



19th
August 2022

Sri C. Achutha Menon
Government College
Thrissur

PLASTIC TASK FORCE

IN ASSOCIATION WITH NSS



#break
free from
plastic

THRISSUR CITY PLASTIC TASK FORCE UNIT

INAGURAL CEREMONY

19-08-2022

Sri. C. Achuthamenon College, Kuttanallor

- അവതരണം : ശ്രീലക്ഷ്മി കെ എ
വോളന്റീർ സെക്രട്ടറി എൻ.എസ്.എസ്
- അധ്യക്ഷൻ : ശ്രീ. ഡോ.സുരേഷ് എ കെ
പ്രിൻസിപ്പൽ, (ശ്രീ അച്യുതമേനോൻ
ഗവൺമെന്റ് കോളേജ് കുട്ടനല്ലൂർ)
- സ്വാഗതം : ശ്രീ. ഡോ.ഉണ്ണികൃഷ്ണൻ തെക്കോപ്പാട്ട്
എൻ.എസ്.എസ് പ്രോഗ്രാം ഓഫീസർ,
(ശ്രീ അച്യുതമേനോൻ ഗവൺമെന്റ്
കോളേജ്, കുട്ടനല്ലൂർ)
- ടീ ഷർട്ട്
പ്രകാശന ചടങ്ങ് : ശ്രീ. ഡോ.സുരേഷ് എ കെ
പ്രിൻസിപ്പൽ, (ശ്രീ അച്യുതമേനോൻ
ഗവൺമെന്റ് കോളേജ് കുട്ടനല്ലൂർ)
- വിഷയ അവതരണം : **പ്ലാസ്റ്റിക് ട്രാഷ് ഫോഴ്സ്,
പ്രസക്തിയും, ഉദ്ദേശ്യലക്ഷ്യങ്ങളും**
ശ്രീ.രാജു.എസ്, സി.ഇ.ഒ തണൽ
- ആശംസകൾ : ശ്രീമതി. ശിവാത്മിക
വോളന്റീർ സെക്രട്ടറി എൻ.എസ്.എസ്
- നന്ദി : ശ്രീമതി. മേഴ്സി മൈക്കിൾ
വോളന്റീർ സെക്രട്ടറി എൻ.എസ്.എസ്



PLASTIC TASK FORCE

"Plastic Task Force" is a campaign initiated by Thanal under the program 'Zero Waste & Climate Action'. Plastic Task Force is a platform for the youth to act against the plastic menace in beaches and oceans. This is launched to educate the communities in the coastal areas by organizing beach cleanups, plastic litter studies, workshops and campaigns.



Dear all,

Plastic Task Force is a platform for the youth to act against the plastic menace in beaches and oceans. This is launched to educate the communities in the coastal areas by organising beach clean ups, plastic litter studies and campaigns. Plastic Task Force will have 200 members from our 9 coastal districts. This movement is launched as an immediate action to curb the marine plastic pollution. The world over, about 8 million metric tonnes of plastic are being dumped into oceans every year and at this rate, by 2050 plastic shall exceed fish. Marine plastic pollution kills countless marine birds and animals by entanglement and poisoning and even lead to chemical contamination of the fish we eat. Several regulations and bans have been enforced by Central, State and Local Self Governments in our country, but these could not curb the plastic menace. Our Trivandrum Corporation went one step ahead and has banned the single use plastics like straws, carry bags, disposable cups, plates etc in our city. However our beach trash still mostly consists of single use plastics.

Thanal launched the Plastic Task Force as a part of the global movement of '#breakfreefromplastic' in Sep 2019 envisioning a plastic free future. We, being a public interest, research, advocacy and education organisation are committed to the goals of environmental health and justice. We conducted a plastic litter study during Jun-Aug 2019 along the Kerala coast which revealed the appalling statistics that there are 1.66 pieces of plastics/square metre with a weight of 10.31 gms which means there are 17 crore pieces of plastic weighing about 1057 tons along Kerala's total coastline.

Thus, Plastic Task Force came in to being after the realisation that bans and regulations alone are not enough, what is needed is a more concerted action which also involve educating and spreading awareness among our people. We felt that youth, the hope of the future, with their persisting enthusiasm and enterprise are best suited for such a movement.



**PLASTIC
TASK FORCE**
Lets do it together