

Govt. launches campaign to rid State of plastic

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

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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.