



**CAG 40**

Citizen consumer and civic Action Group

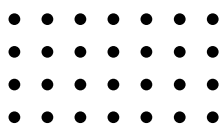
40 YEARS OF ACTION



2024  
2025

# ANNUAL REPORT

A comprehensive evaluation of our work  
strengthening environmental sustainability,  
consumer protection, and civic accountability.



[WWW.CAG.ORG.IN](http://WWW.CAG.ORG.IN)







# ABOUT US

## 40 YEARS AGO

On October 7, 1985, a group of eminent individuals chose to move beyond expressing concern over declining living standards and instead commit to meaningful action. This resolve led to the creation of the Consumer Action Group (CAG). As the organisation's scope broadened, the Board renamed it the Citizen consumer and civic Action Group (CAG) to reflect its wider mandate. Since then, issues affecting citizens—across consumer rights, governance, and the environment—have remained central to the organisation's work.





# VISION

CAG is an advocacy and campaigning group that protects citizens' rights in consumer and environmental issues and promotes transparent, accountable, and participatory governance. Since 1985, it has addressed a wide range of concerns—from defective goods and poor services to misleading advertisements and financial products—while also tackling broader issues like public health, energy reforms, climate change, waste management, e-commerce, road safety, and sustainable mobility. CAG focuses on sustainable development and the challenges faced by low-income and urban poor communities, including livelihoods, water, and sanitation.

## STRATEGY

**01**

Research on issues that affect citizens

**03**

Build capacity of government agencies to implement legislations

**02**

Education to increase awareness on the rights and duties of citizens

**04**

Campaigns, advocacy and representation on issues that impact citizens

**05**

Public Interest Litigation (PILs) on critical issues based on need





# Environment and Climate Action

Collaboration between different stakeholders to promote sustainability and environmental protection so that Tamil Nadu can make significant strides towards addressing climate change and promoting sustainable development.

## SDGs



## REPORTS

### ENVIRONMENTAL ATTITUDE AND CLIMATE LITERACY AMONG POLICYMAKERS

**Purpose:** The report evaluates climate understanding and environmental attitudes among a sample of legislators in Tamil Nadu Legislative Assembly (TNLA), to identify knowledge gaps and inform future policymaking.

**Key Findings:**

- ~35% of surveyed MLAs scored very low on climate-science literacy; only ~15% scored moderately high.
- Legislators broadly express concern for nature and environmental threats, but many lack understanding of key concepts like historical CO<sub>2</sub> levels, coral-reef damage, and effective mitigation.
- Awareness of waste-management practices — especially reuse and reduction vs. recycling — remains weak.



## OTHER PUBLICATIONS

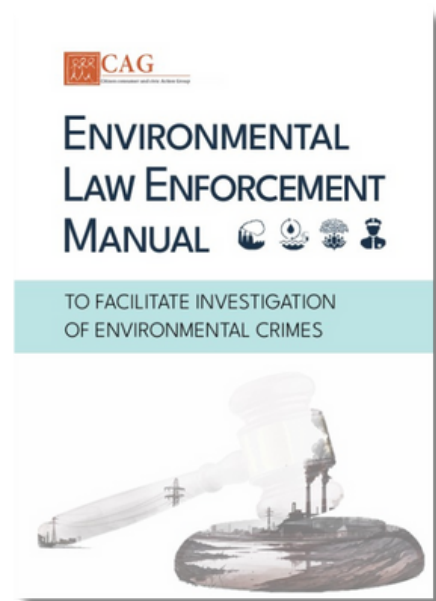
### ENVIRONMENTAL ATTITUDE AND CLIMATE LITERACY AMONG POLICYMAKERS

**Purpose:** A practical guide to help agencies treat environmental harm as a serious crime, with clear steps for investigation and prosecution.

**What It Covers:** Key legal definitions, relevant laws, investigation procedures (evidence, search and seizure, chain of custody), and ways to improve coordination among enforcement bodies and communities.

**Why It Matters:** Strengthens weak enforcement systems, promotes accountability, and supports meaningful protection of ecosystems, public health, and vulnerable communities.

[READ NOW](#)



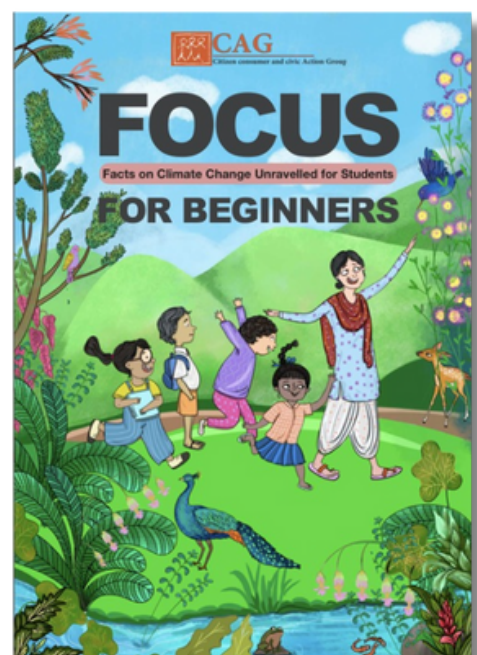
### FOCUS (FACTS ON CLIMATE CHANGE UNRAVELLED FOR STUDENTS) TEXTBOOK (3-5TH STANDARD)

**Purpose:** A climate-literacy textbook for Grades 6–8 that helps students understand climate science and climate change in a simple, engaging way.

**What It Covers:** Clear explanations, illustrations, and activities linking everyday life to climate concepts and solutions.

**Why It Matters:** Builds informed, climate-aware young citizens and supports meaningful climate action in schools.

[PREVIEW NOW](#)





# OUTREACH & AWARENESS



## CLIMATE ACTION MONTH

JULY 2025



## CLIMATE ACTION MONTH



### CONCEPT

30+ EVENTS  
ACROSS 31 DAYS

Activities including performance arts, nature walks, workshops, screenings, expert talks, competitions, and zero-waste festivals. spanned schools, colleges, parks, beaches, community settlements, and public spaces



### BENEFICIARIES

7,000+ RESIDENTS  
ENGAGED DIRECTLY



### IMPACT

Thousands joined workshops and climate clubs, with strong youth leadership across campuses. Communities adopted sustainable practices, supported by collaboration across government, civil society, colleges, and local groups.



## CLIMATE LITERACY FOR ALL

### BENEFICIARIES



*A convening of 250+ stakeholders across sectors to advance Tamil Nadu's climate literacy.*

### IMPACT



- *Education boost: FOCUS textbook (Grades 3–5) launched by the School Education Minister.*
- *Better awareness: Insights from CAG's climate literacy studies shared with key stakeholders.*

### POLICY INFLUENCE



*Actionable recommendations given to the state, reinforcing CAG's role as a leading climate-literacy knowledge partner.*



## GUEST LECTURE ECO-CONSCIOUS CONSUMERISM

### BENEFICIARIES



*90 management students at KSRCT*

Introduced core sustainability and circular-economy concepts, built capacity for responsible consumption and corporate evaluation, and strengthened CAG's role in fostering climate-aware future business leaders.



## GUEST LECTURE ON BUILDING CLIMATE RESILIENCE IN SCHOOLS



### BENEFICIARIES

*80 government schools across Tamil Nadu were equipped with tools to shift Eco-Clubs into Climate Clubs and support climate literacy and action.*

*Indirect beneficiaries: 16,000–24,000 students through trained teachers.*

**Impact:** strengthens Tamil Nadu's climate-resilience ecosystem and builds long-term behavioural and institutional change among young learners.

## GUEST LECTURE ON ENVIRONMENTAL CRIMES & SDGS



### BENEFICIARIES

*120+ law students and faculty on environmental crimes at the School of Law, Sathyabama Institute of Science and Technology*

**Impact:** Built future legal capacity through real case studies and enforcement gaps, helping shape hundreds of emerging legal professionals into advocates for environmental justice and climate-aligned governance.

## GREEN AMBASSADORS PROGRAM



### BENEFICIARIES

*100+ community volunteers from predominantly informal-sector workers  
Indirectly benefitted 10,000–15,000 residents of a low income community*

**Impact:** Invited by the Department of Environment, Climate Change & Forests, Government of Tamil Nadu to deliver a session to 100+ community volunteers on forestry, climate change, waste segregation, waterbodies, rooftop gardening, and nursery development  
Directly built climate knowledge among the first cohort of Green Ambassadors.

## ROUND TABLE DISCUSSION ON DISASTER MANAGEMENT ACT AMENDMENTS

Participated in a high-level civil society roundtable conducted by CENFA to examine the implications of the Disaster Management (Amendment) Bill, 2024.

**Impact:** helped shape a unified civil society position calling for a rights-based, climate-responsive disaster-management framework that prioritises livelihood security, decentralised governance, clear institutional mandates, and accountability.



## TESOL CONFERENCE

CAG's climate-literacy textbook FOCUS received strong international attention when presented at the TESOL International Conference in Florida.

**Impact:** The enthusiastic response highlights FOCUS's global relevance and opens doors for international collaborations, pilots, and knowledge exchanges in child-centred climate education.

## ADVOCACY

### TAMIL NADU GOVERNING COUNCIL FOR CLIMATE CHANGE



**Intro:** As a member of the Tamil Nadu Governing Council for Climate Change, CAG joined the regional convening in Ooty alongside government leaders and experts to advance state-level climate governance.

**Impact:** CAG emphasised accessible climate communication and youth-focused literacy, strengthening its role in shaping Tamil Nadu's climate action agenda.

**Strengthens CAG's role as a core knowledge partner in shaping Tamil Nadu's long-term climate action agenda**

### PRE-BUDGET CONSULTING MEETING FY 25-26



**Intro:** CAG was formally invited by the Tamil Nadu Department of Environment, Climate Change & Forests to present climate-focused recommendations at the Pre-Budget Consultation for FY 2025–26.

**Impact:** If adopted, CAG's proposals could benefit over a million students, enhance district-wide climate communication, expand renewable energy access, and improve urban waste management, reinforcing its role as a strategic climate knowledge partner.

**Reinforces CAG's position as a strategic knowledge partner capable of influencing long-term climate investments and institutional reforms statewide.**



# SOCIAL MEDIA PORTFOLIO

Our social media posts highlight the urgent challenges we face — and the powerful actions we can take to advance climate resilience and environmental justice.



## OUTREACH RESOURCES

Through clear, engaging materials, we turn complex climate topics into practical guidance that supports informed action.



### CAPTAIN CLIMATE

Our climate is changing. Are you?  
A series of posters designed to raise awareness among the public on the impacts of climate change, and what even individuals can do to help change this.

Check it out!



# MEDIA COVERAGE

Across the year, news features and interviews have carried our research and advocacy to wider audiences, strengthening awareness and public engagement.

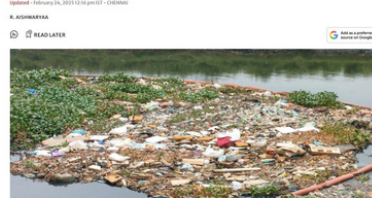
## NGO to release environmental law enforcement manual to strengthen crime prosecution

**THE HINDU BUREAU**  
The Citizens Consumer and Civic Action Group (CAG) is set to release an environmental law enforcement manual, aimed at improving the investigation and prosecution of environmental crimes.

The manual provides guidelines to help various agencies enhance collaboration, streamline investigations, and strengthen the enforcement of environmental laws. One of the key objectives of the manual is to shift the perception of environmental violations from minor infractions to serious criminal acts, said Shantini Prakash, Senior Researcher at CAG, who has been involved in the development of the manual.

Mr. Prakash pointed out that Tamil Nadu registered an alarmingly low number of cases under environmental protection laws, with just 4 cases under the Environment Act and 22

## Chennai's waterbodies marred by waste disposal



## Climate literacy textbook released for classes 3-5

**CHENNAI:** To educate young learners on climate change, its impact and solutions, the Minister of School Education Anbil Mahesh Poyyamozhi released a climate literacy textbook - Facts on Climate Change Unravelled for Students (FOCUS) - curated by Citizen Consumer and Civic

## Chennai's Kuppai Thiruvizha focuses on waste management and sustainability

The festival, an annual event held by the Citizen Consumer and Civic Action Group, focuses 30 zero-waste vendors and experts focused on encouraging local zero-waste practices

While most of us hourly give a second thought to the trash we toss away each day, a festival to spotlight a group managed to attract hundreds of people in Chennai on Saturday.

The 'Kuppai Thiruvizha', an annual event held by the Citizen Consumer and Civic Action Group (CAG), featured an array of 30 zero-waste vendors and experts focused on encouraging local zero-waste practices. The event was held in collaboration with the Periyar College of Arts and Science, Adyar, as their campus.

View of the primary aims of the festival was to help households understand the diversity of factors that impact waste management in Chennai, while also celebrating the alternatives

## CAG brings students on board to reduce waste

**7th Aug 19, 2024, 09:23 IST**

Chennai: Citizen Consumer and Civic Action Group (CAG), as part of its 'Climate Action Week' campaign, began its annual zero-waste carnival (Kuppai Thiruvizha) in the city this weekend.

Vendors and experts met with students at Periyar Arts and Science College in Adyar to promote zero-waste practices and educate youth about alternatives to plastic.

சிறப்புக் கட்டுரைகள்

## காலநிலை மாற்றத்துக்கு முகங்கொடுக்கும் கடமை காவல் துறைக்கு இல்லையா?



## வயநாடு நிலச்சரிவுக்கு யார் பொறுப்பு?



## Bottom-up overhaul needed to bolster TNPCB: Study

**Deccan Chronicle**  
**T. SUDHESH | DC**  
**CHENNAI, APRIL 11**

A study carried out by the Citizen Consumer and Civic Action Group (CAG) has recommended a bottom-up approach in the structure of the Tamil Nadu Pollution Control Board (TNPCB) to build a sustainable environment in the city. The study was aimed at providing an understanding of the TNPCB's structure, leadership, and capacity.

Shankar Prakash A., senior researcher at CAG, said the study found that the TNPCB's structure and leadership need a bottom-up overhaul to improve its effectiveness in addressing pollution issues. The study recommended that the TNPCB should have a more decentralized structure, with more input from local-level stakeholders. It also suggested that the TNPCB should have a more robust monitoring and enforcement system, and that it should have a more transparent and accountable leadership.

The study also found that the TNPCB's capacity to handle the increasing volume of pollution complaints is limited. It recommended that the TNPCB should have a more robust monitoring and enforcement system, and that it should have a more transparent and accountable leadership.

## NSS in schools, colleges of Tamil Nadu are top source for environment info among students: Study

The study conducted by Citizen Consumer and Civic Action Group this year revealed that after the NSS, social media emerges as the next significant source of information.

DTNEXT Bureau | 29 May 2024 4:00 AM | Updated: 29 May 2024 4:00 AM |



தமிழ்நாடு மாசு கட்டுப்பாடு வாரியத்தின் செயல்பாடுகளை ஆராய்தல்

# AFFILIATIONS

Member of the Tamil Nadu Governing Council for Climate Change (TNGCCC)



# Solid Waste Management

CAG envisions a future where waste management transcends traditional paradigms to become a catalyst for social equity, environmental sustainability, and economic resilience. Our approach to Solid Waste Management (SWM) is rooted in the principles of a just transition, ensuring that the shift towards sustainable practices is inclusive, equitable, and participatory.

## SDGs



## PROJECT

### ZERO WASTE SCHOOL

CAG is running an ongoing Zero-Waste School programme at Scholars Academy, creating a **practical, scalable model of circular waste management**. The initiative includes segregated bins, composting units, reusable plates and tumblers, awareness posters, and a school-wide Waste Management SOP. Students are organised into four student-led waste teams with teacher coordinators to ensure shared responsibility.

CAG has conducted multiple sessions for students and teachers, including **composting workshops**, and connected the school with **zero-waste vendors** to ensure **responsible handling of recyclables and residual waste**. Ongoing support, documentation, and public communication plans are in place. When fully implemented, the programme could cut landfill waste by 60–80% and provide a replicable blueprint for other schools, fostering environmentally conscious students.



## REPORTS

### EVALUATING THE EFFICACY OF THE MEENDUM MANJAPPAI CAMPAIGN

**Purpose:** Evaluate Tamil Nadu's Meendum Manjappai campaign in reducing single-use plastic use.

**Findings:** Awareness of plastic harm was high (~98%), but only 66% knew banned items; 85% of vendors still used SUP bags.

**Recommendations:** Strengthen enforcement, improve affordable alternatives, and support vendors in changing practices.

**Why it Matters:** Closing these gaps can shift daily consumer and vendor behaviour, accelerating Tamil Nadu's move away from single-use plastics.

[READ NOW](#)

#### EVALUATING THE EFFICACY OF THE MEENDUM MANJAPPAI CAMPAIGN July 2024



### PLASTIC, POLICIES AND PEOPLE: A BOTTOM-UP DIALOGUE ON THE GLOBAL PLASTICS TREATY

**Purpose:** Ensure India's Global Plastics Treaty engagement reflects the realities of affected communities

**Findings:** Stakeholders called for production caps, reuse mandates, chemical transparency, and a just transition for informal waste workers.

**Recommendations:** Protect livelihoods, improve working conditions, and integrate workers into recycling systems.

**Why it Matters:** Helps shape a treaty that protects both people and the planet while reflecting India's ground realities.

[READ NOW](#)

#### Plastic, Policies and People

A Bottom-Up Dialogue on the Global Plastics Treaty





## PUBLICATION CONTRIBUTIONS

### CHOKING ON TOXIC SMOKE: THE BRAHMAPURAM GARBAGE DISASTER IN KOCHI AND MUNICIPAL SOLID WASTE MANAGEMENT IN KERALA

CAG reviewed and provided expert inputs to **ASAR's report Choking on Toxic Smoke**, strengthening analysis on regulatory gaps, decentralised waste management, climate links, and interstate waste shifting.

### EXTERNALITIES ACCOUNTING - SACHET WASTE

CAG collaborated with **Waste Warriors** on a national study of sachet waste, providing Chennai field data and stakeholder insights on environmental, health, and economic impacts.

## OUTREACH & AWARENESS

### WASTE-TO-ENERGY (WTE) - AWARENESS MEETINGS



#### BENEFICIARIES

*80 members from within the community where a WtE plant was planned.*

Held in collaboration with the No Burn Chennai alliance, the session focused on - risks of incineration: toxic emissions and loss of livelihoods; and advocated source segregation, sustainable solutions, and community education.

### CONNECTING THE DOTS: THE GLOBAL PLASTICS TREATY AND MEDIA WORKSHOP



#### BENEFICIARIES

*200 early career journalists*

CAG organised a workshop for 200 early-career journalists and media educators to strengthen reporting on the Global Plastics Treaty, plastics, and toxic chemicals. By equipping participants with tools and storytelling skills, the initiative can indirectly inform hundreds of thousands of citizens through more accurate, investigative reporting.



## YOUTH-LED CLIMATE ACTION IN NORTH CHENNAI BY CCAG



### BENEFICIARIES

*80 households directly and 500–700 community members across North Chennai, indirectly*

CAG strengthened community momentum for zero-waste practices in pollution-affected regions, advancing resilient, community-driven climate and environmental action.

## THE ILLUSION OF PROGRESS: EXPOSING FALSE SOLUTIONS IN WASTE MANAGEMENT (WEBINAR BY CAG)



### BENEFICIARIES

*100 students gained critical literacy to question harmful technologies and advocate for sustainable alternatives.*

The session builds a cohort of young leaders equipped to shape municipal decisions, public discourse, and long-term waste-policy reform.

## PLASTIC WASTE IN ONLINE FOOD DELIVERY SYSTEMS - INTERVIEW ON THE BBC



### BENEFICIARIES

*The interview is expected to reach lakhs of digital viewers*

The interview raised public awareness on platform-driven plastic waste, influencing discourse on regulation, reusable models, and environmental justice.

## CIRCULAR ECONOMY EXPERT GROUP WITH CONSUMERS INTERNATIONAL



### BENEFICIARIES

*100+ community volunteers from predominantly informal-sector workers  
Indirectly benefitted 10,000–15,000 residents of a low income community*

CAG was invited as expert to share insights on right-to-repair, affordability, and informal-sector integration. This ensured India's perspectives shape global circular economy policies and strengthen national dialogue on reuse, durability, and consumer-centric solutions.



## GREEN AMBASSADORS PROGRAM



### BENEFICIARIES

*100+ community volunteers from predominantly informal-sector workers Indirectly benefitted 10,000–15,000 residents of a low income community*

**Impact:** Helped embed plastic-free practices in one of Chennai's most climate-vulnerable urban communities while building a long-term, community-led model for behavioural change.

## ASIA PACIFIC CONGRESS ON ORGANIC WASTE AND CLIMATE CHANGE

CAG led sessions at the **First Asia Pacific Congress on Organics and Climate Change**, highlighting India's community-led composting models and advancing scalable, community-centred climate solutions.

## STAKEHOLDER CONSULTATION WORKSHOP ON GHG EMISSIONS IN MUNICIPAL SOLID WASTE

CAG provided technical expertise at the **national consultation on GHG emissions from municipal waste**, helping shape recommendations to guide climate policies and methane-reduction strategies across Indian municipalities.

## INC AND PLASTIC CHEMICALS PODCAST

CAG contributed **expert insights to Episode 4 of Sustainable Asia's podcast on the Global Plastics Treaty**, highlighting the chemical hazards in plastics and the urgent need for stronger regulation. This amplified Indian and Global South perspectives, raising awareness of plastics as a chemical exposure crisis affecting millions.

## INDIA REUSE ROUND TABLE

CAG contributed to the **India Reuse Roundtable 2025**, offering key insights on community-led models, just transitions for informal workers, and the infrastructure needed to scale reuse. Our inputs are helping shape the national roadmap and working group—**ensuring equity and zero-waste principles** guide India's shift away from single-use plastics.





## ADVOCACY

### UN GLOBAL PLASTICS TREATY NEGOTIATIONS

CAG played a key role in UN Global Plastics Treaty negotiations at INC-4 and INC-5.1, bringing grassroots insights from 200 stakeholders—including waste pickers, conservancy workers, and MSMEs—into discussions on upstream reduction, chemical safety, and just transition. This engagement helped shape an ambitious, equitable treaty that reflects Global South realities and integrates community-driven perspectives into global policymaking.

### IIT MADRAS WASTE MANAGEMENT CONFERENCE

CAG intervened at IIT Madras to challenge mass-burn waste technologies, highlighting their climate, health, and financial risks, and promoted evidence-based zero-waste alternatives. This ensured policymakers, researchers, and students received a credible civil-society perspective, reinforcing safer, community-centred waste solutions.

### COMMENTS ON DRAFT SOLID WASTE MANAGEMENT (SWM) RULES 2024

CAG submitted evidence-based recommendations on the draft Solid Waste Management Rules 2024, addressing gaps in enforceability, decentralised processing, EPR oversight, and worker protections. Adoption of these proposals could reduce landfill waste by up to 35%, boost recycling, and strengthen safeguards for informal waste workers, reinforcing civil society's role in accountable, climate-aligned waste governance.

[READ NOW](#)

### COMMENTS ON DRAFT EPR FOR PACKAGING MADE FROM PAPER, GLASS AND METAL, AS WELL AS SANITARY PRODUCTS

CAG submitted recommendations to strengthen the Draft EPR Rules 2024, addressing gaps in recycling, worker safeguards, and transparency. Adoption could reduce landfilling, cut GHG emissions, support high-quality recycling, and create a more circular, accountable, and equitable packaging waste system nationwide.

[READ NOW](#)





# SOCIAL MEDIA PORTFOLIO

Our social media posts discuss misleading “solutions” and the hidden dangers of microplastics—while showcasing real, science-based actions to reduce plastic pollution and protect communities.



## OUTREACH RESOURCES

By simplifying complex waste topics, we empower people with practical tools to make responsible, informed choices every day.



### A CLOSE LOOK AT E-WASTE

A quick, practical booklet that explains India's e-waste problem and guides readers on safe, responsible ways to repair, reuse, and recycle.

Check it out!



# MEDIA COVERAGE

Across the year, news features and interviews have carried our research and advocacy to wider audiences, strengthening awareness and public engagement.

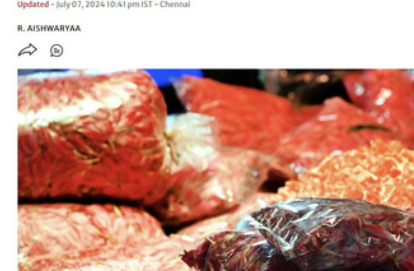


**Will alternatives to plastic bags stand up against waste?**

Some businesses have transitioned to eco-friendly options, but others still cling to plastic. The Greater Chennai Corporation recently distributed 5,000 yellow cloth bags and pamphlets outlining the benefits of using them

Updated - July 07, 2024 10:41 pm IST - Chennai

R. AISHWARYA



**A status check on a handful of green initiatives in Chennai**

Each of these initiatives were aimed at reducing the amount of waste going to the landfills in Chennai

Updated - July 15, 2024 10:57 am IST

LIFEY THOMAS



**What would it take to make eco-friendly packaging pocket friendly too?**

by Shobana Radhakrishnan - August 30, 2024 - Environment

Those who opt for eco-friendly alternatives face many challenges, such as high cost, availability of materials, and short shelf life.



**Waste-to-energy plants may cause more pollution: NGOs**

Padma 3 / Sep 22, 2024, 00:42 IST



Chennai: Waste-to-energy (WTE) plants, which are touted as the 'magic solution' to solve the solid waste management crisis in the city, are not all that safe for environment and public health, say activists from some environmental NGOs.

"One kg of waste can produce 5,500 litres of toxic gases and 300 grams of harmful fly ash, apart from liquid leachate," said D K Chythenyen from the Centre for Financial Accountability, a Delhi-based NGO, on Saturday. He was speaking at a seminar in Vyasarpadi.

Greater Chennai Corporation has called tenders to set up a WTE plant near Kodungaiyur dumpyard. The plant will produce 21 megawatts of electricity a day. The waste will burn in the plant, and the thermal energy will rotate turbines to produce electricity. While filters and protective mechanisms to prevent fly ash and pollutant emissions have been planned, examples from Delhi and Ghazipur tell otherwise. The pollution control board had fined the WTE plants in Delhi multiple times for violating rules, he said.

"The proposed WTE plant would generate carbon emissions equivalent to that generated by 9 lakh cars," said Chythenyen.

WTE affects public health. "In Delhi, studies tell that the human lifespan has reduced by at least 12 years due to poor AQI," said Afrooz Khan from Citizen consumer and civic Action Group.

**Study finds manjappai campaign fails to make impact on single use plastic**

T. SURESH | DC CHENNAI, AUG 1

A study carried out by the Citizens' Consumer and Civic Action Group (CCCAG), a city-based NGO, on the Manjappai campaign in the Greater Chennai Corporation (GCC) flagship campaign of the government against single use plastics (SUP), revealed that the campaign had not made any significant impact on the use of SUP among people.

The survey carried out among 1,000 respondents across Kodungaiyur, a city-based NGO, revealed that the campaign had not made any significant impact on the use of SUP among people.

Recommendations presented to govt to make it more effective

come of the study. The sample was chosen carefully to ensure that the study was representative of fundamental socio-economic factors such as gender, age, occupation, and income. The districts were chosen primarily on the basis of population size (highest and lowest populations) and two coastal districts were selected as part of the study since the concentration of plastic pollution is high in these areas.

At least 58 per cent of the respondents, who had not heard of the campaign, belonged to the middle-aged group (36-55 years).

At least 58 per cent of them had watched it at bus stands and 58 per cent had watched it at bus stands and 58 per cent had watched it at bus stands.

The study found that 80 per cent of the respondents believed that single use plastics were harmful to the environment, but 75 per cent of the respondents have heard of the Manjappai campaign. Of those who heard of the campaign, more than half (53 per cent) of the respondents had seen the Manjappai campaign in their daily lives.

At least 58 per cent of the respondents, who had not heard of the campaign, belonged to the middle-aged group (36-55 years).

**Study finds limited impact of single-use plastics ban in T.N.**

The research was conducted across eight districts namely Chennai, Coimbatore, Tiruchi, Madurai, Theni, Perambalur, Nagapattinam, and Kanniyakumari. Vendors cite customer demand as reason for continued use

Published - August 01, 2024 03:12 pm IST - CHENNAI

THE HINDU BUREAU

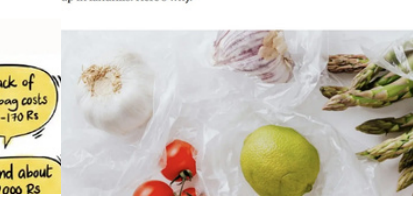
READ LATER



**Check what happens to all that plastic that comes with your online purchases**

by Norya P K - November 28, 2024 - Waste Management

With thriving e-commerce, packaging waste has seen a massive rise, especially plastic. But much of this ends up in landfills. Here's why.



# AFFILIATIONS

Member of Global Alliance for Incinerator Alternatives (GAIA)  
Member of Break Free From Plastic (BFFP)



# Sustainable Mobility

Door-to-door journeys rely on multiple transport modes, yet information on sector governance, service gaps, and commuter-friendly choices remains scarce. Our research and data-driven advocacy promote safe, seamless, and sustainable transport that reduces reliance on private vehicles.

## SDGs



## REPORTS

### UNDERSTANDING ROAD SAFETY PERCEPTIONS AND BEHAVIORS: INSIGHTS FROM DISTRICTS ACROSS TAMIL NADU

The report assesses public perceptions, awareness, and everyday road-use behaviours across Tamil Nadu to identify gaps that undermine safer mobility and guide evidence-based policymaking.

#### Key Findings:

~ 50% of pedestrians do not feel consistently safe on roads; speeding, poor crossings, and lack of footpaths are major concerns.

Awareness of basic rules (helmets, seat belts) is high, but compliance remains uneven, and understanding of child-restraint use and pedestrian-priority norms is weak.

Respondents cite poor enforcement and unsafe road design as key contributors to crashes, signalling a need for systemic rather than individual-level fixes.

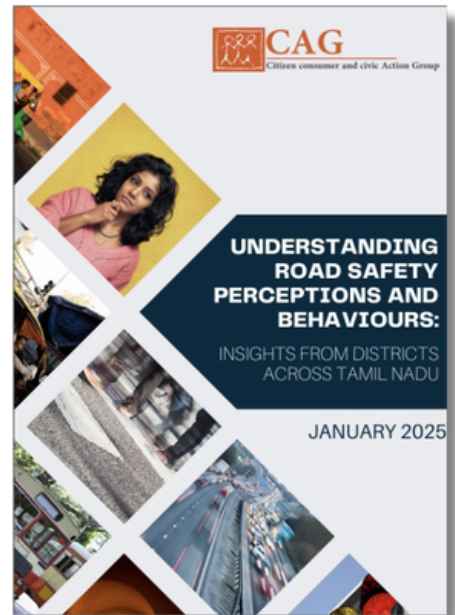


### Recommendations:

The report calls for targeted interventions: better enforcement, safer street design prioritising pedestrians, behaviour-change campaigns, integration of road-safety education in schools, and district-level monitoring to improve compliance.

### Why It Matters:

This study offers a rare, data-driven baseline on how Tamil Nadu's citizens perceive and experience road safety. Strengthening follow-up interventions through CAG can enable more informed mobility policies — with wide-ranging benefits for public health, equity, and sustainable transport.



[READ NOW](#)

## ARE WE THERE YET? AN ASSESSMENT OF HELMET COMPLIANCE ACROSS DISTRICTS IN TAMIL NADU

### Purpose:

To assess helmet-use compliance among riders and pillions across 11 Tamil Nadu districts and identify key safety gaps.

### Key Findings:

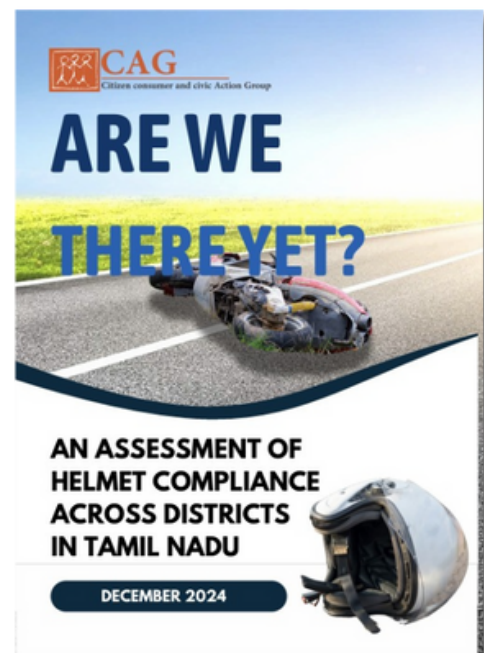
Compliance was below 50% in most districts; child helmet-use was near zero. Riders often skip helmets due to overconfidence or short-trip assumptions, and pillion use remains very poor.

### Recommendations:

Improve enforcement, run targeted awareness efforts, ensure access to safe, affordable helmets, and track compliance regularly.

### Why It Matters:

The study offers a clear baseline on risky behaviours; improving helmet use can sharply reduce serious injuries and deaths statewide.



[READ NOW](#)



## ARE WE THERE YET? AN ASSESSMENT OF HELMET COMPLIANCE ACROSS DISTRICTS IN TAMIL NADU

### Purpose:

To assess Chennai's mobility patterns, focusing on public-transport use, service gaps, and the state of walking and cycling infrastructure.

### Key Findings:

Public transit, walking, and cycling are declining while private-vehicle use rises. Gaps in first-last-mile connectivity, service reliability, and modal integration limit accessibility and discourage sustainable travel.

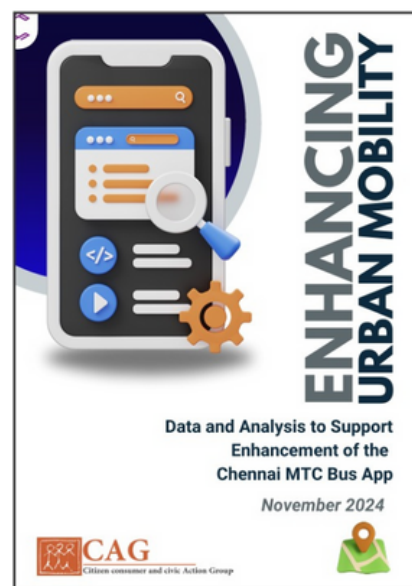
### Recommendations:

Strengthen bus services, upgrade walking and cycling infrastructure, improve multimodal integration, and build data-driven, people-centred planning processes.

### Why It Matters:

The report highlights critical mobility deficits; improving sustainable transport can deliver safer, more equitable, and lower-carbon urban travel for Chennai.

[READ NOW](#)



## FROM BAZAAR TO BUILDING

### Purpose:

To assess how relocating Pondy Bazaar's street vendors into a formal shopping complex has affected vendor livelihoods and shopper behaviour.

### Key Findings:

Most vendors reported higher incomes and better comfort, yet many still sell on the street.

Shoppers largely continue to prefer the street-market experience, limiting footfall inside the complex.





### Recommendations:

Improve visibility, access, and amenities in the complex, and involve vendors in design and activation efforts.

### Why It Matters:

The study shows that relocation alone cannot recreate the vibrancy of street markets; thoughtful design and stakeholder engagement are essential.

[READ NOW](#)

## THE HELMET CONUNDRUM - AN ASSESSMENT OF CHILD HELMET USAGE AND AVAILABILITY IN CHENNAI

### Purpose:

To examine child-helmet use and availability in Chennai, highlighting gaps in safety behaviour and market readiness.

### Key Findings:

Only ~25% of children wear helmets; many use adult or non-certified helmets. Just over half of shops stock child helmets, often in low numbers or unsafe models.

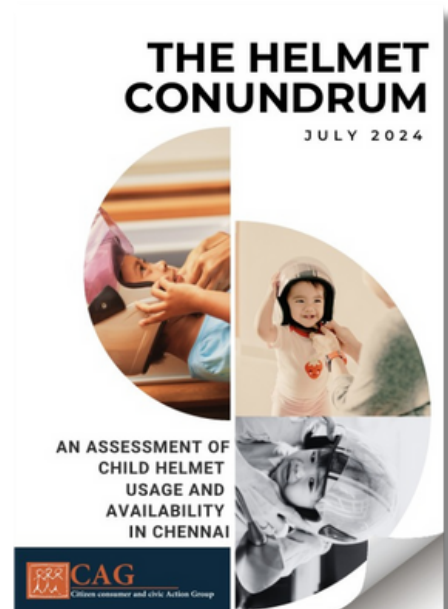
### Recommendations:

Increase enforcement of helmet rules, expand availability of certified child helmets, raise parental awareness, and promote child-specific safety standards.

### Why It Matters:

The findings provide a clear basis for advocacy: campaigns can push for safer streets, better product standards, and awareness programmes, empowering communities and policymakers to protect children from preventable road injuries.

[READ NOW](#)





# ADVOCACY

## MEETINGS WITH MTC (STATE-RUN PUBLIC BUS SERVICE)



*CAG actively represents commuters in several MTC meetings, where key concerns about service reliability, passenger safety, route coverage, and infrastructure gaps were acknowledged.*

The discussions, attended by multiple consumer groups across Chennai, focused on improving operational efficiency, addressing pending grievances, and exploring new service areas, including for the planned mini-bus network.

## MEETINGS WITH CHENNAI UNIFIED METROPOLITAN TRANSPORT AUTHORITY (CUMTA)



*Advocating for developing a robust public transport network, CAG submitted its Enhancing Urban Mobility report on the MTC bus app to CUMTA. The agency committed to considering the recommendations and invited CAG to pilot the Chennai One App once launched.*

CUMTA also shared its draft comprehensive mobility plan for Chennai, seeking stakeholder input, and CAG offered targeted suggestions to strengthen inclusive, sustainable mobility. Through active engagement in planning, piloting, and capacity-building initiatives, CAG has demonstrated its effectiveness as a trusted advocate in advancing city-wide transport and road-safety improvements.

## MEETINGS WITH THE CHENNAI COLLECTORATE



*These meetings focus on reviewing current road-safety challenges, enforcement priorities, and inter-departmental coordination. Key issues such as junction safety, speeding, pedestrian infrastructure, and school-zone interventions were discussed.*

Departments shared progress updates, and actionable measures were outlined to strengthen coordination, improve infrastructure, and enhance public awareness. This active participation positioned CAG as a credible and trusted partner in advancing effective, city-wide road-safety solutions.

## CLIMATE SUMMIT ORGANISED BY TN GOVT



*CAG participated in the session on Low Carbon Pathways for Urban Transport & Supply Chain, where panelists discussed revamping public transport for a resilient urban future, advancing modern mobility technologies in Tamil Nadu, expanding EV-led urban mobility, and strengthening advocacy for low-carbon transport systems.*

CAG's engagement in these dialogues reinforces our role as an informed, forward-looking partner in shaping sustainable mobility solutions.



# OUTREACH & AWARENESS



## WORLD DAY OF REMEMBRANCE

NOVEMBER 2024



## WORLD DAY OF REMEMBRANCE



### CONCEPT

**EVENTS ACROSS  
11 DISTRICTS**

*CAG delivered road-safety awareness programmes across 11 districts in Tamil Nadu. In Chennai, a flagship event at St. Joseph Technical Institute featured senior traffic police officers underscoring the importance of safe driving.*



### BENEFICIARIES

**500 STUDENTS DIRECTLY.  
INDIRECTLY, TEACHING AND NON-TEACHING FACULTY**



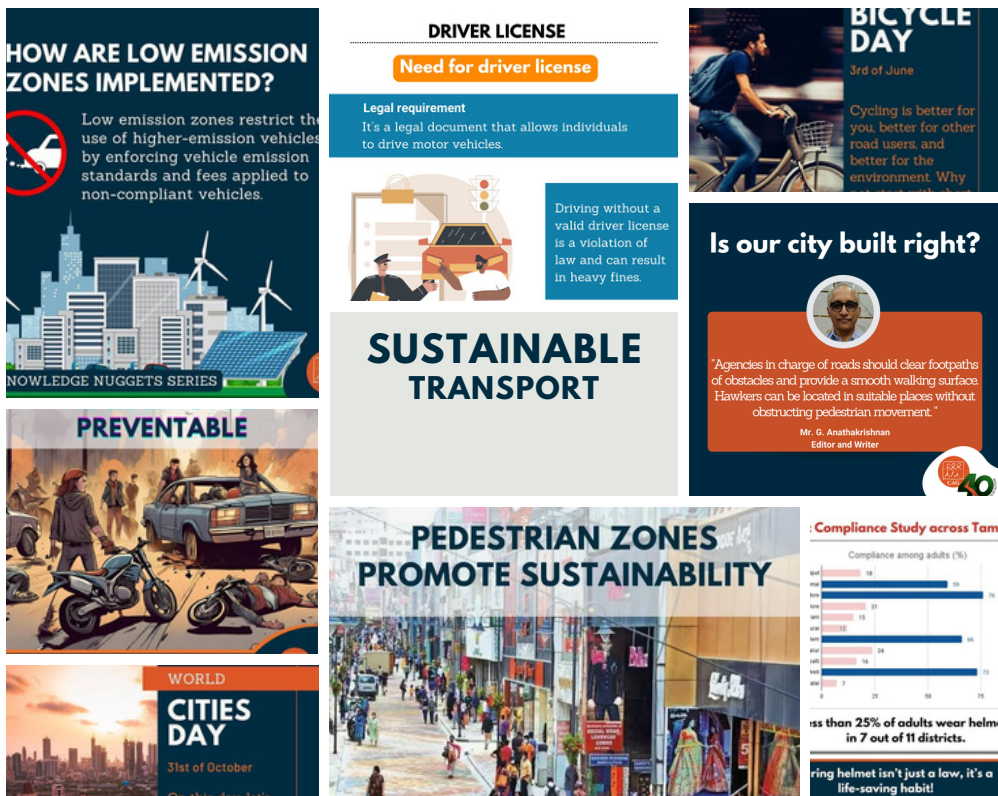
### IMPACT

*Across multiple colleges, CAG engaged over 500 students through animated videos on helmet use, speeding, and drunk driving, survivor testimonies, and pledge-taking activities to reinforce safer behaviours. In addition, a public street play in Chennai helped extend road-safety messaging to a wider community audience.*



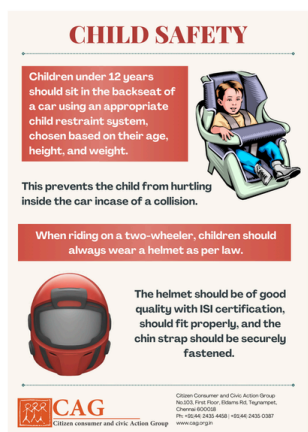
# SOCIAL MEDIA PORTFOLIO

Our social media posts highlight common misconceptions about road safety and the hidden risks of behaviours like speeding and distracted driving—while promoting evidence-based practices that prevent crashes and protect communities.



## OUTREACH RESOURCES

Through our work on road safety and sustainable mobility, we highlight policies, practices, and everyday behaviours that make transport systems safer, cleaner, and more inclusive.



### ROAD SAFETY ESSENTIALS

A series of posters focussing on the essentials of road safety. Be a safe road user - for your own sake, and for the sake of others.

Check it out!



# MEDIA COVERAGE

Across the year, news features and interviews have carried our research and advocacy to wider audiences, strengthening awareness and public engagement.

**CITIZEN MATTERS**

Cities ▾ 🔍 ☰

🗨️ 📄


Chennai

**Road to clean air: How MTC buses can tackle Chennai's pollution problems**

✉️ 🐦 📷 📘

by Shobana Radhakrishnan • January 29, 2025 • Environment

Rising NO2 pollution and traffic in Chennai underscore the need for sustainable public transport options



Pic: Shobana Radhakrishnan

**THE HINDU**

HOME / NEWS / CITIES / CHENNAI


**DMK Govt's free bus travel scheme for women | Where does this bus go?**

The Tamil Nadu government's free bus ride scheme for women has helped to remove barriers for them to travel. It has emerged as a truly social inclusive mission. But those implementing the scheme will have to pay attention to the demands of the beneficiaries

Updated - April 21, 2024 12:45 pm IST

R. SRIKANTH

🗨️ 📄



Most of the women are positive about the scheme, which helped them save money and created a situation

▼ cive to travel. A scene in Chennai. | Photo Credit: M.

**DTNEX**

🔍 ☰

Home > News > Tamil Nadu

**Study finds less than 50% riders wear helmets in 7 TN districts**

*The survey at intersections evaluate helm among adult two-wheeler*

HOME / NEWS / CITIES / CHENNAI

**Consultation on Developing Speed Management Guidelines for Enhanced Road Safety in Tamil Nadu**

Updated - December 21, 2024 12:39 am IST - CHENNAI

THE HINDU BUREAU

Tamil Nadu, which recorded the highest number of road accidents in the country and the second-highest fatalities in 2022, faces a critical need for targeted interventions to tackle speeding. Of the 57,321 accidents in the state, 15,633 fatalities were linked to speeding—a factor contributing to over 70% of road deaths nationwide. These alarming figures highlight the urgent need to address speeding as a pressing issue on our roads.

**THE TIMES OF INDIA**

NEWS VIDEOS CITY INDIA BUSINESS SPEAKIN TOI


TRENDING Mushtaq Ahmad Shah Death Pune Helicopter Cras

THIS STORY IS FROM MAY 24, 2024

**Why isn't public transport as easy as ABC?**

G Ananthkrishnan / TNN / Updated: May 24, 2024, 16:05 IST

Discover more



Metro rail ridership numbers and free bus rides for women in many cities, notably in the south, are the subject of political debates in election season, with conservative economic arguments taking aim at welfarist mobility policies.


**Chennai**

**Does the Chennai Bus app improve urban mobility? This survey finds out**

✉️ 🐦 📷 📘

by Divya Arvind • January 11, 2025 • Commute

A CAG study on the efficacy of the Metropolitan Transport Corporation's Chennai Bus app found only 7% commuters use the app regularly.



Many people in Chennai use MTC bus services. Pic: Vinoth Thambidurai via Wikimedia Commons/CC BY-NC-SA 2.0.

**THE HINDU**

HOME / NEWS / CITIES / CHENNAI

**MTC to update its smart mobility application for Chennai customers soon**

Commuters find the application inconvenient as it suffers from software issues. The upgraded version will help the commuters know the arrival and departure of buses on various routes and the best routes available for reaching their destinations


**'Rs 2,800 crore worth unrealised e-challans in TN, affects traffic violation penalties'**

Chiru noted that the recovery of challans from commercial and other vehicles checked by the RTOs stands at 43-48%.

DTNEXT Bureau

26 March 2025 6:00 AM (Updated: 26 March 2025 6:00 AM)

Advertisement



# AFFILIATIONS

Member of the Road Safety Network

Member of Sustainable Mobility Network



# Consumer Protection

The Consumer Protection vertical at CAG empowers consumers through awareness, research, and education on their rights. It supports grievance redressal and helps resolve complaints. The team engages with policymakers to strengthen consumer laws. It also promotes fair and informed consumption practices.

## SDGs



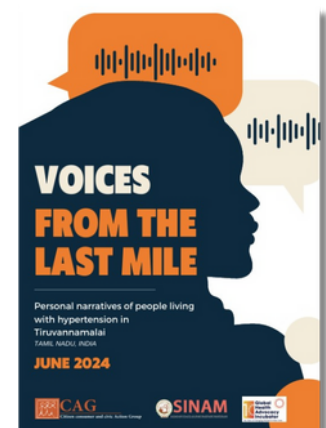
## REPORTS

### ENVIRONMENTAL ATTITUDE AND CLIMATE LVOICES FROM THE LAST MILE- PERSONAL NARRATIVES OF PEOPLE LIVING WITH HYPERTENSION IN TIRUVANNAMALAI

**Purpose:** The report captures the lived experiences of people with hypertension in Tiruvannamalai to identify patient-level barriers, satisfaction with care, and systemic gaps, and to inform policy and programme improvements.

#### Key Findings:

- High satisfaction with hypertension care through PHCs and Makkalai Thedi Maruthuvam, improving rural and low-income access.
- Ongoing challenges with drug stock-outs, unclear packaging, and transport barriers affecting continuity of care.





- Service design gaps such as fixed NCD clinic days, long waits, wage loss, and occasional doctor absence.
- Community health volunteers play a critical role in medicine delivery and follow-up.
- Need for better scheduling, resource availability, and patient-centred planning.

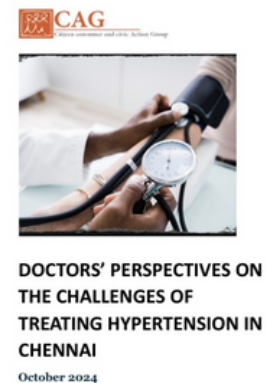
[READ NOW](#)

## DOCTORS' PERSPECTIVES ON THE CHALLENGES OF TREATING HYPERTENSION IN CHENNAI

**Purpose:** The report captures insights from 25 doctors in Chennai to understand clinical challenges in diagnosing and managing hypertension, and to identify system gaps to improve care delivery.

### Key Findings:

- Variation in screening and diagnostic practices, with inconsistent adherence to guidelines.
- Patient non-compliance due to low awareness of hypertension as a chronic condition and lifestyle risks.
- Affordability constraints and limited counselling time affecting follow-up care.
- Gaps in long-term lifestyle support in busy outpatient settings.



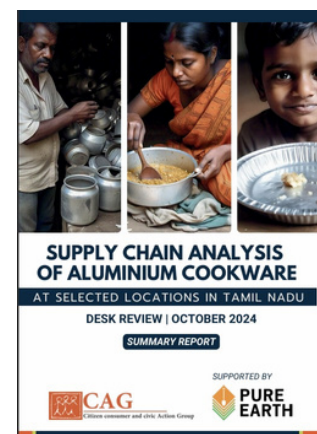
[READ NOW](#)

## SUPPLY CHAIN ANALYSIS OF ALUMINIUM COOKWARE

**Purpose:** To identify the sources and extent of lead contamination in aluminium utensils in Tamil Nadu by mapping the supply chain and testing products for safety.

### Key Findings:

- Organised manufacturers largely comply with BIS standards.
- Informal melting units add lead to extract aluminium from dross, causing contamination.
- Contaminated utensils re-enter recycling, spreading lead further.
- Many producers and sellers lack awareness of lead risks and safety standards.
- Unregulated units operate outside regulatory oversight, enabling unsafe practices.





# OUTREACH & AWARENESS



## GREEN ACTION WEEK

OCTOBER 2025



## GREEN ACTION WEEK



### CONCEPT

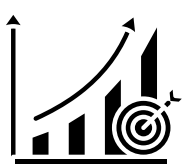
EVENTS IN  
SCHOOLS,  
COLLEGES &  
COMMUNITY

Activities included thrift shops encouraging reuse and sharing, workshops on waste segregation and single-use plastic reduction, and hands-on sessions to cultivate sustainable habits such as composting for students and consumers.



### BENEFICIARIES

3000+ BENEFICIARIES DIRECTLY



### IMPACT

Adoption of reuse, recycling, and zero-waste practices. The initiative also strengthened awareness of sustainable lifestyles, inspiring long-term behaviour change among young people.



## TELECOM CONSUMER AWARENESS PROGRAMMES



### CONCEPT EVENTS ACROSS THE STATE

- Information sessions on TRAI's consumer-friendly regulations and grievance redressal mechanisms, delivered through interactive seminars that explained how consumers can assert their telecom rights and lodge complaints effectively.
- Presentations and talks on cyber safety and digital financial fraud prevention, helping participants recognise and avoid scams, phishing, spam calls, and other risks associated with evolving mobile and internet services.
- Collaborative Q&A with telecom provider representatives (e.g., Airtel, Jio, BSNL, Vodafone) to address consumer queries, clarify service quality concerns, and improve understanding of tariff and service options.



### BENEFICIARIES

**600+ PARTICIPANTS IN  
A TOTAL OF 6 SESSIONS**



### IMPACT

*Increased awareness of consumer rights and telecom regulations. The initiative also empowered participants to report grievances, avoid digital fraud, and make informed choices, fostering long-term responsible usage of telecom services.*

## ADVOCACY

### MEETING WITH BSNL



*CAG represented telecom consumers at the meeting, raising concerns about network coverage, and service reliability. We advocated for improved transparency in service quality, and timely grievance redressal mechanisms.*

*By engaging directly with industry stakeholders, the event helped amplify consumer voices and push for a more accountable and inclusive telecom sector.*



# SOCIAL MEDIA PORTFOLIO

Our social media posts highlight common consumer pitfalls, misleading advertising, and unfair service practices, while promoting rights-based actions that help people make informed choices, resolve complaints, and protect themselves in the marketplace.



## OUTREACH RESOURCES

By clarifying consumer rights and practices, we empower people with practical tools to make informed, confident choices and protect themselves in the marketplace.

### SUPPLY CHAIN OF ALUMINIUM COOKWARE ANALYSES



In collaboration with Pure Earth, CAG developed educational materials on lead poisoning, including guides, visuals, and safety tips to help communities identify risks and adopt preventive measures. These resources empower families, educators, and health workers to reduce exposure and protect children and adults.



# MEDIA COVERAGE

Across the year, news features and interviews have carried our research and advocacy to wider audiences, strengthening awareness and public engagement.

கலவி

**உணவுகளில் கலப்படம்; பொய்யான விளம்பரங்கள்! பொதுமக்களின் வாழ்வோடு விளையாடலாமா?**



எஸ். சரோஜா, Executive Director Citizen consumer and civic Action Group (CAG)

\* மசாலாவில் எலில் ஆக்ஸைடு மாசு குழந்தைகள் உணவில் சர்க்கரை சேர்ப்பு; உணவில் அளவுக்கு மீறிய பூச்சிக்கொல்லிகளின் எச்சம்; காய்கறி மற்றும் பழங்களில் செயற்கை சாயம்;

\* நாயனங்களைப் பயன்படுத்தி பழங்களைப் பழுக்க வைத்தல்; பால், நெய், தானியம், மசாலா, மஞ்சள் மற்றும் மிளகாய் தூள் போன்ற அநேக உணவு பொருட்களில் கலப்படம்; மாறிவிட்ட உணவு கலாச்சாரம், உப்பு, சர்க்கரை, கொழுப்பு அதிகமுள்ள அதிபதப்படுத்தப்பட்ட (ultra-processed), பொட்டலப்படுத்தப்பட்ட (packaged) உணவுகளின் பெருக்கம்;



**தொலைத் தொட்பு சேவைகள் குறித்த நுகர்வோர் விழிப்புணர்வு கருத்தரங்கம்**

தன்மூலம், டி. 26-  
திருவள்ளூர் மாணவ  
வாசிகள் பயன்பெறும்  
வகையில் சென்னை  
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இந்நிகழ்ச்சியில் இதுவரை  
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சார்பில் சி.டி.எஸ் அதன்  
சேவைகள் செயல்பாடுகள்

குறைநீக்கும் மன்றங்களை  
பொதுமக்களுக்கு விளக்கியது.  
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தொலைத் தொட்பு  
சேவை நிறுவனத்தின்  
நிறுவனமாவையட்டார்  
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கலந்துகொண்டு தங்கள்  
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சேவை குறைபாடுகளை  
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குறைநீக்கும் மன்றங்களை  
அணுகுவது போன்ற  
தகவல்களை மக்களிடையே  
வெளிப்படுத்தினார்.  
சினம் தொண்டு  
நிறுவனம் ராமபெருமாள்,  
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நேரடியாக தெரிவிப்பதற்கு  
இந்த நிகழ்வு மூலமாக

இருந்தது. சமீபகாலமாக  
ஆணைத் தீதி மோசடிகள்,  
கரீப் மோசடி அபயாசம்  
போன்றவற்றால் மக்கள்  
உழைத்து சம்பாதித்த  
சேய்ப்பண இழக்கும்  
நிகழ்வுகள் அதிகரித்து  
வருகின்றன. மோசடி  
செய்ப்பவர்கள் மக்களின்  
அநாயைப்பயன்படுத்திக்  
கொள்வார்கள். இதற்கு  
நிர்வாகன மக்களிடையே  
விழிப்புணர்வு ஏற்படுத்தும்  
வகையில் நேரடியாக நுகர்வோர்  
கரிம தினத்தன்று இந்த  
நிகழ்ச்சியை நடத்துவது  
மிகவும் அவசியம் எனக்  
கூறினார். இந்த நிகழ்ச்சியில்  
சினம் பணிபுரர்கள்  
முருகேசன், ஜானகியா  
யசுததி ஆகியோர் கலந்து  
கொண்டனர்.



## Health experts hold discussion to improve hypertension care in T'malai

EXPRESS NEWS SERVICE  
@Tiruvannamalai

THE Citizen Consumer and Civic Action Group (CAG), in collaboration with SINAM NGO, organized a discussion titled 'Hypertension Care and Control - A Tiruvannamalai Case Study' on Tuesday. The event brought together a distinguished panel of doctors, nutritionists, and government officials to discuss findings and strategies for improving hypertension care in the region.

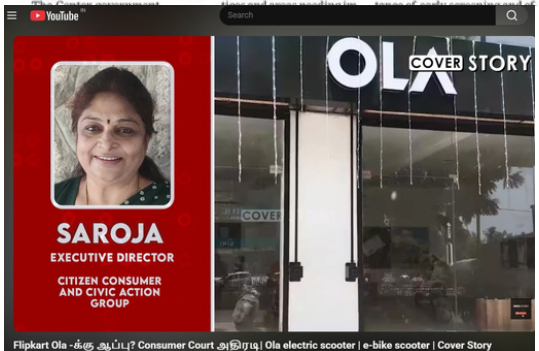
Hypertension can lead to severe health issues like kidney and heart diseases, stroke, and vision loss. It is crucial to reduce the consumption of salt and fatty foods.

Dr Ganesan, Swathi Shri Hospitals

CAG's collaboration with SINAM has been instrumental in advancing hypertension care in Tiruvannamalai. They initiated a pilot study across 16 Primary Health Centers (PHCs) in the district to identify effective practices.

medicines, dedicated days for non-communicable disease (NCD) treatment, and accessibility to PHCs, indicating areas for potential improvement.

Dr Ganesan from Swathi Shri Hospitals remarked, "Hypertension can lead to severe health issues like kidney and heart diseases, stroke, and vision loss. It is crucial to reduce the consumption of salt and fatty foods." S. Saroja, Executive Director at CAG, pointed out that hypertension, once an urban issue, is now prevalent in rural areas due to changing dietary habits. She stressed the importance of



# AFFILIATIONS

- Member, State Consumer Protection Council, Tamil Nadu
- Member, State-level committee on standards
- Full member and on the Council of Consumers International (CI) - an international federation of consumer groups
- Member, COPOLCO committee on Consumer Policy, Bureau of Indian Standards
- Member of Telecom Regulatory Authority of India's Consumer Advocacy Group, Government of India.



# Electricity Governance

The Electricity Governance vertical at CAG promotes transparency and accountability in the power sector. It monitors tariffs and service quality, supports consumers in understanding their rights, and engages with policymakers to improve access, efficiency, and sustainability.

## SDGs



## PROJECTS

### ACCELERATING CLEAN ENERGY TRANSITION BY IMPROVING STAKEHOLDER PARTICIPATION FOR ELECTRICITY GOVERNANCE IN INDIA – PHASE 1

This initiative aims to strengthen stakeholder participation in electricity governance to accelerate the clean energy transition in India. It builds capacity among consumers, CSOs, and local communities to engage in regulatory affairs, consumer rights, and energy efficiency, while advocating for greater involvement in policy dialogue and clean energy practices across multiple states.

### ACCELERATING CLEAN ENERGY TRANSITION BY IMPROVING STAKEHOLDER PARTICIPATION FOR ELECTRICITY GOVERNANCE IN INDIA – PHASE 2

Building on Phase 1, this phase continues to expand local electricity forums, capacity building, and multi-stakeholder engagement, facilitating dialogue between consumers, regulators, and energy providers to address electricity governance issues and support broader participation in the energy transition.



## INFORMAL HOUSING THERMAL COMFORT PROJECT

In partnership with cBalance Solutions Pvt. Ltd., the project co-creates passive cooling retrofit solutions with residents of informal settlements in Chennai to improve thermal comfort amid rising heat, combining community engagement, pilot installations, and performance monitoring for climate adaptation and mitigation.

The initiative helps lower indoor temperatures, reduce heat stress for vulnerable households, and decrease dependence on energy-intensive cooling. By testing locally appropriate materials and methods, the project builds scalable models for affordable climate resilience while strengthening community capacity to respond to extreme heat.

## TAMIL NADU LEADERSHIP IN ENERGY TRANSITION

In collaboration with ASAR Social Impact Advisors, this project fosters integrated energy transition leadership in Tamil Nadu by promoting rooftop solar adoption, decarbonising MSMEs, advancing energy efficiency in the health sector, and enabling decentralised renewable energy at the panchayat level through stakeholder engagement, capacity building, and policy alignment.

The initiative accelerates clean energy uptake, reduces emissions and energy costs across sectors, and strengthens local institutions to deliver a just and scalable energy transition.

## COOL ROOFS

CAG partnered with cBalance Solutions Pvt. Ltd. to improve thermal comfort in informal settlements by developing low-cost cool roof solutions that reduce heat stress and indoor temperatures. Pulianthope, Chennai was chosen due to widespread asbestos roofing that increases heat vulnerability.

Phase 1 focused on co-creating and piloting passive cooling retrofits in five homes, using reflective and insulated materials and evaluating impact through resident feedback and temperature monitoring. Phase 2 is currently underway to refine and scale the solutions.

The project lowers indoor heat exposure, reduces reliance on energy-intensive cooling, and offers a scalable model for climate resilience for vulnerable urban households.



# OUTREACH & AWARENESS



## ENERGY AUDITS CAPACITY BUILDING

## CONSUMER-ORIENTED LOCAL ELECTRICITY FORUM FOR SPEEDY ELECTRICITY GRIEVANCE REDRESSAL:



### CONCEPT

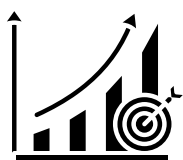
#### FORMING LOCAL ELECTRICITY FORUMS

CAG, with CSO partners in respective states, established India's first Local Electricity Forums to bring communities together to discuss regional electricity issues. Twenty meetings enabled dialogue on service quality, tariffs, access, and consumer rights. The forums strengthened public participation in energy governance and improved engagement with distribution companies, helping resolve grievances and boost local responsiveness.



### BENEFICIARIES

**800+ BENEFICIARIES DIRECTLY, AND  
THEIR HOUSEHOLDS AND  
COMMUNITIES INDIRECTLY**



### IMPACT

Greater awareness of electricity rights empowered communities to raise grievances, engage with utilities, and take part in decisions, fostering accountability and more responsive services.



## ENERGY CLUBS



### CONCEPT

**HANDS-ON  
ACTIVITIES TO  
TEACH ENERGY  
CONSERVATION**

*Student-led groups that help young people understand how electricity is used and how it can be saved. Through simple activities and projects, students learn about energy conservation, efficiency, and responsible consumption, and take these ideas back to their homes and communities.*



### BENEFICIARIES

**350 STUDENTS DIRECTLY,  
PLUS ATTENDING STAFF**



### IMPACT

*Build informed, responsible students who reduce energy waste at school and at home through everyday conservation practices.*

## ROOFTOP SOLAR PV AWARENESS WORKSHOP



### CONCEPT

**HANDS-ON  
ACTIVITIES TO  
TEACH ENERGY  
CONSERVATION**

*CAG, along with ASAR Social Impact Advisors and Poovulagin Nanbargal, is working to support Tamil Nadu's energy transition by strengthening coordination among government departments and key stakeholders. The initiative promotes an integrated approach to addressing energy challenges and accelerating the adoption of clean energy solutions.*



### BENEFICIARIES

**100 CONSUMERS DIRECTLY PLUS  
THEIR HOUSEHOLDS AND  
COMMUNITIES INDIRECTLY**



### IMPACT

*By accelerating rooftop solar adoption, the initiative helps India meet its clean energy and climate commitments while empowering households to shift to renewable power.*

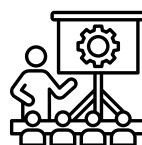


## ADVOCACY

### ELECTRICITY ISSUES - SEMINAR AND CAPACITY BUILDING



CAG, with civil society partners, hosted energy advocacy seminars to promote energy efficiency and renewable energy. The events focused on practical actions for consumers and brought together experts and government officials such as the officials from Chhattisgarh Renewable Energy Development Agency (CREDA), Chairman of the Tripura Electricity Regulatory Commission, Elected Local body representatives from Karnataka districts, and Electricity officials from Tamil Nadu Generation and Distribution Corporation Limited (now Tamil Nadu Power Distribution Corporation (TNPDC)) to strengthen dialogue on clean energy adoption. The sessions received strong positive feedback from participants.



### MEDIA WORKSHOP

CAG, with CSO partners, held media advocacy workshops to strengthen journalism on energy and climate-linked sustainability. Journalists, policymakers and experts engaged on clean, affordable energy solutions, amplifying public awareness through wide media coverage.

## RESEARCH

### TECHNICAL REPORT ON ELECTRICITY CONSUMPTION AND COST SAVING AVENUES AT DRDA PREMISES, TIRUVANNAMALAI



#### CONCEPT

CAG partnered with the District Rural Development Agency (DRDA), Tiruvannamalai, to conduct a comprehensive energy audit to identify electricity savings and efficiency opportunities. The findings were presented to district officials, prompting action on demand reduction and renewable integration, including a feasibility study and support for re-installing a rooftop solar PV system.



#### ANTICIPATED IMPACT

- Contract demand reduced: 110 kW → 80 kW
- Energy savings: 28,800 kWh per year
- Cost savings: ₹2 lakh annually
- Emissions reduced: 20.6 tonnes CO<sub>2</sub> per year
- Rooftop solar installation: 20 kW PV system



## ENERGY AND WATER SUSTAINABILITY SURVEY IN SALESIAN SISTERS AUXILIUM HOME, MICHAEL PURAM



### CONCEPT

CAG conducted an Energy and Water Sustainability Study at the Salesian Sisters Auxilium Home in Kallakurichi to identify efficiency improvements and resource-saving opportunities. The study proposed practical measures to optimise energy, water, and agricultural practices, with potential for scale-up across Auxilium homes in the province.



### ANTICIPATED IMPACT

- Energy savings: 7,240 kWh per year
- Electricity cost savings: ₹66,000 annually
- Additional income: ₹5 lakh from agriculture
- Emissions reduced: 5 tonnes CO<sub>2</sub> per year
- Replication planned across Auxilium homes

## ENERGY CONSERVATION & COST SAVING PROPOSALS WITH ACTION PLANS IN 7 PRIMARY HEALTH CENTRES (PHCS) IN TIRUVANNAMALAI DISTRICT



### CONCEPT

CAG conducted energy audits at seven Primary Health Centres (PHCs) in Tiruvannamalai District to identify opportunities for energy and cost conservation. The audit generated 35 actionable proposals, which were presented to the Deputy Director of Health Services and Block Medical Officers. CAG also led capacity-building sessions for medical officers on energy efficiency and renewable energy use in PHCs, supporting implementation of the recommendations.



### IMPACT

- PHCs covered: 7
- Proposals implemented: 35
- Energy saved: 38,972 kWh per year
- Cost savings: ₹5 lakh annually
- Emissions reduced: 28 tCO<sub>2</sub> per year
- Medical officers trained in energy conservation



## AN ASSESSMENT OF RENEWABLE ENERGY SYSTEMS AT 6 PHCS IN TIRUVANNAMALAI DISTRICT



### CONCEPT

CAG conducted an assessment of renewable energy systems at six Primary Health Centres (PHCs) in Tiruvannamalai District. The study recommended repairing and installing solar PV systems and solar water heaters to enhance energy efficiency. Findings were shared with the Deputy Director of Health Services and block medical officers, and CAG supported the re-installation and coordination of rooftop solar systems.



### ANTICIPATED IMPACT

- Energy savings: 50,370 kWh per year
- Cost savings: ₹4.5 lakh annually
- GHG reduction: 36 tCO<sub>2</sub> per year
- PHCs benefiting: 6
- Solar systems upgrade: PV & water heaters

## DETAILED ENERGY ASSESSMENT REPORT PUBLIC UTILITIES OF THE VENGIKKAL VILLAGE PANCHAYAT, TIRUVANNAMALAI DISTRICT



### CONCEPT

CAG conducted an energy audit of public utilities in Vengikkal Village Panchayat, identifying 15 energy conservation and cost-saving measures. Recommendations included reducing contract demand, replacing inefficient pumps, switching to sodium vapour street lights, identifying unused connections, and surrendering long-unused service connections. Findings were presented to the DRDA Project Director and local body representatives, who immediately acted on the recommendations.



### IMPACT

- PHCs covered: 7
- Proposals implemented: 35
- Energy saved: 38,972 kWh per year
- Cost savings: ₹5 lakh annually
- Emissions reduced: 28 tCO<sub>2</sub> per year
- Medical officers trained in energy conservation



## ENERGY AUDIT REPORT ON 3 TEA FACTORIES RUN BY TEA GARDEN WORKERS COOPERATIVE SOCIETY IN TRIPURA



### CONCEPT

CAG conducted a detailed energy audit of three tea factories run by co-operative societies in Tripura. The study analysed energy use across production processes and evaluated the economic viability of energy-saving measures. A key recommendation was to replace coal-based dryers with biomass-based dryers to reduce fuel costs and improve sustainability. Findings were shared with the Tea Board of India, the Tripura Tea Board, and the factories for further action.



### ANTICIPATED IMPACT

- Daily fuel cost savings:  $\approx$  ₹5,000 per factory
- Reduced dependency on coal
- Improved energy efficiency across production
- Environmental benefit through lower greenhouse gas emissions

## OUTREACH RESOURCES

Our educational resources that help consumers and stakeholders understand electricity governance, regulations, and renewable energy, enabling informed decisions and active participation.

### PROMOTING KNOWLEDGE FOR EMPOWERED CHOICES

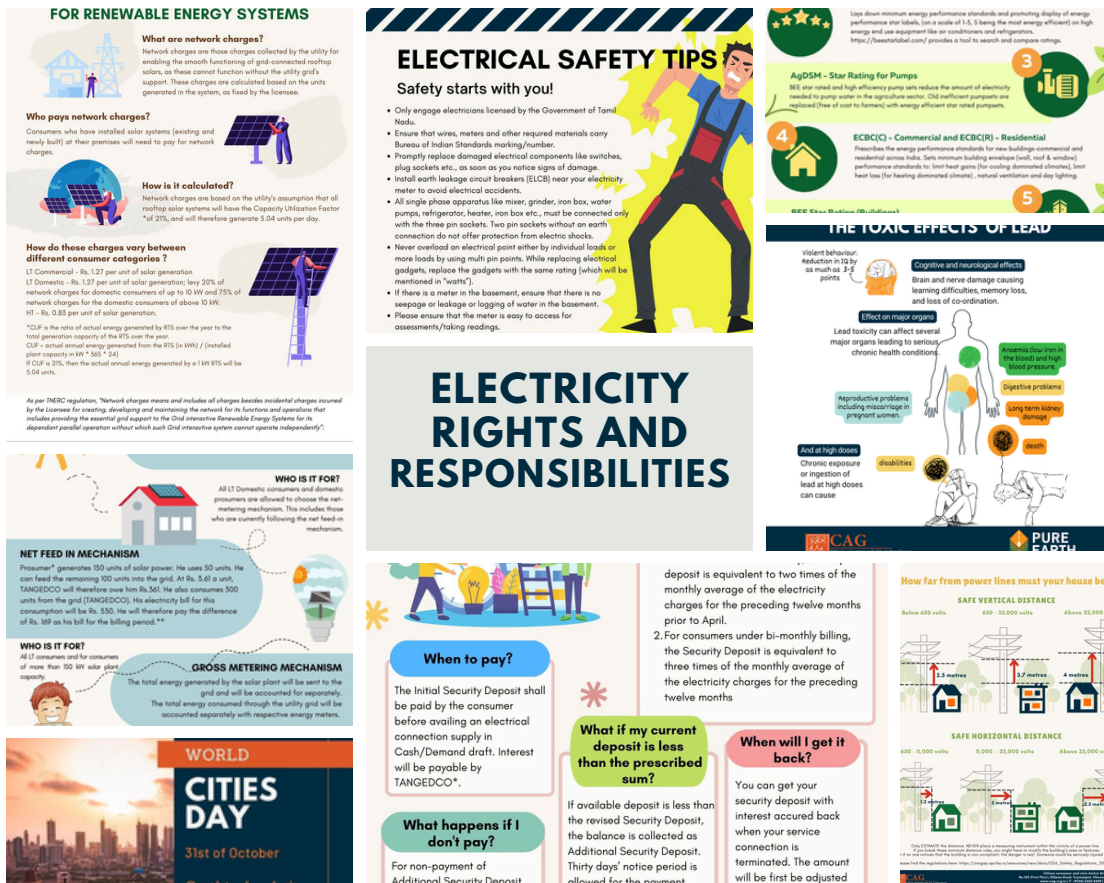


CAG created a series of posters and social media materials to raise consumer awareness on energy efficiency, conservation, renewable energy, electricity rights, and utility performance. Shared in states like Chhattisgarh and Tripura, the materials help consumers understand bills, make informed choices, and engage with the electricity sector. Dissemination through workshops, events, and digital platforms ensures wide reach and reinforces practical energy-saving practices.



# SOCIAL MEDIA PORTFOLIO

Our social media highlights electricity service issues and empowers consumers to make informed choices, resolve complaints, and hold utilities accountable.



## AFFILIATIONS

- Member of the Consumer Grievance Redressal Forum (CGRF), TNPDC
- Member of the Code Review Panel (CRP), Tamil Nadu Electricity Regulatory Commission (TNERC)
- Member, State Advisory Committee, Tamil Nadu Electricity Regulatory Commission (TNERC)



# SOCIAL MEDIA HIGHLIGHTS

## INFORMATION HUB

Provide clear, accessible content on consumer rights, energy efficiency, renewable energy, and sustainability, helping followers make informed decisions.

## ENGAGEMENT & AWARENESS

Actively engages audiences through videos, polls, stories, posters, and tips, creating awareness and encouraging action on everyday energy and consumer issues.

## WIDE REACH & IMPACT

Through platforms like LinkedIn, Instagram, and Threads, CAG shares practical guidance and advocacy messages, reaching consumers as well as policymakers to ensure broad dissemination



7K FOLLOWERS

1K FOLLOWERS



1K FOLLOWERS

3K FOLLOWERS



## NEWSLETTERS

## CONSUMER UPDATE

## CURRENT NEWS

## ST(O)PPWATCH

## PUBLIC NEWSENSE

A bi-monthly newsletter focused on the latest developments, guidance, and issues in consumer protection to help consumers stay informed and empowered.

A monthly bilingual (English and Tamil) newsletter covering current happenings in electricity governance, including news, trends, tips, and analyses for consumers and stakeholders.

A bi-monthly climate and environment newsletter that keeps readers informed on developments around coal-based power, air pollution, climate change, clean energy trends, and related policy news.

A quarterly newsletter offering insights and updates on consumer protection, electricity governance, environment & climate action, sustainable transport, and other public policy issues.



# MEET THE TEAM

**S. SAROJA**  
Executive Director

**AMUDHA VIJAYAKUMAR**  
Office Manager

**DIVYA K**  
Accountant

**SUMANA NARAYANAN**  
Senior Researcher

**K. VISHNU MOHAN RAO**  
Senior Researcher

**BENEDICTA ISAAC**  
Communications Researcher

**BHARATH RAM G.N**  
Researcher

**AFROZ KHAN**  
Researcher

**DIVYA ARAVIND**  
Researcher

**MALA BALAJI**  
Researcher

**SUBRAMANI M**  
Researcher

**ASHIKA PARVATHAM A**  
Communications Associate

**DIVYA SENTHIL**  
Consultant - Projects

**POORNIMA JAYARAJ**  
Consultant - Projects

**A. SHANKAR PRAKASH**  
Senior Researcher

**VANATHI**  
Researcher

**SOWMYA K**  
Researcher

**MEENAKSHI SUSHMA**  
Researcher

**SRIRAM R**  
Office Assistant

**SHANTHI B**  
Housekeeper

**VAMSI SHANKAR KAPILAVAI**  
Consultant - Projects

**MEENAKSHI SOMASUNDARAM**  
Consultant - Accounts

**RAJALAKSHMI SWAMINADHAN**  
Consultant - Projects

**MOHAN M**  
Consultant - Projects

**MADHUVANTHI R**  
Researcher

**KIRUBAKARAN B**  
Researcher

**MANIKANDAN M**  
Researcher

**K RAMALINGAM**  
Researcher



# MEET THE BOARD



**SRIRAM PANCHU**  
Senior Advocate



**GEORGE THOMAS**  
Chief Orthopaedic Surgeon



**SUCHITRA RAMKUMAR**  
Doctor and Educationist



**SANDEEP MURALI**  
General Surgeon



**TARA MURALI**  
Architect and Conservationist  
*Advisor*

**R HEMA**  
Associate Professor (Rtd.)



**RAM MANOHAR REDDY**  
Economist and Editor



**ASHOK VARDHAN SHETTY**  
Retd I.A.S.



**N.L RAJAH**  
Senior Advocate  
*Advisor*







## ABOUT CAG

Citizen consumer and civic Action Group (CAG) is a forty year old non-profit, non-political and professional organisation that works towards protecting citizens' rights in consumer and environmental issues and promoting good governance processes including transparency, accountability and participatory decision-making.

## FOR MORE INFORMATION



+91(44) 2435 4458 | 2435 0387



[www.cag.org.in](http://www.cag.org.in)



[helpdesk@cag.org.in](mailto:helpdesk@cag.org.in)



No.103 (First Floor), Eldams Road,  
Teynampet,  
Chennai 600 018



@CAGChennai