



## **ABSTRACT**

Environment - Announcement for the year 2019-2020 – Awareness campaign on the ill effects of plastics through “Message on Wheels” at a cost of Rs.2.00 lakh per district for 32 districts – Orders – Issued.

### **Environment and Forests (EC.2) Department**

G.O.(Rt.) No.688

திருவள்ளூர் ஆண்டு-2050

விகாரி, புரட்டாசி -27

Dated:14.10.2019

Read:

1. From the Director of Environment, Chennai-15  
Letter R.C.No.P4/1773/2019, dated 05.07.2019.
2. From the Principal Secretary/Chairman,  
Tamil Nadu Pollution Control Board, Chennai-32  
Letter No.T1/TNPCB/F.17672/Plastic Awareness/  
2019, dated 28.08.2019.

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### **ORDER :**

During the Budget session, while moving the Demand for Environment for the year 2019-2020 the Hon'ble Minister (Environment) has made the announcement for conducting awareness campaign on the ill effects of plastics through “Message on Wheels” at a cost of Rs.2.00 lakh per district for 32 districts during the year 2019-2020.

2. The Director of Environment in her letter first read above has stated that the awareness among students and public on ill effect of plastic is very much essential as plastics have created severe damage to human and eco-system around us and various activities like folk songs, dramas, street plays like Villupattu, Traditional dances were conducted by the Environment Management Agency of Tamil Nadu through the selected organizations/ Non-Governmental Organizations through mobile vans from the year 2013-14 to 2018-19. Since, the programmes were received good appreciation from public and to continue to sensitize the public and students on ill effects of plastic, it is proposed to conduct the programme in each district at a cost of Rs.2.00 lakh per district through selected organizations/Non-Governmental Organizations at least in 20 places in a district by creating awareness on various ill effects of plastics through mobile vans with public address system involving cultural troupes. The cultural activities highlighting the ill effect of plastics, pollution (solid, air & water) etc., and also the role of students, public to mitigate Environmental Hazards.

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3. The Director of Environment has further stated that the programme will be in a innovative way equally understandable to the common people and the cultural programmes like Folk Songs, Folk Dances, Street Play, Mask Play, Dramas, Rallies, Villu Pattu, Competition, Video Documentaries and traditional dances will be carried out in each district targeting the common public, youth, women, students, etc. The above activities will be conducted at a total cost of Rs.64.00 lakh at the rate of Rs.2.00 lakh per district for 32 districts.

4. The Director of Environment has therefore requested to issue necessary administrative orders to execute the project at a cost of Rs.64.00 lakh during the year 2019-2020 through the Environment Management Agency of Tamil Nadu and to issue directions to the Tamil Nadu Pollution Control Board to release the financial assistance of Rs.64.00 lakh in total to the Member Secretary, Environment Management Agency of Tamil Nadu.

5. The Principal Secretary/ Chairman, Tamil Nadu Pollution Control Board in his letter second read above has informed that the Tamil Nadu Pollution Control Board will consider to release an amount of Rs.64.00 lakh for the above programme from the Tamil Nadu Pollution Control Board's fund on getting necessary Government Orders from the Government and necessary approval from the Board.

6. The Government after careful examination accept the proposal of Director of Environment for conducting awareness campaign on the ill effects of plastics through "Message on Wheels" at a cost of Rs.2.00 lakh per district for 32 districts at a total cost of Rs.64.00 lakh during the year 2019-2020 through the Environment Management Agency of Tamil Nadu with the financial support of Tamil Nadu Pollution Control Board. Accordingly, the Chairman, Tamil Nadu Pollution Control Board is hereby directed to release the financial assistance of Rs.64.00 lakh in total to the Member Secretary, Environment Management Agency of Tamil Nadu for implementing the above programme for the year 2019-2020, after obtaining necessary approval from the Board.

7. This order issues with the concurrence of Finance Department vide its U.O.No.45621/Finance (AHD&F)/ 2019, dated 24.09.2019.

(BY ORDER OF THE GOVERNOR)

**SHAMBHU KALLOLIKAR**  
**PRINCIPAL SECRETARY TO GOVERNMENT**

To

The Director of Environment, Chennai-5.  
The Chairman, Tamil Nadu Pollution Control Board,  
Guindy, Chennai-32.

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The Accountant General, Chennai-18.  
The Pay and Accounts Officer, Chennai-9/35.  
The Resident and Audit Officer,  
O/o. The Accountant General, (G&SSA),  
Chennai-9.

**Copy to:-**

Hon'ble Chief Minister's Office,  
Chennai-9.  
The Special/ Senior Personal Assistant to Hon'ble Minister (Environment),  
Chennai-9.  
The Private Secretary to Principal Secretary to Government,  
Environment and Forests Department, Chennai-9.  
Environment and Forests (FR.7) Department, Chennai-9.  
The Finance (AHD&F/BG-II) Department, Chennai-9.  
Stock File/Spare Copy.

// FORWARDED BY ORDER //

  
15/10/19  
SECTION OFFICER

  
15/10/19

