

Annexure I - Introduction to Manjappai Award

Introduction:

The Government of Tamil Nadu, in exercise of the powers conferred under Section 5 of the Environment (Protection) Act, 1986, notified ban on manufacture, store, supply, transport, sale or distribute of use and throwaway plastics, plastic sheets used for food wrapping, spreading on dining table etc., plastic plates, plastic coated tea cups and plastic tumbler, water pouches and packets, plastic straw, plastic carry bag and plastic flags irrespective of thickness vide G.O.(Ms) No.84, Environment & Forests Department dated 25.06.2018. The said ban is in effect from 01.01.2019.

In coordination with line departments, the Board has taken action for effective implementation of the ban on plastic, which includes awareness programs through regional conferences, district environmental committee meetings, rallies at district headquarters, messages through social media, and display board in national highway toll gates etc.

One of the flagship initiatives towards implementing the ban on Single Use Plastics in the state is the 'Meendum Manjappai campaign'. This people's campaign against throw away plastics focuses on improving awareness among people about the impacts of single use plastics and to persuade people to shift to eco-friendly alternatives to plastic. The "Meendum Manjappai campaign" was inaugurated by Hon'ble Chief Minister of Tamil Nadu on 23.12.2021 in a mega event held at the Kalaivanar Arangam, Chepauk, Chennai when the "Manjappai" logo for the campaign launched.

The Hon'ble Chief Minister also inaugurated a National Expo displaying various eco-friendly alternatives along with the machinery for the production of eco-friendly alternatives such as banana leaf products, fibre/rice bran/rice husk / agricultural products, areca leaves products, edible cutlery products, coconut shell products, coir products, pottery products, palm products, cloth/jute products, compostable carry bags/cutlery products, cloth banners, including a stall demonstrating activities undertaken under Extended Producer Responsibility initiatives in the State (EPR). An awareness short film on the ill effects of single use plastic was screened and an appeal was also made to the public to use traditional cloth bags (Manjappai) and avoid single use plastics.

In order to take forward the "Meendum Manjappai" campaign, the Hon'ble Minister for Environment has made an Announcement on the floor of Assembly regarding the Manjappai Awards which will be presented to the best schools, colleges and commercial Establishments for effective implementation of the ban on SUPs in their campus and encouraging the use of alternatives to single-use plastic (SUP) carry bags and other banned SUPs by reviving the use of traditional eco-friendly alternatives, such as the Manjappai (yellow cloth bag).

Vision:

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.

Objectives:

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 generation activities within and outside their premises to ensure community involvement in taking forward the campaign.

About Manjappai Award:

TNPCB intends to present Manjappai awards to the educational Institutions (Schools & Colleges) and Commercial Establishments who proactively participate and make exemplary contribution towards the Meendum Manjappai campaign' through internal initiatives and external awareness programs. The award will be presented to 3 best schools, 3 best colleges and 3 best commercial Establishments which effectively implement the ban on SUPs in their campus. The first prize will carry a sum of Rs. 10 lakhs, second prize will be Rs. 5 lakhs and Rs. 3 lakhs will be issued as third prize. The criteria for evolving the best Plastic free School/College/Commercial Establishments are given in Annexure.

Number of awards: 3 each for Schools, Colleges and Commercial Establishments

Participants: Schools / Colleges / Commercial Establishments (like shopping malls, shopping complexes)

Focus areas for Meendum Manjappai awards:

1. Education and Training on ill effects of plastic and alternatives
2. Awareness on 'Meendum Manjappai campaign'
3. Environmental Protection
4. Climate Change Adaptation and Mitigation
5. Emission Reduction
6. Control and Recycling of Plastic Waste

Mode of Selection

1. The Application format in Annexure-I to be filled up and submitted with necessary enclosures to the District Collectors by 15/01/2026.
2. In order to select the best schools, colleges and commercial Establishments in the District, District Level committees consisting of following members will be constituted to select the best schools, colleges and commercial Establishments of 3-5 numbers each at District level.

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

3. 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 within their jurisdiction and furnish the list with documentations received to the Chairman TNPCB.

4. From the selected list of applications / documentations received from the District Level Committees, a State level committee to be constituted will select the three best schools, colleges and commercial Establishments in the State.
5. The award will be issued as cash prize of Rs. 10 lakhs each for first best school, college and commercial Establishment in the State, Rs. 5 lakhs each for the second best school, college and commercial Establishment in the State, and Rs. 3 lakhs each for the third best school, college and commercial Establishment in the State. The prize money with awards will be distributed to the winners during the World Environment Day 2026 Ceremony (tentatively).

Date of Submission to District Collector

Last date of submitting proposal for **Manjappai Award 2025-26** to the District Collector is **15/01/2026**.