

TOI

EPS launches plastic-free TN campaign, portal

TIMES NEWS NETWORK

Chennai: In a bid to aggressively take forward the ban on "use and throw" plastics from January 1, 2019, chief minister Edappadi K Palaniswami on Thursday launched an exclusive portal, www.plasticpollutionfreetn.org, and a mobile application. He also released short films to promote recycling of plastic waste.

Launching the campaign at the secretariat, Palaniswami announced the appointment of actors Suriya, Karthi, Jyothika and Vivek as brand ambassadors of the state's plastic-free Tamil Nadu campaign and to promote eco-friendly bags. The state's decision to ban one-time use plastics was taken following several requests from the public.

"The use of one-time use and throwaway plastic poses problems.... People should avoid using it. We can lead a healthy life with alternative products to plastics. The government considered the health hazards and the problems involving plastics before taking this action (ban). I request traders and people to extend full cooperation," the CM said.

Palaniswami distributed file folders made of paper to ministers and chief secretary Girija Vaidyanathan. He also extended subsidy-cum-loan of Rs 21.35 lakh to five plastic manufacturers to shift to eco-friendly betal plates. Ministers and district collectors will launch the campaign locally on August 25. "I am honoured to be part of the state's effort and want to hit the road right away to take to the masses the anti-plastic



ECO-FRIENDLY: Actors Suriya, Jyothika, Karthi and Vivek have been appointed brand ambassadors of plastic-free TN campaign

message," Vivek told TOI. The green campaigner in him on and off screens prompted the state to bring him on board.

The chief minister announced in the assembly in June the government's decision to ban plastics with effect from January 1, 2019. The ban is on manufacture, storage, supply, sale and use of throwaway plastics such as plastic sheets used for food wrapping and spreading on dining table, plastic plates, plastic coated tea cups/tumbler, water pouches/packets, straw, carry bag and flags.

"A 10-member steering committee led by chief secretary has been set up to monitor the overall implementation of the ban. It has held its first meeting recently and is scheduled to meet every two months," a senior government official said.

The state has also appointed three regional coordinators in the rank of IAS officers for effective implementation of the ban. The regions are Chennai, Salem, Coimbatore, Trichy, Tirunelveli and Madurai.

Times of India
24/8/18

Govt. launches campaign to rid State of plastic

The Hindu
24/5/18

All departments to use paper folders; film stars roped in to spread message

SPECIAL CORRESPONDENT
CHENNAI

As part of the mission towards a 'Plastic pollution-free Tamil Nadu' campaign, Chief Minister Edappadi K. Palaniswami on Thursday said to begin with, plastic-made folders would be replaced in all government departments.

The State has roped in popular film actors to serve as the campaign's brand ambassadors. "We face several issues due to one-time use plastic. One-time use plastic should be avoided completely to create a clean Tamil Nadu. The general public should extend their cooperation. By using alternative material for plastic, the general public could help," Mr. Palaniswami said.

"Traders and the general public should extend complete cooperation," he said. Starting Thursday, folders made of plastic containing government files would be replaced, he said, adding that all Ministers would be given paper-made folders.

Star power

The State has chosen actors Suriya, Jyothika, Karthi and Vivek as ambassadors for the cause.

Deputy Chief Minister O. Panneerselvam, Environment Minister K.C. Karuppa-

Kicking plastic

Ahead of the complete ban on one-time use plastics from January 1, 2019, the State gov't. has stepped up its campaign against plastics, with a series of initiatives

CM Edappadi K. Palaniswami handing over a cloth bag to actor Vivek, an ambassador for the anti-plastic campaign • S.R. RAGHUNATHAN



Ambassadors for the campaign



Suriya Sivakumar



Jyothika



Karthi

Steering committee set up

• 10-member committee to monitor overall implementation of the ban on one-time use and throwaway plastic

• Members include the chief secretary, secretaries in the finance department, rural development and panchayat raj department, environment & forests department, municipal administration & water supply department, health & family welfare department, cooperation, food &

consumer protection department, micro, small & medium enterprises department, school education department and the member secretary of the Tamil Nadu Pollution Control Board

Regional coordinators appointed

1. P. Amudha
Chennai and Salem regions

2. Santosh Babu
Coimbatore and Tiruchi regions

3. Rajendra Ratnoo
Tirunelveli and Madurai regions

Initiatives launched on August 23

• CM launched the logo of the campaign

• New website www.plasticpollutionfreetn.org has all details of gov't. efforts

• Mobile-based application 'Plastic Pollution Free Tamil Nadu' launched

• CM also released promotional documentaries prepared by Tamil Nadu Pollution Control Board

• Display of items which are alternative to one-time use plastics

• CM also handed over subsidies to entrepreneurs who are involved in manufacturing items that are alternatives to one-time plastic

nan, Chief Secretary Girija Vaidyanathan, Environment Secretary Md. Nasimuddin, Tamil Nadu Pollution Control Board Secretary D. Sekar

were among those present.

Based on the recommendations of the expert committee constituted by then Chief Minister Jayalalithaa,

Mr. Palaniswami in June announced in the Assembly that a ban on one-time use plastic would be implemented from January 1, 2019.