

Report on launch of Plastic Pollution Free Tamil Nadu Awareness Campaign at District Level on 25.08.2018

Chennai District:

Plastic Pollution free Tamilnadu Campaign was conducted on 25.8.18 by the O/o the District Environmental Engineer, TNPCB, Chennai District. The entire staff of the District office - ministerial & engineers were involved in the campaign.

- 10, 000 numbers of pamphlets were printed indicating the details of the ban by the Government of Tamilnadu from 01.01.18 and launching of Plastic Pollution free Tamilnadu.
- The campaign started around 9 A.M.
- The Chennai city jurisdiction consisting of 10 zones were taken up for distribution of pamphlets by the TNPCB staff. 10 teams were formed and each team attended their zone canvassing the ill effects of plastic to the public with distribution of the pamphlets.
- Also the authorities of hotels, malls, kalyana mandapams, plastic material shops, super markets were informed of the ban and launch of the campaign.
- The major malls where huge public attended during holidays such as Express Avenue mall at Royapettah, Phoenix Mall at Velachery, Vijay Forum mall at Vadapalani, Sky walk Mall at Aminjikarai, VR Mall at Anna Nagar were targeted and pamphlets were distributed to the public directly insisting of plastic ban.
- The major supermarkets vending groceries and vegetables to the public were also attended and awareness was taken up with the public attending the shops.
- Pookadai area Parry Corner where plastic wholesale godowns & shops are located were also attended and were informed of the plastic ban and campaign.
- Large textile showrooms at T. Nagar area, Pandy Bazar, Vannarapettai in North Chennai and coffee shops at Pandy bazar were also insisted of the ban of plastic.
- Pamphlets were distributed to the public commuting in the mofussil bus stand at Koyembedu.
- The chain of hotels such as Anjappar, Saravana Bhavan, Adtar Ananda Bhavan, Murugan Idly shop, Thalapakatti, Vasantha Bhavan etc & entire T Nagar area, Pandy

Bazar where large crowds of public gather were also addressed directly in the campaign.

- Almost the entire zones of the city were covered at a mass level in the awareness campaign conducted by the district office.

