

CHENNAI GETS ITS SECOND BEACH KIOSK TO CONTROL SINGLE USE PLASTIC LITTERING

Department of Environment, Climate Change and Forest, Government of Tamil Nadu, inaugurated its second beach kiosk at Neelankarai beach in Chennai on 13th March 2024 to effectively monitor and control the littering of Single Use Plastic materials on the beach. Additionally, the second Meendum Manjappai Brigade comprising of 5 e-bikes to check the use of banned Single Use Plastic in the city was also launched. This initiative of the Tamil Nadu Pollution Control Board is aimed to effectively control the use of banned plastic items in shops, market places and beaches etc. Tamil Nadu is one of the first States in India to roll out a Statewide People's Campaign, the "Meendum Manjappai Campaign". Since the launch of the Campaign by the Hon'ble Chief Minister in December 2021, the campaign has reached every nook and corner of the State. The campaign has covered around 58,000 schools reaching out to around 60 lakhs school children.

Government of Tamil Nadu is the first State in India to roll out a Statewide Single Use Plastic ban, banning manufacture, sales, and use of 14 types of Single Use Plastics across the State. Further to the ban, the State has been taking a multifocal approach by emphasizing and working towards creating awareness among people and promoting alternatives to plastic, alongside enforcement of ban on SUPs. A State Campaign, the "Meendum Manjappai"- "a call for back to basics and into the future" with traditional nature-based solutions was launched as a "People's Campaign against throwaway plastics" by the Hon'ble Chief Minister of Tamil Nadu in December 2021. The 'Meendum Manjappai Campaign,' has significantly influenced public behavior and has seen an increase in the adoption of eco alternatives.

The ban has resulted in the closure of 115 SUP manufacturing industries. Since May 2021, till date, as part of the implementation of ban on SUPs, more than 6 lakh inspections have been carried out throughout the State leading to seizure of 670 tons of banned SUPs and an approximate of INR 8.3 Crore fine has been levied on violators since the launch of the Manjappai Campaign. Over 1.8 lakh awareness activities have also been carried out throughout the State for effective implementation of ban on SUPs.

To strengthen the Meendum Manjappai campaign and to enhance the availability of cloth bags to public, Manjappai Vending machines have been installed in places with high public footfall such as market complexes, transit hubs, places of worships, tourist spots, institutional places. A total of 150 Manjappai Vending Machines have been installed at strategic locations across the State.

In a pioneering move, TNPCB inaugurated a Coastal Litter Monitoring Kiosk at Besant Nagar Beach in Chennai on 30.10.2023. This facility serves as a learning center on

marine plastic pollution while promoting awareness about the Meendum Manjappai campaign. The kiosk houses a Manjappai Vending Machine, a Reverse Vending Machine, and video displays & printed materials on banned SUPs and options for sustainable alternatives. The kiosk has evolved as a hub for fostering community involvement, especially among school students who engage in weekly awareness programs organized by the kiosk. Since its establishment, over 5000 individuals have visited the Besant Nagar kiosk, and have been sensitized on the ban of SUPs and the Meendum Manjappai Campaign.

TNPCB has spearheaded a novel initiative with the launch of the Manjappai Brigade in Chennai, with 2 electric cars and 6 electric bikes customized in line with the theme of the Meendum Manjappai campaign. The brigade has been creating awareness activities at targeted locations within Greater Chennai Corporation (GCC), spanning schools, colleges, temples, markets, and other key areas. The brigade plays a crucial role in monitoring and reporting banned SUP usage to TNPCB via the Meendum Manjappai mobile application, prompting necessary action by local authorities. In the past month alone, over 50 shops in Chennai have been subject to stringent penalties with banned SUPs being confiscated based on information provided by the Manjappai Brigade.

To amplify the message of the Meendum Manjappai campaign and raise public awareness about marine plastic pollution, TNPCB inaugurated the second Manjappai beach kiosk at Neelankarai beach in Chennai. An additional Manjappai Brigade, equipped with a fleet of 5 electric bikes was also launched. This strategic initiative aims to intensify awareness on marine plastic pollution and advocate responsible consumption practices among public, marking a significant step towards a cleaner and more sustainable future for our oceans and communities. Manjappai Kiosk at Neelankarai beach, Chennai and the Manjappai Brigade was inaugurated by the Hon'ble Minister for Health and Family Welfare, Government of Tamil Nadu and Hon'ble Minister for Environment and Climate Change, Government of Tamil Nadu in the presence of Additional Chief Secretary to Government, Environment, Climate Change and Forest on 13.03.2024 at 6.00PM at Neelankarai Beach.

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