded public places and tourist places, overall, close to 1700 kms were covered, more than 3000 public/tourist were sensitised about the ban on SUPs and Meendum Manjappai Campaign and more than 1600 of awareness pamphlets and 800+ Manjappais were distributed





## SUP Free KCBT

In a significant move towards environmental sustainability, the Chennai Metropolitan Development Authority (CMDA) has issued an order declaring the Kalaingar Centenary Bus Terminus (KCBT) located at Kilambakkam as single-use plastic (SUP)-free zone. The order encompasses implementation of the ban on Single Use Plastics as per the G.O (Ms)No. 84, Environment & Forest Department of Tamil Nadu Government (EC. 2) Notification dated 25.06. 2018 (EC2) ordering a comprehensive ban on the use, sale, storage, and distribution of a wide range of single-use plastic items. Items such as plastic carry bags, cutlery, straws and packaging films will no longer be permitted, encouraging visitors and stakeholders to opt for sustainable alternatives. This bold step is intended to foster sustainable practices, reduce plastic waste generation, and promote a cleaner and healthier environment for passengers, staff, and the community at large. To support the transition, CMDA in association with TNPCB has outlined clear guidelines.



In order to make Manjappai more available to the public, 5 Manjappai Vending Machines were launched inside the bus stand. Businesses and vendors within the terminus to adopt eco-friendly alternatives such as paper products, cloth bags, and biodegradable materials. A meeting was also conducted by the TNPCB with the KCBT officials and shopkeepers on 20-05-2024 to brief on the order and the best practices to be adopted. Water dispensers and refillable bottles may also be made readily available to discourage the use of single-use plastic water bottles.



# International Plastic Bag Free Day 2024



International Plastic Bag Free Day, celebrated annually on July 3, aims to raise awareness about the environmental impact of plastic bags worldwide. In Tamil Nadu, the Tamil Nadu Pollution Control Board (TNPCB) spearheaded a robust campaign across all 38 districts for the Plastic Bag free Day 2024, organizing 45 awareness programs to educate the public about the detrimental effects of single-use plastics. These efforts included rallies involving students and community members advocating for reusable bags, alongside the inauguration of Manjappai vending machines to facilitate easy access to eco-friendly alternatives. A total of 14,450 Manjappai cloth bags were distributed during these events, emphasizing Tamil Nadu's commitment to reducing plastic waste and promoting a cleaner environment.

# EPR for Plastic Packaging

**Extended Producer Responsibility** means the responsibility of a producer for the environmentally sound management of the product until its end of life. The following entities must be registered in CPCB EPR portal

- ◆ Producer of plastic packaging,
- ◆ Importer of plastic packaging and/or plastic packaging of imported products,
- ◆ Brand owners including online platforms/marketplaces and supermarkets/retail chains other than those which are micro and small enterprises as per the criteria of ministry of MSME, GoI
- ◆ Manufacturers of plastic raw materials
- ◆ Plastic Waste Processors including recyclers

## Action taken by TNPCB

- ◆ Directions issued to unregistered brand owners and plastic waste processors
- ◆ Issued press releases, urging the unregistered obligated entities and PWP to enrol themselves in CPCB EPR portal
- ◆ Attended more than **1400 helpline call** regarding EPR registrations



Producer



Importer

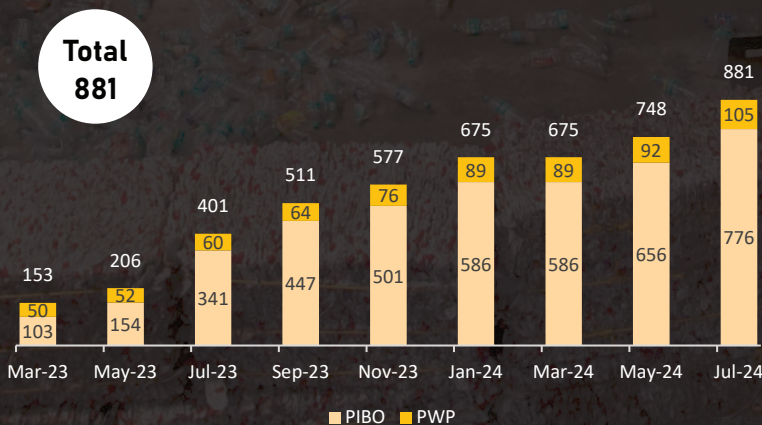


Brand Owner



Plastic Waste Processors

## Progress of EPR Registrations issued in Tamil Nadu



**Total Processing Capacity of all PWP's - 11,15,655 TPA**

# Trainings on EPR for Plastic Packaging



## Extended Producer Responsibility (EPR) – plastic packaging



Provided trainings to TNPCB officials and EPR obligated entities as a part of capacity building on EPR Registration of PIBOs, PWPs and ULBs in coordination with GIZ

Provided Trainings to PIBOs and PWPs regarding EPR application process as part of the World Environment Day 2024 celebrations



3rd June 2024

5th June 2024

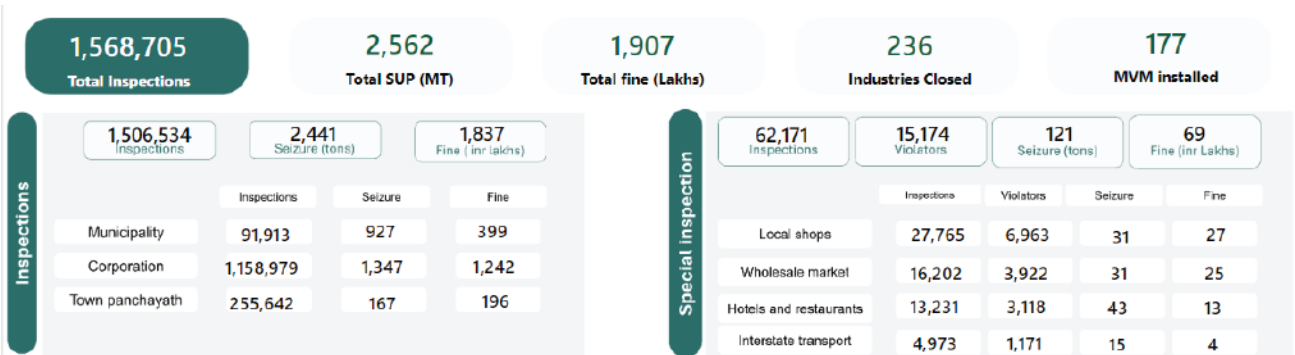
2nd July 2024

9th July 2024

16th July 2024

# Enforcement of ban on Single Use Plastics

As part of the implementation of the ban on SUPs, various enforcement measures such as inspection, seizure of banned plastics, imposing of fines etc., are being carried out through the local bodies. During the enforcement of SUP ban, non-compliance of the ban of identified SUP has been found in commercial establishments and retail shops in local markets and subsequent actions have been taken against the violators of the PWM rules. Based on the directions received from CPCB, Special enforcement drives are carried out for 4 days in a month at local shops, wholesale markets and interstate borders. The details of the sup ban enforcement and special enforcement are shown below.

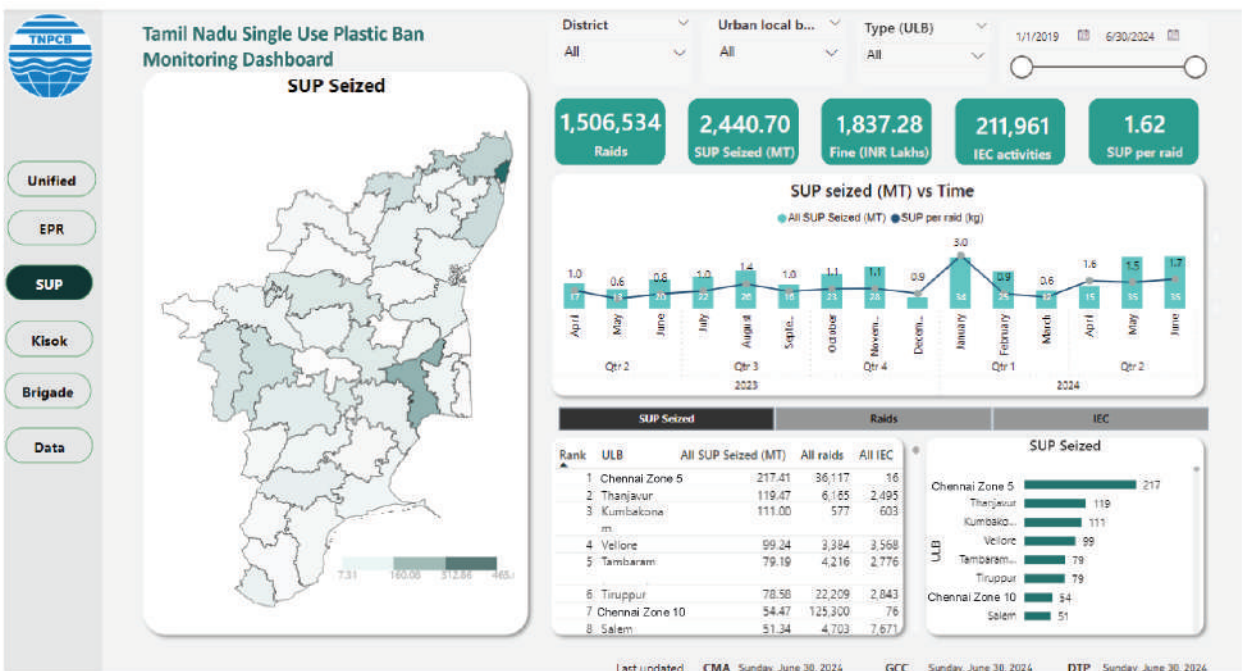


Fine collected  
**Rs. 19 crores+**

SUP manufacturing units closed  
**236**

Banned SUP items seized in Tonnes  
**2500+**

Inspections conducted  
**15 lakh+**

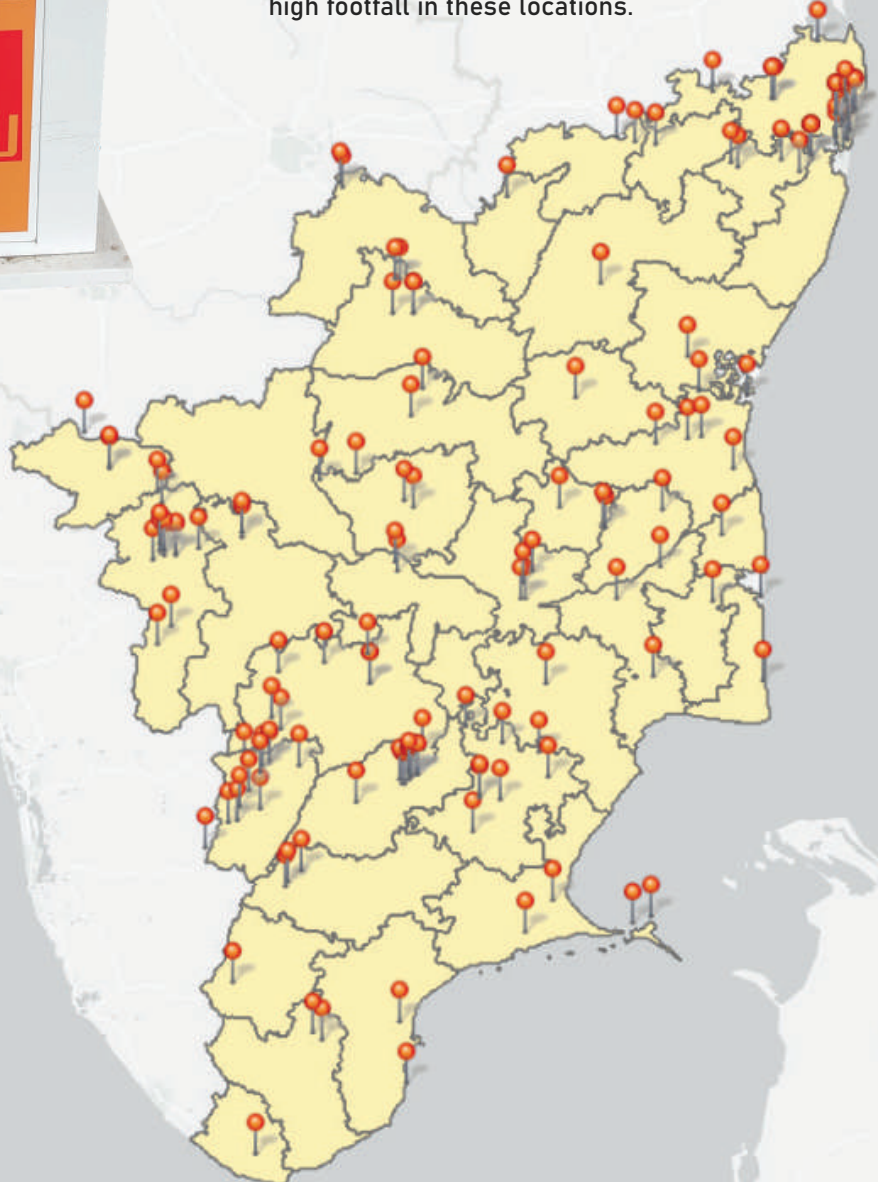




# Manjappai Vending Machines



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 Manjappai Vending Machines are additionally placed in important locations like the Vandaloor Zoo, Kilambakkam Bus Terminus (5 machines), District Central Library Tiruvanmayur considering the high footfall in these locations.



**Total  
MVMs  
177**

# Micro Plastics Study

An ongoing study, initiated by the Tamil Nadu Pollution Control Board, addressing the issue of microplastic pollution in lakes of Tamil Nadu is being conducted by the Suganthi Devadason Marine Research Institute (SDMRI). This research spans from July 2023 focusing on 47 lakes across Tamil Nadu's Eastern and Western districts which should be completed by August 2024. The study examines the abundance, distribution, and characteristics of microplastics in water, sediment, and aquatic life. The research aims to assess ecological risks and understand microplastics' impact on the food chain. This vital work will help in shaping the future pollution management strategies and protect the essential freshwater ecosystems.



# Study on Status of SUP ban in 12 Eco-sensitive zones



Eco- Alternatives  
Availability



Operational  
issues



Limited  
awareness



Limited  
Capacity

Government of Tamil Nadu enacted a ban on fourteen types of single-use plastics on January 1, 2019. Substantial efforts have been made to enforce it, including widespread awareness campaigns and the deployment of 'Manjappai Vending Machines' for cloth bags, as well as reverse vending machines for recycling plastic. In order to understand the progress of the implementation of the ban and the impact of the initiatives undertaken, TNPCB engaged IIT Madras to conduct a study in the previously identified 12 ecologically sensitive and tourist areas of Tamil Nadu. The study is currently ongoing and will be completed by end of August 2024. The key observations include the following:

# THANK YOU



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