



# Plastic Pollution Free Tamil Nadu



**A.V.VENKATACHALAM, I.F.S.,  
CHAIRMAN**

**TAMIL NADU POLLUTION CONTROL BOARD**

## Brief History.....

- In **2002**, the State Government has introduced a bill, 'Tamilnadu Plastic Articles (Prohibition of Sale, Storage, Transport & Use), in the **TN Legislative Assembly**.
- The then Hon'ble Chief Minister, Dr. J. Jayalalitha delivered a speech on this bill in the Legislative Assembly on **8.5.2002**.
- In the speech, the then Hon'ble Chief Minister has highlighted the impacts of **piling-up of plastic garbage** in the cities, towns, tourists spots, pilgrimage centres, highways etc.



## Contd...

- The then Hon'ble Chief Minister also mentioned that the people who visit wildlife sanctuaries like Mudumalai, Bandipur carry **food packaged in plastics**. They discard the packaging in forests which are then **ingested by elephants, tigers, bears and monkeys** leading to their pitiable deaths.
- **The then Hon'ble CM** highlighted that, there were jute bags, cloth bags and paper bags before plastic carry bags. **Awareness** must become a social reform movement and lead to **gradual phase-out** of the use of plastics.
- The then Hon'ble CM mentioned that it is a need to explain the dangers of plastics to the people, make them aware, then **implement** the law in a phased manner. Start at the level of corporations, then municipalities, then expand it to town panchayats, then village panchayats until all of Tamilnadu is covered.

# Constitution of Expert Committee

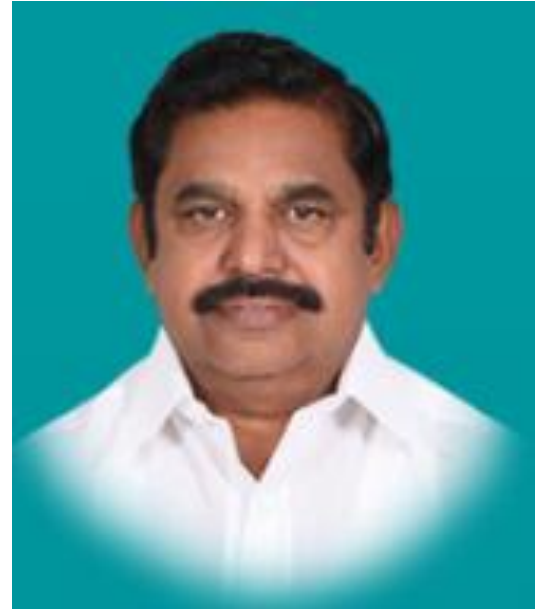
- As per G.O. Ms. No. 92 of Environment and Forests (EC-2) Department dated 10.08.2011 “Expert Committee” constituted to check the Health and Environmental Hazard in the use of plastics and to find the ways and means to intensify plastic awareness camps.
- **Recommendations of the committee**
  - Adoption of “throwaway plastic (avoidance) policy”
  - Legislation for manufacturing of carry bags of thickness of not less than 50 microns and with minimum size of 8 x 12 inches
  - Banning throwaway plastics in mass gathering functions
  - Declaring all the Government offices as “throwaway plastic free zone”.
- **Recommendations of the Committee formed basis for “use and throwaway plastic” ban notification**

---

## Announcement under Rule 110

In tune with 2018 World Environment Day theme “Beat Plastic Pollution” the Hon’ble Chief Minister of Tamil Nadu made an Announcement under Rule 110 in the Assembly on the 05.06.2018, imposing a ban on certain items of “Use and Throwaway Plastics” such as PLASTIC CARRY BAGS IRRESPECTIVE OF THICKNESS, PLASTIC SHEETS, PLASTIC PLATES, PLASTIC COATED TEA CUPS/TUMBLERS, PLASTIC STRAWS, PLASTIC FLAGS AND PLASTIC WATER POUCHES effective from 01.01.2019 onwards.

---



---

# Plastic Ban Notification

Department of Environment & Forests, Government of Tamil Nadu vide **G.O. (Ms). No.84 dated 25.06.2018** published the Notification on Plastic Ban in the Tamil Nadu Government Gazette.

- in exercise of the powers conferred under Section 5 of the Environment (Protection) Act, 1986.
- ban of manufacture, store, supply, transport, sale or distribution of “use and throwaway plastics”

# Descriptive List of Banned Plastic Items

- Plastic sheet / cling film used for food wrapping
- Plastic sheet used for spreading on dining table
- Plastic Thermocol plates
- Plastic coated paper plates
- Plastic coated paper cups
- Plastic tea cups
- Plastic tumbler
- Thermocol cups
- Plastic carry bags of all size & thickness
- Plastic coated carry bags
- Non-woven Carry Bags
- Water pouches / packets
- Plastic straw
- Plastic flags



# LIST OF ECO FRIENDLY ALTERNATIVES

- Plantain leaves, Areca nut plates, Lotus leaves
- Aluminium foils
- Paper rolls
- Glass / metal tumblers,
- Bamboo, Wooden and Earthen Products
- Paper straw
- Cloth / Paper / Jute bags
- Paper / Cloth flags
- Ceramic wares
- Edible Cutleries





---

# Issue of G.O.'s for effective implementation

- **G.O.(Ms)No. 82, dated 15.06.2018**

**Appointment of Regional Coordinators for monitoring and successful implementation of the plastic ban**

- **G.O.(Ms)No. 92 dated 05.07.2018**

**Formation of Steering Committee under the chairmanship of the Chief Secretary, Govt. of Tamil Nadu to review the progress of implementation of ban**

- **Steering Committee Meetings were held on 12/07/2018, 07/09/2018 & 03/04/2019**

---

# Issue of G.O.'s for effective implementation

- **G.O.(2D)No. 30 dated 05.07.2018**

**Financial Sanction for conducting Regional Workshops to create awareness in all the Districts of Tamil Nadu**

- **G.O(D) No.265 dated 20.09.2018**

**To implement Ban on one time use and throwaway plastics in theGovernment Departments.**

- **G.O (D) No.319 dated 10.11.2018**

**Nomination of TNPCB Officials for assisting Regional Coordinators of Plastic Ban.**

---

# **Awareness initiatives taken till 31.12.2018**

# Mega Launch of Plastic Pollution Free Tamil Nadu Campaign

❖ Hon'ble Chief Minister of Tamil Nadu launched logo, website, mobile app and awareness videos of Plastic Pollution Free Tamil Nadu Campaign on 23.08.2018 and introduced the Brand Ambassadors for spear heading the campaign

❖ Hon'ble State Ministers, in-charge of the respective Districts along with District Collectors conducted awareness program on 25.08.2018.



# Awareness Programs / meetings

- ❖ Meetings conducted with
  - Hotels, kalyana mandapams, shopping malls in all districts
  - Eco-clubs, NGC co-ordinators of all districts
  - All District CEOs of School Education Dept.
  - IT Parks and shopping malls of Chennai District
  - District Environmental Committee meetings at all districts
- ❖ Meeting conducted with Bar owner association of TASMAC
- ❖ Workshop for alternative eco-products conducted by District Administration in various districts



---

# District Environmental Committee meetings

- **District Environmental Committee(DEC) constituted in all the Districts to deal with environmental protection related matters under the chairmanship of the District Collector.**
- **The members are officials from the following departments - PWD, Agriculture, Industries, Highways, DTCP, Forests, Fisheries, Colleges, Public Health.**
- **DEC meetings are convened to sensitize and take necessary action on the environmental issues**
- **The status of implementation of plastic ban notification is reviewed periodically in DEC meetings.**

# District Environmental Committee meeting conducted at various districts



**Krishnagiri District on 16.11.2018**



**Kancheepuram District on 19.11.2018**



**Namakkal District on 20.11.2018**



**Karur District on 05.12.2018**



**Thootukudi District on 06.12.2018**

# Display in National Highway Toll Gates

KRISHNAGIRI TOLL

❖ Placed display boards (45 nos.) at the entry and exit of Toll Plazas on National Highways to create mass awareness among the public regarding the ban on “one time use and throwaway plastics”.



PALAYAM TOLL, DHARMAPURI







# Awareness Campaigns through brand ambassadors



Awareness Program of ban on 'one time use and throw away plastics' conducted under the chairmanship of the District Collector, Ooty along with the chief guest / brand ambassador, cine actor Thiru Vivek among school students on 20.11.2018 at the Botanical Garden, Ooty followed by awareness rally of school students.



# Awareness Campaign during Maha Karthigai Deepam, Tiruvannamalai District - 2018



- Stalls placed in various places and display boards on banned plastic items & alternatives placed at 5 important places in the district
- In 95 places one time use and throw away plastic exchange kiosks were placed in tie up with local body.
- Around 8 lakhs people assembled for this festival, out of which around 30000 tokens were issued to the public who brought cloth, jute & other eco-friendly bags.
- 72 persons selected out of which 52 persons were issued with silver coins (10 gm each) and 6 persons issued with gold coins (2 gm each).
- Wide publicity was made through newspapers and local media in this regard.

# Exhibit vehicle



**Hon'ble Chief Minister of Tamil Nadu inaugurated an exhibit vehicle on 10<sup>th</sup> December 2018 which travelled to all the districts of Tamil Nadu spreading awareness on banned plastic products among public and school children.**

# Reaching public through information technology

- ❖ Logo, website ([www.plasticpollutionfreetn.org](http://www.plasticpollutionfreetn.org)), mobile app and awareness videos of Plastic Pollution Free Tamil Nadu Campaign was launched.
- ❖ 2D and 3D animation short movies, video clips on plastic ban awareness were screened in shopping malls, theatres, etc and also spread through Whatsapp.
- ❖ Meetings were conducted exclusively with IT Parks & Shopping malls and in response Plastic ban awareness videos were screened at shopping mall multiplexes.



Plastic ban awareness videos displayed @ Centre of Express Avenue, Royapettah.

PLASTIC POLLUTION FREE TAMIL NADU CAMPAIGN

Let's join hands to Beat Plastic Pollution !!!

Menu

- Vision & Mission
- Administrative Setup
- Regional Co-ordinators
- Govt. Announcements
- Waste Management

News & Events

- Regional Conference – Trichy on 21-12-2018
- Regional Conference – Coimbatore on 15-12-2018
- Interactive Meeting with the Hon'ble Minister for Environment on 11-12-2018

Alternative to Plastics

List of units identified in Tamil Nadu state for alternative to throw away plastic manufacturers Details

Appeal to the Industries

The Honourable Chief Minister of Tamil Nadu has made an announcement under Rule 110 on the floor of the Assembly on 05.06.2018 that there will be ban on use of one time use and throwaway plastics from

About Single-use Plastics

Plastics are typically organic polymers of high molecular mass commonly derived from petrochemicals

Classification

Plastics are usually classified by their structural chemical process used in their synthesis.

21

# Regional Conferences

Regional Conferences for Plastic Pollution Free Tamilnadu conducted at

- Coimbatore - 15.12.2018
- Trichy - 21.12.2018
- Madurai, - 21.12.2018
- Tirunelveli - 22.12.2018
- Chennai - 26.12.2018
- Salem - 28.12.2018
- Conferences were attended by the Hon'ble Minister for Environment and other Ministers, MLAs, Principal Secretary, E&F Dept., Regional Coordinators, District Collectors, Corporation Commissioners, Superintendent of Police, urban local bodies and TNPCB officials along with Plastic Manufacturers, NGOs, students and public



---

# Appeal to the Industries

All the Red Large/ Medium and Orange Large industries throughout the state were directed to take the following measures :

- Provide permanent display board made of metal (not in PVC Flex) with pictorial representation of the banned “one time use and throwaway plastics” items at the entrance of the industry, for informing the visitors about the implementation of the ban on “use of one time use and throwaway plastics”.
- Declare their industry premises as “plastic free zone”
- Conduct awareness program among the employees and other public within 10 km radius
- Conduct competitions among the children’s of their employees
- Take pledge to avoid “one time use and throwaway plastics”
- Provide notices to the suppliers, customers and visitors
- Ensure that the banned plastic items are not used in the canteen, offices, official meetings, etc.

# Action Taken by Industries



Active Carb, Tiruppur District



Jacobi Carbons India Private Limited, Coimbatore



ARKAY Energy (Rameshwaram) Limited, Ramanathapuram District



Coromandel Electric Company Limited, Ramanathapuram District



# Request made to Other Departments

- The Chairman TNPCB requested the following departments to declare their premises as "Plastic free Zone" and also to follow certain measures to comply with the order of the Government on the ban on use "one time use and throwaway plastics".
  - ✓ Home, Prohibition and Excise Department
  - ✓ Health and Family Welfare
  - ✓ School Education
  - ✓ Higher Education
  - ✓ Government/Government Aided/ Deemed universities
  - ✓ High Court/Sub Ordinate Courts.
  - ✓ Tamil Nadu Small Industries Development Corporation Ltd (TANSIDCO)
  - ✓ Electronics Corporation of Tamil Nadu Limited(ELCOT),
  - ✓ State Industries Promotion Corporation of Tamil Nadu Ltd (SIPCOT)
  - ✓ Tamil Nadu Small Industries Corporation (TANSI)
  - ✓ Tamil Nadu Industrial Development Corporation(TIDCO).
  - ✓ Airports Authority of India
  - ✓ Southern Railways
  - ✓ Major Ports like Port of Chennai and Kamarajar Port Limited, V. O. Chidambaranar Port Trust.
  - ✓ Tamil Nadu Maritime Board
  - ✓ Hindu Religious and Charitable Endowments,
  - ✓ Tourism , Culture and Religious Endowment Department
  - ✓ Principal Chief Conservator of Forests, Department of forests

---

# **Awareness & Enforcement activities from 01.01.2019**

# Enforcement activities from 01.01.2019

- ❖ **TNPCB issued directions to stop the manufacture of banned plastic items and also carrying out periodical inspection of these units.**
- ❖ **TNPCB formed special teams to carry out surprise inspections all over Tamilnadu.**

<b>Total number of plastic manufacturing units</b>	<b>1858</b>
<b>No. of inspections carried out</b>	<b>1858</b>
<b>Directions issued to the units producing banned plastic items</b>	<b>170</b>
<b>Number of units not in operation</b>	<b>113</b>
<b>Number of units which changed the product</b>	<b>57</b>
<b>Closure directions issued by the Board</b>	<b>52</b>
<b>Closure directions issued through District Coordination Committee</b>	<b>48</b>
<b>Directions / Show Cause Notices issued</b>	<b>108</b>

# Enforcement activities from 01.01.2019

- ❖ **Surprise inspections carried out across 444 numbers of Starbucks, KFC, McDonalds outlets and other hotels, restaurants etc. in Chennai District**
- ❖ **Inspection carried out by 9 teams of TNPCB officials of Chennai zone.**
- ❖ **Show Cause Notices issued to 42 number of outlets / hotels who are using use and throwaway banned plastics.**
  
- ❖ **DO letter sent to the Home Department & Commercial Taxes Department to have strict vigil in the check post located at the borders of Tamilnadu and to ensure that no vehicle with the banned plastic materials is allowed into the state of Tamilnadu**

---

## Awareness activities from 01.01.2019

- ❖ **Monitoring groups formed by the District Collector for enforcement of plastic ban notification. District Collectors constituted District Level Monitoring Committee to review the enforcement of ban.**
- ❖ **2D and 3D animation short movies , video clips on plastic ban awareness are being screened in theatres.**
- ❖ **About 3500 Large and Medium scale industries declared their premises as 'Plastic Pollution Free Zone'**
- ❖ **DO letters addressed to the Principal Secretaries of Hindu Religious and Charitable Endowments Department , Food Safety & Drug Administration Department and Managing Director, TASMACH to take stringent action to avoid banned 'use and throwaway plastic'**

# Meetings conducted

- ❖ Meetings conducted with the
  - ❖ Chief Engineers Forum of the Star Hotels of Tamilnadu and interacted on the action taken by the respective hotels to avoid use and throwaway plastics in their premises
  - ❖ Greater Chennai Corporation officials and Food Safety Department officials.
  - ❖ Clarifications provided on the type of throwaway plastics to be seized and requested for effective enforcement.



# Distribution of Posters and Pictorial Handbooks

- ❖ Hon'ble Chief Minister of Tamilnadu released the poster and pictorial handbook on banned use and throwaway plastics and its alternatives
- ❖ Distributed the handbooks to the schools, colleges and other stake holders through District Administration.



# Oath among school children on Children's Day



- ❖ Hon'ble Chief Minister of Tamil Nadu along with 10 lakh school children took oath on "Plastic Pollution Free Tamil Nadu" on Children's Day - 14.11.2019.



# Awareness through social media

❖ Social media platforms like Facebook, Twitter, LinkedIn, Pinterest, You tube continued to spread plastic ban awareness.

❖ Plastic Pollution free website updated regularly.

[www.plasticpollutionfreetn.org](http://www.plasticpollutionfreetn.org)

Total views – 2,62,000

Social Media Platforms:

Facebook (1,02,065 likes),

Twitter (2,19,197 tweets),

LinkedIn (5200 impressions),

Pinterest (15,000 monthly viewers),

Instagram (720 likes),

Blog (2500 views),

You tube (11000 views)



Facebook



Twitter

# Awareness Campaign during Maha Karthigai Deepam, Tiruvannamalai district - 2019



- Publicity made by pasting stickers in all the TNSTC Government buses, Autos and Private Buses and through various media.
- Stalls provided displaying the banners
- Coupons and Cloth bags distributed to the devotees during Mahadeepam to those who brought eco friendly bags
- Silver coins (10 gm each) were given to 59 persons and gold coins (2 gm each) were given to 6 persons .
- Gold Coin Distribution to the lucky winners inaugurated by the District Collector, Tiruvannamalai on 10.12.2019

# Installation of Reverse Vending Machine

- ❖ Hon'ble CM launched "Reverse Vending Buyback machine on 31.01.2019 to recycle the PET bottles/cool drink tin, etc.
- ❖ Through CSR activity, many industries has taken up the initiative and installed at the following locations
- ❖ Phoenix market city Mall, Express Avenue Mall , CMBT Koyambedu bus terminal , Anna Nagar tower park , Vandalur zoo, Birla planetarium, KMC hospital, Omandurar Government hospital.



At Secretariat, Chennai

---

## Other Awareness activities

- ❖ One day Training programme was conducted with all the District Co-ordinators of Eco-club, National Green Corps (NGC) & Scouts on 20.09.2019.
  - ❖ Based on the training imparted, programs will be conducted by the respective District co-ordinators in schools of the respective districts to create awareness among the students.
  - ❖ DO letter addressed to the Principal Secretary, School Education Department, to instruct all schools to keep Collection bins for collection of plastic wastes and to hand over the same to the local bodies at suitable intervals.
- ❖ As per Hon'ble NGT directions, District Committees were formed by the District Collectors and District Environmental Plan proposed for plastic waste management among other environmental issues.

# Awareness initiatives by the National Green Corps



Chennai District – Issue of Cloth bags to school children and cleaning campaign



Madurai district – Awareness through Cultural programs



Trichy district – Taking pledge

# Co-processing of plastic waste in cement kilns

- ❖ The Non-recyclable and combustible fraction of plastic wastes are present disposed to cement factories.
- ❖ About 75 ULBs have entered into an agreement with M/s.Ultratech cements, M/s.India cements, M/s.ACC cements for the for co-processing activities.
- ❖ So far, about 22000 tons of plastic wastes were disposed to cement industries .
- ❖ TNPCB conducted meetings and instructed all cement industries to obtain and utilize plastic waste from the urban local bodies.



# Plastic waste used for road laying

- ❖ The segregated plastic waste is grinded in shredder machine at the Municipal Compost yard.
- ❖ The shredded plastic waste are mixed with aggregates in bituminous road laying.
- ❖ As per Indian Road Congress norms, 10% of plastic waste is substituted to the bituminous requirement.
- ❖ So far, 3875 MT of non saleable and non recyclable waste were used for laying 3230 kms of roads.



# Plastic waste to oil

- ❖ Disintegration of plastic constituents into gases and non-leachable solid residues in an oxygen-starved environment through pyrolysis yields fuel oil
- ❖ Greater Chennai Corporation disposed about **135 tons** of plastic waste to M/s. Paterson Energy LTD., Sriperumbudur from 1.1.19 for usage as fuel.



**Pyrolysis plant – Plastic waste to oil**



---

# Extended Producer Responsibility

- ❖ **As per provisions of Rule (9) of Plastic Waste Management Rules, 2016 Producers and Brand Owners in co-ordination with the local body shall be responsible for development and setting up of infrastructure for segregation, collection, storage, transportation, processing and disposal of plastic waste either on its own or engaging individuals under the Extended Producer Responsibility.**
- **Meetings conducted by the Principal Secretary, MAWS Department on 29.03.2019 & 12.04.2019 with various stake holders to propose EPR model for the State of Tamil Nadu.**
- **Commissioner of Municipal Administration has been entrusted with the task of framing draft EPR guidelines.**

# Notification on Levying of fine against violators

## TN Municipal Laws (Second Amendment) Act 2019 dated 21.02.2019

Sl. No	Offences	Fine for first time offence	Fine for second time offence	Fine for third time offence
1.	Storage , supply, transport, sale and distribution of use and throwaway plastics	Twenty five thousand rupees	Fifty thousand rupees	One lakh rupees
2.	Use and distribution of use and throwaway plastics in large commercial establishments like malls, textile shops and super markets	Ten thousand rupees	Fifteen thousand rupees	Twenty five thousand rupees
3.	Use and distribution of use and throwaway plastics in medium commercial establishments like grocery shops and pharmaceutical shops	One thousand rupees	Two thousand rupees	Five thousand rupees
4.	Use and distribution of use and throwaway plastics in small commercial vendors	One hundred rupees	Two hundred rupees	Five hundred rupees

**In one year period, since imposition of ban, around 1300 tons of 'use and throwaway plastics seized and a fine of Rs. 566 lakhs collected by the local bodies in Tamilnadu.**

---

## Legal issues in implementation of plastic ban

- ❖ Since the notification for ban, various representations from Association of plastic and other banned plastic units were received for which TNPCB has conducted personal hearings and issued suitable replies.
  - ❖ Aggrieved petitioners filed cases (>150 nos.) against the Government Notification.
  - ❖ Reply affidavit filed by the TNPCB & Environment & Forest Department
  - ❖ All the cases were dismissed by the Hon'ble High Court of Madras on **11.07.2019** upholding the Government Notification.
  - ❖ The aggrieved petitioners now filed cases in Hon'ble Supreme Court and the trial is under progress
-

---

# Visible Outcome on the implementation of plastic ban

- ❖ Behavioral change among common public on the use of cloth bags, jute bags rather plastic carry bags.
- ❖ All Government offices and departments have banned use and throw away plastics in their premises
- ❖ All shopping malls are not using use and throw away plastics
- ❖ 10% discount offered by the Hotels and restaurants for customers carrying utensils instead of packing of foods. Also, Aluminium foil packings are utilized
- ❖ Star Hotels made the following changes:
  - ❖ Plastic spoon, fork, knife, stirrer replaced with wooden/paper materials
  - ❖ Plastic Carry bags replaced with High Quality Paper Carry bags
  - ❖ Non-woven Laundry bags replaced with cotton bags.
  - ❖ Plastic straw replaced with Paper straw

---

**THANK YOU**