



# PLASTIC POLLUTION FREE TAMIL NADU CAMPAIGN

**Awareness Campaign during Maha Karthigai Deepam at Tiruvannamalai on  
22.11.2018 & 23.11.2018**

TNPCB conducted awareness on the avoidance of use and throw away plastics during the festival by giving silver and gold coins to the lucky winners for those who bring environmentally friendly bags.

In this regard, press release issued, video advertisement issued in local TV channels, stalls placed in three places and display board regarding banned plastic items & alternate for banned plastic items were located at 5 important places in the city.

Also in 95 places one time use and throw away plastic exchange kiosks placed tie up with local body. In this year around 8 lakh people were assembled for this festival, out of which around 30000 tokens were issued to the public who brought cloth, jute & other environment friendly bags.



**தமிழ்நாடு மாசுகட்டுப்பாடு வாரியம்**

**கார்த்திகை மகா தீபம் 2018 (23.11.2018)**

**பிளாஸ்டிக்ஸ் தவிர்ப்போம்!**

**பூமியை காப்போம்!!**

**துணிப்பை, சணல்பை கொண்டு வரும்  
பொதுமக்களுக்கு அதிர்ஷ்ட முயையில்  
தங்கம் - வெள்ளி நாணயங்கள் பரிசு!**

**அரசாணையின்படி, தடை செய்யப்பட்ட  
“தூக்கி எறியும் பிளாஸ்டிக்” பொருட்களின் பட்டியல்**



To make Tamil Nadu free from plastic pollution and ensure a better quality of life for us.



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Pamphlets regarding ban on one time use and throw away plastics & alternates for those were issued during the festival. 72 persons selected for silver coin (10 gm each) and 6 persons selected for gold coin (2 gm each). Out of which 52 silver coins and all 6 gold coins were issued to the selected persons. One Gold coin was issued by District Collector, Tiruvannamalai to the selected person. Wide publicity was issued through newspapers in this regard.



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