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TAMIL NADU POLLUTION CONTROL BOARD

— P R E S E N T S —

MEENDUM
MANJAP PAI

AWARDS

2022 - 23



Background :

As a next step to take forward the “Meendum Manjappai Campaign” The Honourable Minister for Environment and Climate Change, made announcement on the floor of the legislative assembly that the Manjappai Award will be given to the 3 schools, 3 colleges and 3 commercial establishments which effectively implement the ban on SUPs in their campus and encourage the use of alternatives to Single Use Plastic (SUP) carry bags and other banned SUPs and to revive the use of traditional eco-friendly alternatives, such as the Manjappai (Yellow bag). The award would be awarded to 3 best schools, 3 colleges and 3 commercial establishments which are implementing the plastic free environment at a cost of Rs. 54 lakhs (Rs. 10 lakhs- first prize, Rs. 5 lakhs- second prize, Rs. 3 lakhs- third prize).

Vision of the award :

To encourage and create Institutions and organisations in Tamil Nadu spearhead the ‘Meendum Manjappai campaign’. To increase the awareness levels amongst the people of Tamil Nadu on the ban and ill effects of plastic and to develop a clean and safe environment for the present as well as future generations.



Objective of the award :

The objective of the awards is to encourage and motivate the educational Institutions and commercial Establishments to promote the use of alternatives to plastics wherever possible and undertake awareness creation activities within and outside their premises to ensure community involvement in taking forward the campaign.

Focus areas for Meendum Manjappai awards :

- 01 ➤ Education and Training on ill effects of plastic and alternatives
- 02 ➤ Awareness on 'Meendum Manjappai campaign'.
- 03 ➤ Environmental Protection
- 04 ➤ Climate Change Adaptation and Mitigation
- 05 ➤ Emission Reduction
- 06 ➤ Control and Recycling of Plastic Waste

Selection process for the winners:

In order to select the best schools, colleges and commercial Establishments in the District, District Level committees were set up to select the best schools, colleges and commercial Establishments of 3-5 numbers each at District level.

The District Level Committee will receive the documentations from schools, colleges and commercial Establishments each within their jurisdiction and inspect them and finalise 3 best schools, colleges and commercial Establishments and furnish the list with documentations received to the Chairman TNPCB.

From the selected list of applications / documentations received from the District Level Committees, the constituted State level committee will select the three best schools, colleges and commercial Establishments in the State.

The announcement was shared with the District collectors on 05th December 2022 and the last date of submission of the application was on 01st May 2023.

Scoring Criteria for evaluation

A detailed scoring criteria was framed for the evaluation of the applications at the district and the State level. The criteria for scoring for each of institution (Schools, Colleges and Commercial establishments is as follows:

Type of Institution - Schools

(All Questions apply to the last one year (April 2022- March 2023))

S.No.	Criteria for assessment	Scoring Weightage
1	Number of student-led campaigns undertaken by the school for the prevention of single use plastics (SUPs) outside the school premises	8
2	Number of student-led campaigns undertaken by the school for the prevention of single use plastics (SUPs) within the school premises	5
3	Do you celebrate Environment day and Earth day on the campus? If yes, are there anything specific to plastics highlighted in the event?	8
4	Number of competitions conducted on ill effects of plastic/ alternatives to plastic/eradication of SUPs (Essay/Drawing/Oratory/Handicrafts)	8
5	Initiatives undertaken by the school management to prevent the use of plastic within school premises for day to day activities (of school management and students) (for e.g., stationary items, files, students/teachers lunch packaging, notebook wrappers, decorations)	8
6	Number of awards won by the management for their plastic/ waste management practices/ initiatives (from April '22 to March '23).	10
7	Are there any bottle crushers/ Manjappai vending machines installed on campus?	3

8	Number of cleaning up activities conducted within campus/ in public spaces in the last 1 year (from April '22 to March '23) and quantity of plastic collected/ disposed in such activities	5
9	Specific waste segregation practices followed on the campus with focus on plastic (<i>Please specify the period when these were started</i>) – Please highlight this separately for overall campus and cafeterias/ canteens separately	8
10	Proportion of plastic waste generated in the total waste on daily basis (<i>weight of plastic waste generated in a month/ weight of total waste generated in a month</i>) – Please highlight this separately for overall campus and cafeterias/ canteens	7
11	What initiatives were taken to replace plastic products used in canteen with eco-friendly alternatives (<i>Give the number of items that were in plastic and number of items in alternatives</i>)	7
12	Number of display boards / billboards put up regarding the banned SUPs	7
13	Quantity of E-Waste generated on the campus and the plan for disposal/ disposal methods adopted for the same	3
14	Are there any methods adopted by the school to dispose sanitary waste – <i>any specific machinery used for the same</i>	5
15	Is there a nodal officer/faculty led team for waste management/ plastic management on the campus and what trainings are provided to the nodal officer in this regard?	3
16	Have your teachers and students visited the Manjappai Express in	5

The Institutions shall submit documentary evidence with dated photographs to back up their responses.

Type of Institution - Colleges

(All Questions apply to the last one year (April 2022- March 2023))

S.No.	Criteria for assessment	Scoring Weightage
1	Number of students who have participated in State/ National/ International level events on prevention on plastic usage or promotion of eco-friendly materials or similar themes(<i>e.g., seminars / paper presentations / publications /Olympiads etc.</i>).	8
2	Please give the number of student-led campaigns undertaken by the college for creating awareness on plastic ban and its importance, outside the college premises	6
3	Number of student-led campaigns undertaken by the college for creating awareness on plastic ban and its importance, inside the college premises	6
4	Number of display boards / billboards put up regarding the banned SUPs (single use plastics)	5
5	Have you circulated Institution wide notice asking students and professors to avoid plastic items used in daily activities and shift to alternatives? If such initiatives were taken, please give examples of how effective it was and how much of plastic consumption was eliminated due to the same(<i>for e.g. stationary, files, food packaging, folders, decorations</i>)	5
6	Number of awards won by the management for their plastic/ waste management practices/ initiatives (from April '22 to March '23)	10
7	Had you adopted plastic waste management / SUP reduction themes for any of the Environment day and Earth day celebrations celebrated in the last 3 years? What were the specific activities/events conducted in this regard?	4
8	Have you formed student committees to organize discussions on how to make campus plastic free and organize clean up drives within and outside campus (<i>e.g., plastic free days in a month, encouraging usage of fountain pens over ball pens etc.</i>)	5

9	Number of cleaning up activities conducted within campus/ in public spaces in the last 1 year (from April '22 to March '23)and quantity of plastic collected/ disposed in such activities	7
10	What initiatives were taken to replace plastic products used in canteen with eco-friendly alternatives (<i>Give the number of items that were in plastic and number of items in alternatives</i>)	7
11	Specific waste segregation practices followed on the campus with a motive of separate disposal for plastic (<i>Please specify the period when these were started</i>) – Please highlight this separately for overall campus and cafeterias/ canteens separately	7
12	Proportion of plastic waste generated in the total waste on daily basis (<i>weight of plastic waste generated in a month/ weight of total waste generated in a month</i>)? Please highlight this separately for overall campus and cafeterias/ canteens separately <i>Do you recover any value from the plastic waste generated</i>	5
13	Plan for disposal of E-Waste generated on the campus and their quantity	3
14	Are there any bottle crushers/ Manjappai vending machines installed on campus?	5
15	Have you installed machineries for safe disposal of sanitary waste in all washrooms in the campus? Are there display boards with clear instruction for use of such machines?	5
16	Is there a nodal officer/ faculty led team for waste management/ plastic management on the campus and what trainings are provided to the nodal officer in this regard?	7
17	Have your professors and students visited the Manjappai Express in your district?	5

The Institutions shall submit documentary evidence with dated photographs to back up their responses.

Type of Institution - Commercial Establishments

(All Questions apply to the last one year (April 2022- March 2023))

S.No.	Criteria for assessment	Scoring Weightage
1	Number of campaigns undertaken by the Establishment for the prevention of SUPs amongst the public	10
2	Are there any Manjappai vending machines/ bottle crushers installed on campus?	5
3	Initiatives undertaken by the management to reduce the use of plastic on a daily basis (for administrative functions and maintenance) (for e.g., stationary, files, food packaging, notebook wrappers, decorations)	7
4	Number of awards won by the management for their plastic/ waste management practices/ initiatives	10
5	Are there any innovative measures undertaken by the Institution to reuse plastic/ E-Waste on campus?	5
6	Do you celebrate Environment day and Earth day on the premises every year? Do you provide any offers or conduct any competition event for public in relation to SUP ban or reducing plastics?	7
7	Number of cleaning up activities led by employees within campus/ in public spaces in the last 1 year (from April '22 to March '23)	3
8	Are there any specific waste segregation practices followed within the premises with focus on plastic (<i>Please specify the period when these were started</i>) – <i>Please highlight this separately for overall premises and cafeterias/ food courts separately</i>	10

9	Proportion of plastic waste generated in the total waste on a monthly basis- Do you resell the plastic recovered for recycling purposes?– <i>Please highlight this separately for overall premises and cafeterias/ canteens/ food courts separately</i>	7
10	Number of display boards (LED/ normal) / billboards put up regarding the banned SUPs (single use plastics)	7
11	Quantity of E-Waste generated on the premises and do you resell the E-waste recovered for recycling purposes?	3
12	What are the methods adopted to dispose sanitary waste within the campus Establishment – <i>any specific machinery used for the same</i>	5
13	Have your employees visited the Manjappai Express in your district?	7
14	What initiatives were taken to replace plastic products used in cafeteria's/food courts with eco-friendly alternatives? <i>(Give the number of items that were in plastic and number of items in alternatives)</i>	7
15	Details of awareness conducted to promote shops to adopt more sustainable packaging options using paper, cloth, compostable plastic etc.	7
	Total	100

The Establishments shall submit documentary evidence with dated photographs to back up their responses.

Evaluation Committee

The evaluation committee was formed at the State and the District level. The District level committee was constituted as follows;

S.No	Members of the committee	Role
1	District Collector	Chairperson of the Committee
2	Regional Director, Municipal Administration	Member
3	Assistant Director, Town Panchayat	Member
4	CEO/DEO, School Education	Member
5	District Environmental Engineer	Member - Convener

The State level committee was constituted as follows;

S.No	Members of the committee	Role
1	Chief Environmental Engineer, TNPCB	Chairman of the committee
2	Director, Department of Environment and Climate Change	Member
3	Representatives from Centre for Environmental Studies (CES), Anna University	Member
4	Joint Chief Environmental Engineer (PWM), TNPCB	Member- Convenor

Application process

The district officials have helped in receiving 45 applications in total from various Schools, Colleges and Commercial establishments. The number of applications received until the last date, 01.05.2023 from various Schools, Colleges and Commercial establishments are as given below;

Zone		District	School	College	Commercial Establishments	Total
Trichy	1	Tiruchirappalli	3	2	1	6
	2	Ariyalur	2	0	2	4
	3	Pudukkottai	3	0	0	3
	4	Thanjavur	0	1	0	1
Sub Total			8	3	3	14
Tirunelveli	6	Virudhunagar	2	1	0	3
	7	Kanniyakumari	1	2	0	3
	8	Tenkasi	2	0	0	2
Sub Total			5	3	0	8
Salem	11	Erode	3	0	0	3
	12	Namakkal	1	2	0	3
	13	Salem	0	1	0	1
Sub Total			4	3	0	7
Vellore	15	Kallakurichi	5	0	0	5
	16	Villupuram	0	1	0	1
	17	Dharmapuri	0	1	0	1
Sub Total			5	2	0	7
Madurai	23	Dindigul	0	2	0	2
	24	Madurai	0	1	1	2
	25	Theni	0	1	1	2
Sub Total			0	4	2	6
Cuddalore	28	Nagapattinam	2	0	0	2
	29	Mayiladuthurai	0	0	1	1
Sub Total			2	0	1	3
8 zones - 38 district (Grand Total)			24	15	6	45

Manjappai Award Ceremony

Manjappai Awards with prize money of INR 10 lakhs (1st Prize), INR 5 lakhs (2nd Prize) and INR 3 lakhs (3rd Prize) were given to the best 3 schools, 3 colleges and 3 commercial establishments which effectively implemented the ban on SUPs in their campuses and encourage the use of alternatives to Single Use Plastic (SUP) carry bags and other banned SUPs. The initiative targeted to nudge behavioral change among the young minds in the State. The institutions that have won include small provision store to a well-established educational institution in the State.



Winning practices- Colleges

Marudham Nelli Polytechnic College, Dharmapuri

Marudham Nelli has been very active in creating their college campus green with planting of seasonal plants within its college campus. They have also undertaken initiative to create a rainwater harvesting system to save the rain-water and reuse it for the plants in and around the college campus. The students and faculty enthusiastically celebrate days with significance to environment like the environment day and utilize this opportunity to create awareness among the public.

They also engage with a number of NGOs that work in environment and help create awareness, in addition to support them in their initiatives towards environment. Students of Marudham Nelli have created mini gardens in Government offices in Dharmapuri and are regularly maintaining the same. The college has also associated with the TNPCB office in Dharmapuri to create awareness regarding the Meendum Manjappai campaign and distribute Manjappais to the public.

Arulmiga Palani Andavar Arts College for Women, Dindigul

Arulmiga Palani Andavar College for women has been actively involved in awareness campaigns for avoidance of Single Use Plastic and adoption of cloth bag/ 'manjappai' as an alternative. Since August 2022, they have conducted about 30 events inside the college campus and close to 40 events outside the campus. These events have involved the eco club and the NCC cadets as well increasing the reach of the awareness programs. The key areas of coverage of these events include,

- 01 ➤ Awareness programs on the Ban of Single Use Plastics and the ill effects of plastics
- 02 ➤ Pledge taking for avoidance of Single Use Plastics both inside and outside the campus
- 03 ➤ Tree plantation drives
- 04 ➤ Door to Door campaigns in nearby village panchayats regarding ill effects of plastics and the use of Manjappai
- 05 ➤ Distribution of Manjappai to the public and shopkeepers
- 06 ➤ Cleaning up drives undertaken in public places and inside the campus especially for Single Use Plastic

Also initiatives have been undertaken to replace SUP products used in the canteens with Eco- Alternatives like replacing plastic chairs with cemented seaters, banana leaf/ palm leaf based packaging items, SUP cutlery like plates and glasses replaced with Areca plates/ paper cups etc. The college also adopts responsible waste management practices like the use of incinerator for the disposal of sanitary waste and disposal of the E-Waste with the recyclers. The College has also won some important awards like the District Green Champion Award, Green Audit, Energy Audit and Environment Audit certificates etc.

Some of the images of the events undertaken are given below,

Organizing Unit	Date	Place	No. of Students Participated	Amount of Single Use Plastic Collected	Method of Disposal
NSS	23.01.2023	Palani Hill Temple, Palani	20	5 Kgs	Municipality



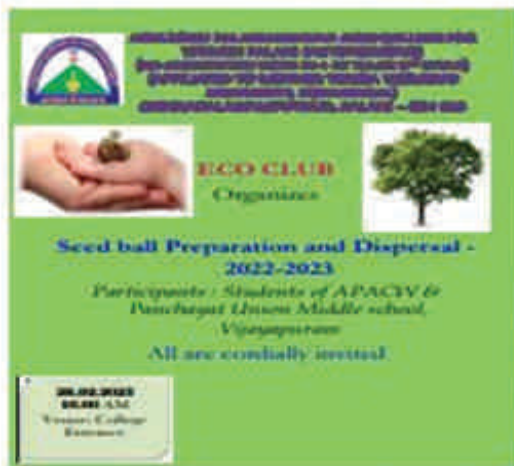
Cleaning activity undertaken by the college students in Palani

Programme	Date	Venue	Organizing Unit	No. of Participants	
				Students	Faculty
National Food Day / Inspecting and Instructing to Avoid SUP for food packets	18.10.2021	Chinnakalaya mputhur & Neickarapatti Village	Unnat Bharath Abhiyan	15	03



Awareness program on National food day to inspect on avoiding the use of SUP for food packets

Programme	Date	Venue	Organizing Unit	No. of Participants	
				Students	Faculty
National Science Day / Seedball Preparation and Dispersal	28.02.2023	College Campus	Eco-club	2200	100
Video Link: http://apacwomen.ac.in/save_earth/shall.mp4					



Seedball preparation and dispersal on National Science day by College children

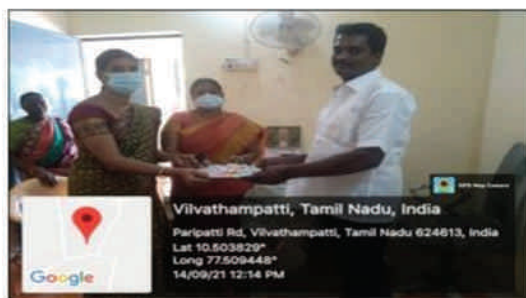


Campus Environment Audit Certificate



District Green Champion Certificate

Programme	Date	Venue	Organizing Unit	No. of Participants	
				Students	Faculty
International Ozone Layer Protection Day / Distributing Pamphlets on "Causes of Ozone Depletion and Prevention"	14.09.2021	Vilvathampatti & A. Kalayamputhur Village	Unnat Bharath Abhiyan	10	02



Distribution of awareness pamphlets regarding the causes of ozone depletion and prevention

Organizing Unit	Date	Place	No. of Students Participated	Amount of Single Use Plastic Collected	Method of Disposal
NSS	31.10.2022	R.G. Nagar, Chinnakalamputhur, Palani	20	2 Kgs	Concerned Panchayat



NSS awareness camps on ill effects of plastic and use of eco-alternatives

Programme	Date	Venue	Organizing Unit	No. of Participants	
				Students	Faculty
Azadi de Mahotsav Celebration / Awareness Programme on "Ban Plastics"	24.09.2021	Neickar apatti Village	Unnat Bharath Abhiyan & Govt. Hospital, Palani	14	02



Awareness program on Ban Plastics at Neickarapatti Village

SNS College of Engineering, Kurumbapalayam, Coimbatore district

SNS college of engineering has been conducting a number of events towards awareness creation related to plastic menace and has been conducting a number of Manjappai distribution events in different locations in the city. A key part of the awareness creation events has been undertaking of competitions on photography, essay writing and seminars on the harmful effects of plastic and awareness on alternatives to SUPs. They have also taken initiatives to insert billboards and display boards and conducted awareness campaigns on waste segregation. The following are the images of events undertaken by the college.



Awareness programs conducted towards use of cloth bags



Students involved in the awareness activities undertaken



Awareness program session among students and faculty



Manjappai distribution among public and officials



Groundwater and plastic pollution



Project contest to avoid plastic usage



Posters and awareness hoardings placed across the college campus

Winning practices- Schools

Government Boys Higher Secondary School, Kaveripattinam

Government Boys Higher Secondary School at Kaveripattinam has been successful in eliminating single use plastics from the school campus. Single use plastics are completely prohibited within the school campus. They have implemented many initiatives within the campus that include,

- Students should not use chocolates packed by plastic papers, plastic stationary items, plastic files, plastic lunch pack, plastic wrapper sheets and plastic papers for decorations.
- For the first time in Tamil Nadu, we are producing cloth bags in their school's environment room which has tailoring machines. These cloth bags have been distributed among the school students, college students and among the public.
- They have actively distributed 'awareness notices' and 'cloth bags' across Tamil Nadu. So far, they have distributed close to 33,000 awareness notices and more than 8000 cloth bags.
- They have integrated the culture of using cloth bags within their system by gifting cloth bags and encouraging the students to carry cloth bags.
- They have also utilized the online digital media to create awareness among the general public regarding the ban on SUPs and the use of eco-alternatives.
- The school has won many awards including the Green Champion Award from Government of Tamil Nadu and Best Green School Award.
- They have also conducted clean ups at the Thenpannai river located near to their school.

The initiatives undertaken by the school has been widely noticed by the media and has been posted in local newspapers.



Figure 14: Awareness Rally at Kaveripattinam



E-Waste collections at Hosur



Awareness rally at Uthangarai

Government Girls Higher Secondary School, Kaveripattinam

Government Girls Higher Secondary School has undertaken awareness initiatives and actions towards encouraging the students and the public to use Manjappai as an alternative to SUP carry bags. Some of the events undertaken by the school include,

- District level awareness campaign with a participation of more than 180 students on the 74th Republic day. Events around the importance of Manjappai and the adoption of the same.
- Distribution of Manjappai or the cloth bag in the ration shops and other street side vendors within the district by the Scouts and Guides team of the school.

- Awareness generation rallies on the importance of the Manjappai and ill effects of plastic.
- Awareness generation among the local SHG members to use Manjappai as a substitute to SUP bags.
- Display of thought provoking notices that stress on the ban of SUPs and the importance of adopting the Manjappai as part of our day to day life.
- Rules and regulations to prevent the students from bringing banned SUPs inside the campus to encourage use of alternatives to SUPs on a day to day basis.
- Number of competitions like drawing, singing, speech etc., were conducted on the topic SUP ban and Manjappai with in the school.
- These awareness programs have been conducted through the NCC, Scouts and Guides and the Eco-Clubs.
- Wealth from Waste by reusing plastic water bottles for planting saplings and using plastic pipes to erect climbers across the campus.
- They have also been adopting responsible disposal of waste like installing incinerators for safe disposal of sanitary waste, sale of old electronics parts to recyclers etc.
- There have been targeted interventions to reduce the use of SUPs on a month to month basis.



Manjappai Awareness rally conducted by School children



Student sticking awareness posters across the school campus





Art competition conducted among students to create awareness on climate change

Government Girls Higher Secondary School, Pudukottai

The School has undertaken a number of initiatives towards the Meendum Manjappai Campaign. They have initiated rallies on the propagating the use of Manjappai and they have also created jingles that are played and sung during their rallies. They have also conducted a number of awareness program inside and outside the school campus.



Students participating in the awareness drive inside the school campus



Students participating in the awareness drive inside the school campus



Students participating in the awareness drive inside the school campus



Students participating in the awareness drive inside the school campus

Winning practices- Commercial establishments

Nalam Hospital, Theni

The hospital has been undertaking many campaigns for prevention of SUP usage amongst the public, cleaning campaigns in lakes and public spaces, awareness on importance of segregation, awareness sessions among school children regarding importance to avoid plastics and reviving water bodies. They have also made sound business decisions like use of paper packaging for medicine packaging over plastic covers, shifting to paper, banana leaf and wooden cutlery over SUPs.

MukkuKadai Subbu, Madurai

The MukkuKadai Subbu stall is an eatery based out of Madurai. They have taken a number of innovative initiatives to spread awareness regarding the Meendum Manjappai Campaign and the importance of using a cloth bag as a substitute for the SUP carry bags. Their initiatives include,

- Sale of Manjappai shaped Parottas to raise awareness on the use of Manjappai
- Provide free school bags with the slogan of the Meendum Manjappai Campaign to create awareness among the school children
- Provide free yellow cloth bags to promote the usage of yellow bags and create awareness about the ill effects of SUP items on the environment
- Setting of hoarding and display boards on the Meendum Manjappai Campaign and the message to adopt Manjappai as part of one's daily lifestyle







Tamil Kalam Puthakam Virbhanai Nilayam, Ariyalur

Tamil Kalam as a bookstore has been promoting cloth bags and sustainable business choices. They have been promoting cloth bags and sustainable stationary for last few years.



Use of cloth bags as substitute to Single Use Plastic bags by the shopkeepers



Tamil Nadu Pollution Control Board

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