



ABSTRACT

Environment, Climate Change – Massive Plastic Collection Drive across Districts and Greater Chennai Corporation at a cost of Rs.10 Crore from the Tamil Nadu Pollution Control Board funds – Orders – Issued.

ENVIRONMENT, CLIMATE CHANGE AND FOREST (EC.2) DEPARTMENT

G.O.(Ms). No.189

Dated:01.11.2024

குரோதி, ஐப்பசி – 15

திருவள்ளூர் ஆண்டு – 2055

Read:

From the Chairperson, Tamil Nadu Pollution Control Board, letter No.TNPCB / PWM / Massive Collection Drive / F.14854 / 2024, dated 25.7.2024 and 07.10.2024.

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ORDER:

The Hon'ble Minister (Environment and Climate Change) has made the following announcement on the floor of assembly during the budget session 2024-2025: -

"ஒவ்வொரு மாவட்டத்திலும், மாவட்டத்தில் உள்ள மாநகராட்சிகள், நகராட்சிகள், பேரூராட்சிகள் மற்றும் ஊராட்சிகளை உள்ளடக்கிய அனைத்து உள்ளாட்சி அமைப்புகளுடன் இணைந்து தமிழ்நாடு மாசுக் கட்டுப்பாடு வாரியம் மூலமாக ஒவ்வொரு மாதமும், ஒரு வாரம் முழுவதும் தொடர்ந்து நெகிழிக் கழிவுகள் சேகரிக்கப்படும். அவ்வாறு சேகரிக்கப்பட்ட நெகிழிக் கழிவுகள், மறு சுழற்சிக்கு அல்லது சிமெண்ட் தொழிற்சாலைகளில் எரிபொருளாக பயன்படுத்த அனுப்பப்படும். இதன் மூலம் நீர், நிலம், காற்று மற்றும் கடல் பகுதிகள் நெகிழியால் மாசுபடுவது முற்றிலும் தடுக்கப்படும். இச்செயல்பாடுகள் தமிழ்நாடு மாசுக் கட்டுப்பாடு வாரிய நிதியிலிருந்து மேற்கொள்ளப்படும்".

2. In the letters read above, the Chairperson, Tamil Nadu Pollution Control Board has sent the proposal and stated that, Government of Tamil Nadu has been a front-runner in implementing the ban on Single Use Plastics and encouraging the use of eco-alternatives to Single Use Plastics. In December 2021, the Hon'ble Chief Minister of Tamil Nadu launched the flagship program "Meendum Manjappai Campaign to promote the use of traditional yellow cloth bags and discourage the use of plastic bags. The Government has undertaken the campaign as a people's campaign through multiple initiatives where maximum involvement of the public is

(P.T.O.)

intended in every initiative implemented. Some of the key initiatives undertaken under this program include creation of a directory of manufacturers and suppliers on eco-alternatives to banned SUPs, hosting a national expo on eco- alternatives, installation of Manjappai vending machines, declaration of plastic free zones, installation of Manjappai kiosks on beaches, conducting public awareness programs at the district level in coordination with District Administration and Industries.

Given the convenience, affordability and ease of availability of plastic it remains a preferred choice for the public. Therefore, intensive awareness drives that directly engage citizens at regular intervals are essential to bring about a permanent behavioural change. In this regard, it has therefore been proposed to undertake massive awareness programs and plastic collection drives across the state. These efforts aim to educate and involve students in the Meendum Manjappai campaign and foster a permanent behavioural change among both the public and students. The detailed Standard Operating Procedure (SoP) for the collection drives is as follows: -

Operation and Partnerships:

- The overall execution of the event shall be undertaken by the District Collectors in their districts in coordination with Urban Local Bodies, Town Panchayats, Panchayat Union, District Environmental Engineers of Tamil Nadu Pollution Control Board, Green Fellows, National Green Corps coordinators and local NGOs.
- Tamil Nadu Pollution Control Board shall conduct an orientation meeting with the Commissionerate of Municipal Administration, Directorate of Town Panchayats, Directorate of Rural Development & Panchayat Raj, District Collectorate and NGC coordinators to discuss the operational guidelines for the drive.
- Tamil Nadu Pollution Control Board shall formulate a detailed event calendar specifying the events to be undertaken by the local bodies, along with the frequency at which these events are to be conducted.
- The District Collector shall be responsible for the disbursement of the funds amongst the local bodies participating in the drive in their respective districts.
- The event is expected to begin with a beach clean-up/ plogging drive and a pledge, followed by an awareness activity and the plastic waste collection drive. The schedule for the awareness activities and the pledges shall be provided by Tamil Nadu Pollution Control Board.
- The collection of the plastic waste shall be undertaken directly from walk-in public and also through a mobile collection unit (a small truck). The truck may be utilised for both creating awareness of the event a week prior and for collecting waste on the day of the event.
- The local bodies shall identify the large residential / commercial complexes along with the Bulk Waste Generators (BWGs) and designate locations/areas wise plan for the mobile collection units.
- An SOP elaborating the practices to be followed for the collection and submission of the plastic waste shall be provided by Tamil Nadu Pollution Control Board. This SOP shall be adhered to by the staff of local bodies and the general public during the collection drive.

- The NGC coordinators shall identify local NGOs and collaborate with local bodies to support clean-up and awareness activities, provide human resources for the collection drive event and coordinate with schools and colleges to encourage their participation in the collection drive.
- An incentive mechanism may be put in place to encourage the general public to contribute a significant quantity of any type of plastic. The local bodies are encouraged to provide an incentive to the public in lieu of the plastic waste collected as part of the collection drive through their own funds or any other funds mobilized through any agreed modalities with waste management agencies or any foundations or like. The incentive scheme could be explored with corporates through their CSR funds.
- Local Bodies, with assistance from the District Environmental Engineers of Tamil Nadu Pollution Control Board, shall identify Waste Management Agencies (WMAs) for collecting the plastic waste deposited by participants in the Collection Drive and establish forward linkages for recycling or processing the collected waste. The waste collected shall be transported to the identified WMAs by the respective local bodies.

Location:

- Plastic waste awareness and collection drives will be held once in a month across all Municipal Corporations (21), Municipalities (138), Town Panchayats (490) and Panchayat Unions/Blocks (388) in the State.
- The collection drive could be located in a nearby public place identified by the local body, such as the playgrounds of a nearby Government School or Government College, parks, etc.

Awareness initiatives:

The plastic waste collection drives shall be conducted with a focus on awareness initiatives. Tamil Nadu Pollution Control Board shall prepare a model action plan template for organizing the event and the same shall be shared with the district collectors for their planning.

- The awareness activities could include clean-up drives, plogging, marathon / Cyclothon, awareness rallies, organizing competitions for school students like painting, short films, wall painting, etc., organizing games for school students on recycling, streaming of awareness videos, display of plastic models made from recycled plastic.
- It is expected that at the event location, hoardings will be displayed, pamphlets distributed and awareness videos screened. Best practices, such as carrying a cloth bag will be showcased through skits or videos, and Manjappai will be distributed. No plastic flexes or materials shall be used and all awareness materials will be prepared in both Tamil and English.
- District Collectors and local bodies shall publicize the event through local newspapers, media channels, and other modes to maximize participation. Additionally, the location and timing of the event shall be shared on the social media handles of district collectorates and local bodies.

- During the event, local body staff, NGC coordinators, NGO representatives and Tamil Nadu Pollution Control Board staff shall continuously interact with the public to raise awareness about the Meendum Manjappai campaign and the ban on Single Use Plastics.

3. Tamil Nadu Pollution Control Board shall provide the overall financial support to organise the awareness activities. The funds for the initiative shall be disbursed by Tamil Nadu Pollution Control Board to the respective district collectors. The Approximate cost for an event per day will be to be around Rs.10,000/- involving 100 persons. The Tamil Nadu Pollution Control Board has estimated the total expenditure for Chennai Corporation as Rs.75 lakhs; For Madurai, Coimbatore and Trichy as Rs.50 lakh each; For Districts (16) with one corporation as Rs.25 lakh each; and For remaining Districts (18) as Rs.20 lakh each. The fund details are as follows: -

S. No.	Details of Districts	Amount for conducting Clean Up Pro-grammes (Rs. in lakhs)	Amount for balling of collected plastic waste and arranging to send a recycler / cement kiln for disposal (Rs. in lakhs)	Amount for creating awareness / advertisement; every month, one week prior to cleaning programmes (Rs. in lakhs)	Amount for Videography, Photography and documentation of all the programmes (Rs.in lakhs)	Total amount per District (Rs. in lakhs)	Total amount (Rs. in lakhs)
1.	Greater Chennai Corporation	60	5	6	4	75	75
2.	District like Madurai, Coimbatore and Trichy (3)	42	3	3	2	50	150
3.	Other District with one Corporation (16)	21.6	3.4			25	400
4.	Remaining Districts (18)	18	2			20	360
Total							985
Miscellaneous							15
Grand Total							1000 lakh

- District collectors and local bodies are encouraged to converge additional funding through Central and State Government schemes, such as the Swachh Bharat Mission, as well as through collaborations with industry and CSR partners, to cover any extra expenses related to the collection drive.

Monitoring and Evaluation:

The initiative shall be monitored by District Environmental Engineers of Tamil Nadu Pollution Control Board with the assistance of NGC units through continuous data collection. The local body staff shall be responsible for submitting the following details for each event conducted by the local body in the Meendum Manjappai mobile application created by the Tamil Nadu Pollution Control Board: -

- Number of participants
- Quantity of the plastic waste collected in the event
- Details of the upward linkages of the collected plastic waste
- List of awareness activities undertaken.
- Photos and Videos of the event conducted.

Roles and Responsibilities

Activity / Tasks	Responsibility
Identification of nodal officers across districts for each Government stakeholder	• Department of Environment & Climate Change • Commissionerate of Municipal Administration (CMA) • Directorate of Town Panchayats (DTP) • Directorate of Rural Development & Panchayat Raj • District Collectorate • Tamil Nadu Pollution Control Board
Organize training / meetings with the stakeholders to discuss the operational guidelines for the drive	• Tamil Nadu Pollution Control Board
Identifications of locations for conducting the events	• Municipal Corporations • Municipalities • Town Panchayats • Panchayat Unions / Blocks
Identifications of NGOs for conducting the awareness activities	Local bodies with the assistance from Green fellows and NGC Coordinators with guidance from the Urban Local Bodies / District Environmental Engineers.
Creating awareness regarding the event	District Collectorate, Local Bodies, NGC Coordinators, NGOs, DEEs.
Organizing the Awareness activities	Local bodies with the assistance from the NGC Coordinators under the guidance of District Collectorate and District Environmental Engineers.
Identifications of the WMA partner for coordinating the plastic waste disposing with the recyclers	Local bodies with the assistance from the District Environmental Engineers of Tamil Nadu Pollution Control Board

Transportation of the collected plastic waste for recycling	Local Bodies in collaboration with WMAs
Preparation of creative with IEC material for various activities	Tamil Nadu Pollution Control Board, District Collectorate, Local Bodies
Submission of event details in the Meendum Manjappai Mobile Application	Local Bodies

4. The Chairperson, Tamil Nadu Pollution Control Board has therefore requested the Government to consider and issue necessary Government order on the above proposal.

5. The Government after careful examination have decided to accept the proposal of the Chairperson, Tamil Nadu Pollution Control Board for Massive Plastic Collection Drive to create awareness among the public once in a month in all districts and Greater Chennai Corporation for a year regarding the ill effects of plastic on the environment at a cost of Rs.10 crore from the Tamil Nadu Pollution Control Board funds, subject to following conditions: -

- a. A baseline study on plastic usage be done and awareness programme be conducted to ensure the single use plastic usages is reduced. During the collection drive, not only volunteers, but all the municipal workers be engaged in the drive.
- b. In major 6 corporations, drive for e-waste be done at least once.

(BY ORDER OF THE GOVERNOR)

P. SENTHILKUMAR
PRINCIPAL SECRETARY TO GOVERNMENT

To

The Chairperson, Tamil Nadu Pollution Control Board,
Chennai-32.

Copy to:-

The Member Secretary,
Tamil Nadu Pollution Control Board,
Chennai-32.

The Senior Personal Assistant to

Hon'ble Minister (Finance and Environment & Climate Change),
Chennai-9.

The Private Secretary to Principal Secretary to Government,
Environment, Climate Change and Forest Department,
Chennai-9.

The Finance Department, Chennai-9.

The Municipal Administration and Water Supply Department, Chennai-9.

The Rural Development & Panchayat Raj Department, Chennai-9.

The School Education Department, Chennai-9.

The Higher Education Department, Chennai-9.

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SECTION OFFICER

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04/10/2024