



ABSTRACT

Environment, Climate Change — Announcement for the year 2021-2022 - Implementation of the “People’s Campaign against throwaway Plastics” - Orders — Issued.

ENVIRONMENT, CLIMATE CHANGE AND FOREST (EC2) DEPARTMENT

G.O.(Ms.)No.116

Dated: 27.11.2021

பிலவ, கார்த்திகை-11

திருவள்ளூர் ஆண்டு -2052

Read:

1. G.O.(Ms) No 84, Environment and Forests (EC.2) Department, dated: 25.06.2018.
2. Announcement made by the Hon'ble Minister for Environment, Climate Change and Youth Welfare and Sports Development Department during the Budget Session 2021-22.
3. From the Member Secretary, Tamil Nadu Pollution Control Board Letter No.T1/TNPCB/F.020132/Plastic Announcement/2021, Dated: 21.09.2021.

ORDER:

The world is facing a crisis owing to pollution from plastics. Single use plastics account for 40% of the plastics produced globally and they have brought in a culture of ‘use and throw’ that has become part of daily lives. These plastics are used for a very short time and stay in the environment for thousands of years. Inefficient systems of managing the discarded plastic has further complicated the issue leading to a global crisis as plastics enter soils, rivers and oceans. A significant amount of plastic is burnt causing serious emission problems. Disposable plastic also breaks down as micro plastics and are reported from all corners of the planet.

2. The cost to biodiversity from plastic pollution is very high and every year countless animals are killed and habitats polluted because of plastics. Media reports and images on sea birds, fishes, turtles and marine animals killed due to plastic in their stomachs has made news across the world. Plastics find themselves into the oceans from land and are carried by the rivers. Once they have reached the ocean they are carried to far places by the currents. Plastics enter the diets of several terrestrial mammals especially large herbivores leading to their death.

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3. According to the International Union for Conservation of Nature (IUCN), at least 14 million tons of plastic globally ends up in the oceans every year. The unprecedented level of plastic pollution has captured the global attention and the call for a global treaty on plastics to be taken up by the United Nations is gathering momentum.

4. As per the information from the Central Pollution Control Board, India generated over 34,69,780 tonnes of plastic waste in 2019-2020. In Tamil Nadu alone, the estimated plastic waste generation was approximately 4,31,472 tonnes in 2019-2020 (Annual Report - Municipal Administration and Water Supply Department submitted to Tamil Nadu Pollution Control Board).

5. The Government on 25.06.2018 had notified the ban on manufacture, storage, supply, transport, sale or distribution of one time use and throwaway plastics. Single-use plastics (SUP) such as plastic sheets used for food wrapping, spreading on dining table, plastic plates, plastic coated teacups, plastic tumbler water pouches, packets, plastic straw, plastic carry bag, plastic flags irrespective of thickness. The said ban was brought into effect from 01.01.2019. The Government also constituted a State level Steering Committee to monitor the overall implementation of the ban.

6. The Government of Tamil Nadu is committed to eliminating throwaway plastic and poised to take bold steps to tackle this imminent crisis of plastic pollution with the participation of people from all walks of life.

7. During the Budget session 2021-2022, the Government of Tamil Nadu has made an announcement on the floor of the Assembly on 03.09.2021, calling for the implementation of the "People's Campaign against throwaway plastics" through Tamil Nadu Pollution Control Board. This will be undertaken by launching a people's movement in each District inviting stakeholders from various sectors like Traders Associations, Social Clubs, Merchants Association, Citizen Bodies and Leaders from Local bodies. This will be followed up by strict enforcement with the support and guidance of District Collectors.

8. In order to fight Plastic pollution and eliminate single use throwaway plastic, Government will adopt the following 4 strategies.

- Support people's movement against plastic through communication that is impactful and innovative.
- Design a framework for effective monitoring and reporting on implementation of the plastic ban across the state.
- Coordinate and interface with stakeholders to design and popularize sustainable eco- friendly alternatives.
- Work with Industry, Micro, Small and Medium Enterprises and other stakeholders to create a road map for large scale production of eco-friendly alternatives to plastic packaging through workshops, seminars and knowledge sharing.

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9. An Indo-German Bilateral Technical Cooperation project titled "Circular Economy Solutions preventing Marine Litter in Ecosystems" with the support of German Government Agency viz GIZ and the Ministry of Environment, Forest, and Climate Change (MoEFCC), Government of India shall be implemented in Tamil Nadu. The Project will support the Department of Environment, Climate Change and Forest, Government of Tamil Nadu in implementing various measures towards plastic waste management. The project aims at demonstrating technological solutions in riverine and marine ecosystems to close cycles of marine litter. It will support effective management of marine litter in selected hotspots within an ecosystem and will support implementation of a framework for Extended Producer Responsibility (EPR) in selected hotspots at city level replicable at State level. The project will jointly support the campaign launch and its follow up activities.

10. Following is the roadmap for single use plastic ban in Tamil Nadu :-

- ❖ **A State campaign titled "Meendum Manjappai"** - a call for a back to basics and into the future with traditional nature based solutions will be the starting point.
- ❖ The ubiquitous yellow bag or 'Manjappai' is integral to Tamil Nadu's culture, serving as a humble grocery bag to one in which return gifts are presented to guests at weddings. People carry a love for the traditional yellow cloth bag, which is affordable, easily available, user-friendly and reusable for a longer duration. In recent times disposable plastic bags have entered in a big way and especially during the pandemic times it has become the norm. It is time to halt the extensive use of disposable plastics before it chokes our storm drains, pollutes our soils and rivers eventually finding its way into the ocean. Local nature based solutions like the 'Manjappai' can be brought back through a people's campaign.
- ❖ The **"Meendum Manjappai" campaign** will be launched as the revival of the eco-friendly tradition in the fight against throwaway plastic bags and create consciousness among public to get back to cloth bags. The material being familiar among public will promote easy reach to the minds and hearts of people and connect easily with people across generations.

11. In the process of creating awareness among citizens and revive a traditional sustainable practice, campaign "Meendum Manjappai" will be launched by Tamil Nadu Pollution Control Board supported by GIZ with a series of activities that will be devised to promote people's participation. Some of the important activities shall be as below:-

- 1) Agencies engaged in **eco-friendly packaging materials** will be identified. Viable business plans and interface with corporates and commercial establishments will be developed to promote business to business opportunities, certification and product design.

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- 2) **Start-ups and innovators** in the field will be identified to participate and promote entrepreneurship. Follow up events like workshops and awareness events will be held to identify and promote such more innovation and entrepreneurs. More such support systems will be identified at Districts for wider promotion among public to maximize impact in both urban and rural communities.
- 3) Showcase the promotion of cloth carry bags through **social, media outreach** using Twitter, Facebook and LinkedIn, etc. Content will be prepared for maximum outreach.
- 4) Engagement and Effective communication with state-wide stakeholders
- 5) Regular planning and review meetings to monitor the implementation of the ban.
- 6) Interaction with Districts Collectors, Corporations and Municipal Commissioners to enforce the ban.

12. The State proposes to focus on plans based on the following areas of intervention for successful implementation of the People's campaign on onetime use and throwaway plastics:

- Regular meetings by the State level Steering Committee to support the implementation of Plastic ban notification issued by Government of Tamil Nadu and Plastic Waste Management (Amendment) Rules 2021.
- Formation of **State level Task force** and **District level Task forces**.
- Setting up of a **Project Management Unit (PMU)** at Chennai to steer the activities of the project.
- Koyambedu market, Asia's largest Fruits, Vegetables and Flower Market will be taken up as a pilot to make it free from single use throwaway plastic. Tamil Nadu Pollution Control Board shall steer the project jointly with Greater Chennai Corporation.
- **Extended Producers Responsibility** initiatives shall be monitored closely.
- Devising and implementation of a **Green Protocol** to enable significant reduction of waste including plastic waste that are banned in the State Department buildings/offices.
- Measures related to **Marine debris and prevention of ghost gears and nets** (fishing gears that are lost/abandoned/discarded at sea or harbors or beaches responsible for trapping and killing a significant number of marine animals) will be taken up to reduce marine plastic debris. Activities such as social awareness among fishermen community to generate awareness and engage with related initiatives will be devised.

- The Campaign will involve young people to be leaders in their local communities to fight the disposable plastic pollution.
- The Campaign will engage with the Schools/Colleges, Bharat Scouts and Guides, eco-clubs, NSS (National Service Scheme), NGC (National Green Corps) Schools and NGC Co-ordinators. Hackathons and various other competitions shall be organized with young people to involve in the campaign. Harnessing the energy and brilliance of youth will be the corner stone of this campaign.

13. The Government accords Administrative approval for the modalities mentioned above towards implementation of the "People's Campaign against throwaway Plastics". Tamil Nadu Pollution Control Board shall fund the entire initiative.

(BY ORDER OF THE GOVERNOR)

SUPRIYA SAHU
PRINCIPAL SECRETARY TO GOVERNMENT

To
The Director of Environment,
Chennai-15.
The Chairman,
Tamil Nadu Pollution Control Board, Chennai – 32.
The Additional Chief Secretary to Government,
Municipal Administration & Water Supply Department,
Secretariat, Chennai-9.
The Additional Chief Secretary to Government,
Animal Husbandry Dairying Fisheries and
Fisherman Welfare Department, Secretariat, Chennai-9.
The Additional Chief Secretary to Government,
Industries Department, Secretariat, Chennai-9.
The Principal Secretary to Government,
Rural Development & Panchayat Raj Department,
Secretariat, Chennai-9.
The Principal Secretary to Government,
School Education Department,
Secretariat, Chennai-9.
The Principal Secretary to Government,
Micro, Small and Medium Enterprises Department,
Secretariat, Chennai-9.
The Principal Secretary/Commissioner,
Greater Chennai Corporation, Chennai – 600 003.

Commissioner of Industries and Commerce, Chennai-32.

All District Collectors.

Special Officers / Commissioners of All Municipal Corporations.

Copy to:-

The Hon'ble Chief Minister's Office, Chennai -9.

The Special/Senior Personal Assistant to the
Hon'ble Minister for Environment, Climate Change and
Youth Welfare and Sports Development,
Secretariat, Chennai - 9.

The Private Secretary to Principal Secretary to Government,
Finance Department, Secretariat, Chennai - 9.

The Private Secretary to Principal Secretary to Government,
Environment, Climate Change and Forest Department,
Secretariat, Chennai - 9.

The Private Secretary to Special Secretary (Environment, Climate Change),
Environment, Climate Change and Forest Department,
Secretariat, Chennai - 9.

Environment, Climate Change & Forest (FR.7/EC.1/ EC.3) Department,
Secretariat, Chennai -9.

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N.B. 27-11-2024
SECTION OFFICER