



WORLD ENVIRONMENT DAY AWARENESS PROGRAMME ON THE THEME “SOLUTIONS TO PLASTIC POLLUTION”

A TNPCB’s initiative under Manjappai Campaign

During the World Environment Day 2023, with the key objectives to create awareness about the ban on Single Use Plastics (SUPs) and to eradicate the usage of SUPs in the State of Tamil Nadu, Tamil Nadu Government and the Tamil Nadu Pollution Control Board under the innovative Manjappai Campaign, reached out to the general public through the “**Message on Wheels**” programme. The programme was performed by Arumbugal Trust, an NGO, an active contributor to Environmental Conservation.



The Message on Wheels programme was flagged off during the World Environment Day, 5th June 2023 by the Chairperson, Tamil Nadu Pollution Control Board at 10.30 a.m. at the Corporate Office, Guindy, Chennai. A pledge was also taken by all the TNPCB Board staff members to be a good citizen of India and a responsible resident of the planet Earth by refusing Single Use Plastics (SUPs); recycling the recyclable plastics and using Eco-alternative materials to SUPs.



Flagging off by Chairperson, TNPCB



TNPCB staff taking the pledge on WED 2023

The Message on Wheels reached out to the public by displaying awareness message as posters, playing audio messages/announcements and through art/cultural performances at eight prime public locations of Chennai. The two-day planned programme “Message on Wheels” effectively spread awareness on the 5th and 6th of June 2023 at Koyambedu Vegetable Market, Central Railway Station, Parry’s corner, Marina Beach, T. Nagar, Guindy Bus stand, Tambaram Bus Stand and Perungalathur Bus Stand. The programme focussed on spreading information on the SUP Ban and promoted the traditional ‘Manjappai’



Message on Wheels at Koyambedu Vegetable Market



Message on Wheels at Central Railway Station and at Parris Corner

The 'Message on Wheels' programme consisted of Street theatre performances, dance performances and folk songs on the ill effects of plastics, the Government's ban on SUPs and the availability of the eco-alternatives. The programme promoted the Manjappai Campaign of TNPCB and requested the general public to shift to eco-alternatives to save the environment. The traditional music and folk performances attracted the attention of the moving crowd at all the locations. The vehicle also stopped at multiple gathering points and played the announcements on the theme and the ban on SUPs for the benefit of the public.



Message on Wheels at Marina Beach



Message on Wheels at T.Nagar, Guindy, Tambaram and Perungalathur Bus Stands

The mode of communication adopted for disseminating the information on SUP ban and for the promotion of Eco-alternatives was welcomed by the public at all the eight locations. The awareness messages conveyed through street play, dance and folk performances along with announcements at major public gathering locations definitely would have made people stop over and think on the same. There were also instances wherein members from the crowd/audience came forward, appraised and lauded the initiative undertaken by the TN Government and TNPCB.