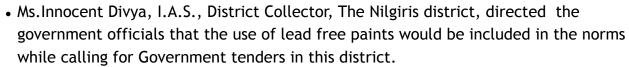
ANNEX C- PROJECT NARRATIVE REPORT

Date: 25-10-2020 to 31-10-2020

Name of NGO: Arulagam

Contact person: Bharathidasan Subbaiah

Important milestones



- Further she instructed the District Engineer, Department of Environment, The Nilgiris, to check all the retail paint shops to ensure that only permissible limit of lead content in paints are in stock. (Please see the press release of district collector)
- Voice of a painter- article published for sensitising the ground level worker
- Indian Medical Association, Tamil Nadu chapter came forward to take up this issue to the next level
- One of the Paint manufacturer, Ms Visaka Paints Industry came forward to support our endeavours.

Event Report Template

Name of Event: 1. Social Media Campaign against lead content in paints

Date: 25- 10-2020 to 28-10-2020

Notable points:

- Data base on 'Paint manufacturing industry' in Coimbatore district prepared and an alert letter sent to 16 manufacturing industries. One of the paint industry M/s,
 Chakravarthi Paint , came forward to support
- Interacted with Painters Association
- Printed 2000 awareness leaflet in 'Tamil' language about the Ill effects of the lead content and precaution measures and it was widely circulated among the public
- Awareness materials of ILPPW-2020 including video, flyers, posters and press release was translated into Tamil language
- Social Media campaign conducted. Awareness materials shared in facebook, instagram, whatsapp and mail. It hit 26426 people through face book and reached 210 groups through whatsapp.
- Articles published in print media and reached the wider audience.



Please read the letter which sent to the paint manufacturers.

To,

M/s Berger Paint India Ltd., 1/1, Mettupalayam Road, Cheran Nagar Mettupalayam, Coimbatore: 641029 Phone: 0422-2434508, 9244545442



Sir/Madam

Sub: International Lead Poisoning Prevention Week (ILPPW) October 25 to31, 2020

Lead is a toxics metal. Lead in paints is one of the common sources of Lead poisoning amongst children. Young children and pregnant women are the most vulnerable to lead poisoning even at the low concentrations. Exposure to lead can cause hypertension, renal impairment, immune-toxicity and toxicity to the reproductive organs. Absorption of large amounts of lead can cause coma, convulsions and even death. "The-toxic-truth-children's-exposure-to-lead-pollution-2020" report jointly produced by UNICEF and Pure Earth, reveals the total economic costs caused by lead exposure underscore the importance of tackling lead exposure as a priority environmental, health and development challenge. Every year more than 5 lakh children are affected due to lead poisoning in paints throughout the world. This has led to a global movement to ban the use of lead in paints.

The World Health Organization and the United Nations Environment Programme observes International Lead Poisoning Prevention Week (ILPPW) every year. This year the event will take place on 25-31 October 2020. This week of action is an initiative of the Global Alliance to Eliminate Lead Paint (the Lead Paint Alliance), which is jointly led by the UN Environment Programme and WHO.

The manufacture and sale of lead paint is still permitted in over 60% of countries, presenting a continuing and future source of lead exposure for children and workers. The focus of this year's week of action is on the need to accelerate progress towards the global phase out of lead paint through regulatory and legal measures.

In India, The Ministry of Environment Forest and Climate Change (MOEFCC) has notified "The Regulation on Lead contents in Household and Decorative Paints Rules, 2016" to restrict the lead content to 90 ppm in the household and decorative paints which has come into force from November 2017. Two years since this law was enacted to check the presence of lead in paints, the studies also showed still paints in the market contain lead over the prescribed limits.

Unfortunately, the samples collected from Tamil Nadu state have the highest concentration of lead content. (Venlac Super synthetic enamel & Alpha Synthetic enamel Paints) And hence 'Arulagam' wishes to take a campaign against the excess level of lead content in Coimbatore and The Nilgiris by joining hands with International Pollutants Elimination Network (IPEN). We request the readers to sensitise and support this issue and make a # hashtag campaign. Please trending #BanLeadPaint in your profile picture and in social media. Herewith we attach more details.

There is no safe level of lead exposure. Let us prohibit the paints with lead content. Thank You.

With regards,



Bharathidasan.S., Secretary, Arulagam

Copy to:

1.NILTUN Paints & thinners 3/159, Shobana Garderns, West Arasur Coimbatore-641407 Phone: 04226066050,	2.Sri Bhagavathi Industries No: 1/149-1E, Kolukku Thottam, Near midtown Residency, Keeranatham Coimbatore: 641035 Phone: 8048762773	3.Mathur Corr Tech Pvt., No: 16, Arun Nagar, Vadavali Coimbatore: 641041 Phone: 8048764770
4.Ashok Paint Industries 2/23 B, Kallukali Street Sundarapuram, Coimbatore:	5.Agsar Paints Pvt Ltd., No: 40, PM Samy Colony, 3 rd Street RS Puram, Coimbatore. Phone: 0422-2470008	6.Blue Ocean Exports Corporation 1012, Mettupalayam Road, Coimbatore.
7.Kempro Paints 4/6A, Renu Gounder Thottam, Subbaiah Nagar Kovundampalayam, Coimbatore: 641030 Phone: 7947261556	8.Welbro Paints Pvt Ltd., 4-a, Om Sakthi Nagar, Chinnavedampatti(post) Coimbatore: 641049 Phone: 9047754381	9.Aarika Chroma Industries Pvt Ltd., 2B, New No: 43, Sri Valli Nagar Avarampalayam, Coimbatore: 641006 Phone: 99433933400, 8300093300, 0422-2562224
10.Jenson & Nicholson India Ltd., 9/36A, Dr.Nanjappa Road, Coimbatore Phone: 0422-2380376	11.Qatech Paint Sf184, Door No: 5/6, Privite Industrial Estate Sidco, Kuruchi, Coimbatore. Phone: 9366669695	12.Magni Paints India Pvt Ltd., 122B, Karunanidhi Nagar, Ramanathapuram Coimbatore.
14.Surfa Coats Bangalore Ltd., 101, Dr.Nanjappa Road, Coimbatore Phone: 0422-2303678, 9443316466.	15.Priyadarishini Chemicals Door No: 49/2, Guru Building, Nava India Road Near SNR Sons College, KR Puram Coimbatore: 641006 Phone: 0422-2567114, 9443022310	M/s. Visaka Paints and Cher 127/242, Kariampalayam, Ellappalayam,P.O., Pugalur, Coimbatore -641 697 Mob: 9363114343

Letters sent through FRANCH EXPRESS Courier service on 24.10.2020

Voice of a Painter -

(Interview of Mr. R. Suresh, painter, was widely circulated in the social media campaign).



In India, a fairly good number of un organized sectors of people are working as painters. Knowingly or unknowingly they become victims because of the continuous exposure of the lead paints (spending about 8-10 hours of day). They suffer from the health impacts. In most cases, they are unable to trace their health implications caused by 'lead' contents in paints.

Let us hear it from a painter working in Tamil Nadu, India:



I am R. Suresh (38) and I have been doing a painting job for the last 18 years. I chose this career at the age of 21 due to lack of education. It was unwilling but the last choice for me to make to keep my survival. The first 4 years of my life as a painter started with hard and complicated work like scraping old paints, looming, mixing lime, and assisting the technical workers. I learned the skills and made that as my profession.

Over the years, I have suffered some known and unknown problems. And I get physical exhaustion, mental depression, loss of appetite, and respiratory problems due to my profession. Noticeably, for the last 4 years, I have lost the ability of smell. After diagnosis, the doctor (Ms.Anandhi Kanagaraj, Homeopathy physician, Mela ponnagaram Street, Madurai -dt, Tamil Nadu) declared that my ability of smell is completely lost and she told that it is evident and a common problem for the painters. She further said that, while scraping old paint (containing lead), lead from paint dust can penetrate the nostrils and cause sensory damage. It was shocking for me to hear that lead content in paint is

the cause of my pain. Further, people involved in this task are mostly not very educated and thus do not have much awareness about lead toxicity. It is a pity that they are suffering unknowingly like me.

The paint manufacturers should make sure the paint you produce does not contain lead above permissible limit of lead in the paints. I want to reiterate that we have children and families just like you. And the law enforcement authority needs to take concerted efforts to reach out to these manufacturers. Further, a strict monitoring regime needs to be put in place by the concerned authorities to limit lead from household paints, this is the demand of lakhs and lakhs of painting workers like me. And we also demand the government to pay special attention to this issue and regulate it through intensive monitoring and implement some strict laws. Moreover, intensive awareness campaigns should be organized throughout the country as workers like me need to be cautious and knowledgeable about the lead toxicity in paints.

Save Our Child, Ban Lead Paints. said R. Suresh painter.

Name of Event: 2. Digital Mobile Van Campaign against Lead Content in paints



Inauguration Event Time: 29-10-2020 at 11.30 P.M.

Location: Kamarajar Statue, Near Government Hospital, Erode district. Tamil Nadu, India

The campaign was inaugurated by Dr. C.N.Rajan, President, Indian Medical Association, Tamil Nadu chapter in presence of Mr.V.P. Gunasekaran, President, Tribal Welfare Association of Tamil Nadu, Mr.T. Sakthivel, President, Sathyamangalam Environment and Wildlife Association and local volunteers. Print and visual media people covered the inaugural event.

Description of the Event:

Mobile van fitted with lead awareness digital display including video screened as road side demonstration.

Event Agenda - Time and Location

Date	Time	Location
29-10-20	1.30 P.m to 4.30. P.M	Erode town limit
	5.00 P.m to 5.30. P.M	Perunthurai town and highway
	6.30 P.m to 8.30. P.M	Avinashi, Near Temple, Coimbatore district
	9.00 P.M to 10.30 P.M	Annur Bustand
30-10-20	7.30 A.M to 8.00 A.M	Ganesapuram
	8.30 A.M to 9.00 A.M	Kumutham Nagar
	9.00 A.M to 10. A.M	Ramanujam Nagar
	1.30 P.m to 4.30. P.M	Sivanantha Colony, Saibaba Colony, Gandi Puram
	5.30 P.M to 9.30 P.M	Ganapathy Bus stand, Chinna Vedampatty, Saravanam Patty, Vilankurichi, Peelamedu, Sowripalayam
31-10-20	8.30 A.M to 9.00 A.M	Thudiyalur
	9.30 A.M to 10.30 A.M	Asokapuram*
	11.00 A.M to 11.30 A.M	Periyanaikan Palayam
	12.00 P.M to 1.P.M	Mettuppalayam
	3.30 P.M to 4.00 P.M	Collector campus, Udagamandalam,**
	4.30 P.M to 9.30 P.M	Botanical Garden, Cherring Cross, Anna Bus stand,

• *Flagged off by Osai kalidasan ** ILPPW mobile van was flagged off by Ms. Innocent Divya, I.A.S., district collector, Udhagamandalam on 31-10-20 at 3.30 P.M

Target audience(s):

Painters, Paint manufacturer, Indian Medical Association, District Administration, Department of Environment, Medium and Small Scale Industries, Civil Society Groups and public.



Sponsors: Well wishers and supporters of 'Arulagam'

Sponsors Name	Amount in Indian Rupees	
Mr. Anbu.C	200	00
Ms Caroline Sebasti.	100	00
Mr. Krishnamoorthy.C	200	00
Mr.Umasankar	200)0
Mr. Selvakumar.T	200	00
Ms.Santhi. R	200	00
Ms. Kavitha.B	500	00
Mr.K.S.Santhalingam	500	00
Arulagam	1050	00
Total	3150	00

In Total INR 31500 (Rupees Thirty One Thousand Five Hundred only)

Attendees:

Campaign vehicle travelled in three districts namely, Erode, Coimbatore and The Nilgiris and reached 65000 people approximately by covering 350 Kilo meters.

Prominent People:

Ms. Innocent Divya, I.A.S., District collector, The Nilgiris, Udhagamandalam

Dr.C.N.Rajan, President, Indian Medical Association

Mr. V.P. Gunasekaran, President, Tribal Welfare Association of Tamil Nadu

Mr. Kalidass, President, Osai (Environmental NGO)

Event Materials:





Leaflet 2000 numbers printed and circulated

Flyers (WHO Awareness pamphlets - content translated into 'Tamil' language and it was widely circulated)













Invitation. 1.
Dr.C.N.R.Rajan, President, Indian Medical
Association inaugurated the event at Erode district

Invitation 2. Ms.Innocent Divya, I.A.S. flagged off at Udagamandalam

Media Coverage:

- 1. Daily Thanthi (Largest selling Newspaper in India, Tamil),
- 2. Malai Murasu 3. Thina Poomi, 4. Thina Suriyan, 5. Thina Chudar (Tamil)
- 6. Times of India,
- 7. The Hindu
- 8. Indian Express
- 9. The New Indian Express and Social Media

ARULAGAM

Event Photos:



People are viewing the video content from the mobile van









Facebook page reached 26, 426 people

Newspaper photos:



THE TIMES OF INDIA, COIMBATORE TUESDAY, OCTOBER 27, 2020

NGOs to educate people about ill-effects of lead

Town News Nerwork

Coimbatore: Non-governmental organizations Arulagam and international Pollutants Elimination Network (IPEN) have started a campaign to create gwareness among the public about the ill-effects of using point with more than permissible level of lead.

Besidesstartingan ordine campaign to mark international Lead Poisoning Prevention Week observed from October 25 to 31, the NGOs will also organize a schicle raily from Brode to the Nilgir is via Colmbatore on Wednesday.

"As a part of the raily, participants would distribute pamphlets to the people along the way and show video messages explaining ill-effects of lead to humens," said \$ Bharathidasan, secretary of Arulagam.

Our aim is to educate the public before demanding the government to be lead point, he said and added that even though the ministry of environment, forest and climate change has notified 'the regulation on lead contents in house.

Exposure to lead can cause hypertension, renal impairment, immune toxicity and reproductive toxicity as well as convulsion when a large quantity is absorbed into body

hold and decorative paint rules, 2016' to restrict the lead content in paint to 90 ppm, it is yet to be implemented.

Pointing out that pregnant women and children are highly vulnerable to lead poisening, he said exposure to lead can cause hypertension, renal impairment immune toxicity and reproductive toxicity as well as convulsion when a lerge quantity of lead is abserbed into body and at times even leading to death.

A recent study titled The texic truth children's exposure to lead pollution 2020 by UNICEF and Pure Earth, an NGO, explained the importance of tackling lead exposure as a priority environment, health and development challenge, he added.





Collector promotes use of lead-free paints

Coonoor: The Nilgiris Collector Innocent Divya urged the use of leadfree paints to protect oneself from the toxic metal. Responding to a plea of Arulagam Trust, which is leading a campaign against lead-based paints. the collector said that the use of lead-free paints will be included in the norms while calling for government tenders in the district. She asked the District Engineer of the Department of Environment to ensure that vendors sold only those paints which adhered to the government standards relating to the use of lead. Later, she flagged off a vehicle to raise awareness against the use of lead in paints as it is also a major source of poisoning.





Dr. C.N.Rajan, President, Indian Medical Association, Tamil Nadu chapter inaugurated the event in presence of Mr.V.P. Gunasekaran, President, Tribal Welfare Association of Tamil Nadu, Mr.T. Sakthivel, President, Sathyamangalam Environment and Wildlife Association



Bharathidasan Subbaiah narrated the impacts of lead content among the children with Ms.Innocent Divya., I.A.S., District collector, the Nilgiris



Campaign sensitises residents to dangers of lead poisoning

STATE REPORTER

The Adaris Collector, J. Innocent Divya, flagged off an awareness campaign here to mark International Lead Poisoning Prevention Week.

The campaign aimed at taking the taking the message of the dangers of lead poisoning to local residents through awareness boards and messages, was launched on October 29 in Erode.

Artilagam, a conservation NGO, has been leading the campaign against lead paint in Tamil Nadu and has been sensitising children and painters working at construction sites about the dangers of lead paint.

As part of the campaign, S. Bharathidasan, secretary. Arulagam, appealed to the Collector to regulate the use of hazardous paints in anganwadis and schools.

"The district administration immediately issued instructions to include the use of lead-free paint in the tenders for works and adhere to government norms," a release

THURSDAY, NOVEMBER 5, 2020

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Complaint letter sent to the notice of the higher officials.

FORM IV

(See rule 11)





From,

S. Bharathidasan Secretary, Arulagam 62, G.V. Residency, Sowripalayam, Coimbatore - 641028

To,

 District Environmental Engineer, Tamil Nadu Pollution Control Board 77-A, South Avenue Road, Ambatthur Industrial Estate, Thiruvallur District, Chennai - 600 058. 	2. District Environmental Engineer, Tamil Nadu Pollution Control Board No.25, Developed Plots, Thuvakudy, Trichy – 620 015
3. Principal Secretary to Government Environment Department Secretariat, Fort St. George, Chennai – 600009	4. Secretary, Ministry of Environment and Forests and Indira Paryavaran Bhawan, Jorbagh Road, New Delhi – 110 003

Notice under section 19 (b) of the Environment (Protection) Act, 1986. Whereas an offence under the Environment (Protection) Act, 1986 has been committed/is being committed by;

1. Sri Senthil Paints,	2. Peeveekay Industries,
86, SIDCO Industrial Estate,	SF 159 / 5 A – 5 B
Vichoor, Manali, New Town,	Meikalnaickenpatty
Thiruvllur-dt	Thalamalaipatty,(PO)
Chennai,	Thotiyam Taluk,
Tamil Nadu -600 103	Trichy District – 621 215

I hereby give notice of 60 days under section 19 (b) of the Environment (Protection) Act, 1986 of my intention to file a complaint in the court against

- 1. Sri Senthil Paints
- 2. Peeveekay Industries
- 3. District Environmental Engineer, Trichy and Thiruvallur districts of Tamil Nadu.
- 4. Environment Secretary, Government of Tamil Nadu
- 5. Environment Secretary, Government of India.

for violation of section of the Environment (Protection) Act, 1986. In support of my notice, I am enclosing the following documents as evidence of proof of the Environment (Protection) Act, 1986.

1. "How safe is your paint?" - Compliance of Lead in Paint regulations in India 2020, a study report by Toxic Link.

Yours Sincerely,

Fr. Ural Whin

Bharathidasan.S., Secretary,

Date: 23-11-20.

Results:



We were able to achieve lead paint regulation in one district (Udhagamandalam).

 We brought to the attention to the district collector, the Nilgiris about the ill effects of the lead paint and its indiscriminate usage in Government buildings especially in Schools and Child Care Centre, Hospitals and other public premises. It was well taken by the district administration and policy level changes included effectively.

Evaluation and Innovations

- In order to reach more people, strategies were devised by targeting the places where people congregations are relatively high like markets and bus stands through digital demonstration along the road side.
- Painters Association were brought into the roadside campaign and sensitized the immediate vulnerable group, 'painters'. They keenly observed the health issues related to the 'lead' content. They are willing to take up this issue to higher authorities through their trade union in future.
- Campaign organisation, 'Arulagam' is working to conserve vultures. Condor vultures are mostly affected by 'lead ammunition'. It was highlighted in one of the awareness posters.





Challenges:

- The word, 'Lead content in paints' doesn't reach the general audience immediately. It is often misspelled as 'lead' and associated with 'leading'/ 'leader'. So in Tamil language too lead is pronounced as *Kareyam*. There is other similiar word, '*Kariyam*' in Tamil which gives different meaning and we faced some difficulties in communication.
- Funding was also vey challenging. There is a need of long term work. We have to work continuously then only we were able to achieve the result.
- In our state, painting work in the house is carried out during the *Pongal* festival which falls in the month of January. This campaign is to be done during that period also.

Questions araised

While we sensitize the 'lead contents in paints' we faced a question that; 'Lead' is used in various industry; and why do we particularly focus and campaign about the lead contents in paints alone. Moreover, there are other worst harmful pollutants than 'lead' in the industry. Why do you target only paint industry.

Future follow ups

- Health checkup among the painters planned.
- Painters will be motivated to submit the appeal to the district administration for regulating the hazardous paint in the market
- Signature campaign planned to check the lead contents in all the available paints in the markets and submit the memorandum to the Department of Environment
- A case will be filed in green tribunal to regulate the paint manufactures
- Attempt will be made to include 'Lead content in paint' issue in upcoming election manifesto.

Arulagam, (nature Conservation Organization), Ellappalayam, Coimbatore - 641697
Tamil Nadu, India 9843211772
arulagamindia@gmail.com
http://www.arulagam.org/

