

Namma Ooru Superu Campaign

Awareness of SUP ban & alternatives in Tamil Nadu



As a part of Tamil Nadu's Namma Ooru Superu (My Village is Best) campaign, focus during the week of 25th May to 3rd June 2023, was given to promoting awareness on the ban of single-use plastics (SUP) and the use of alternatives to plastic in a bid to protect the environment.

A total of 2,27,184 people participated in activities from all Panchayats across the State which included rallies and awareness activities at colleges, shops, and other commercial establishments.

Promotion of cloth bags through the Meendum Manjappai (Yellow Bag Again) initiative was also undertaken during the week.

Further, as many as 2442 village-level meetings were conducted to emphasise the ban on SUPs and encourage residents to use alternatives.

With a view to ensuring safe sanitation practices and cleanliness in rural areas across the state, Namma Ooru Superu is being held across Tamil Nadu from 1st May to 15th June 2023.

This year's campaign is intended to strengthen the State's progress toward ensuring environmentally sustainable and clean villages. Further, emphasis is being given to the effective management of legacy waste, and achieving the State's retrofitting target. It also included health and welfare measures for workers undertaking sanitation-related works. Among the activities being conducted are: Mass cleaning of public institutions and spaces; awareness in schools and colleges on water, sanitation, and waste management; awareness of WASH practices and waste management at households and institutions by Self Help Group (SHG) members; ban on SUP and use of alternatives; and plantation activities to make villages clean and green.

