**PRESS RELEASE**

**KUPPAI THIRUVIZHA - Zero Waste Carnival - Chennai’s Trash Talk Turns into a Celebration of Solutions**

**Chennai**

**For immediate release**

What happens when waste warriors, eco-preneurs, students, and changemakers come together? You get Kuppai Thiruvizha – Chennai’s premier zero-waste carnival, redefining the conversation surrounding waste management.

Organised on Saturday July 19, by Citizen consumer and civic Action Group (CAG) in collaboration with Justice Basheer Ahmed Sayeed College for Women, Teynampet, Chennai, this year's festival illuminated the college campus with a compelling message: trash does not signify the end of a journey; instead, it can represent the beginning of transformative change.

Kuppai Thiruvizha is a flagship event of Climate Action Month, a month-long celebration of action against climate change. With over 2,000 attendees and 25 zero-waste stalls, the 2025 edition of Kuppai Thiruvizha has, for long served as a vibrant hub for innovative ideas, dynamic actions, and sustainable alternatives, all geared towards fostering a greener, cleaner Chennai.

**Waste Isn’t Waste… Until We Waste It**

This year’s carnival was a dynamic platform for promoting sustainable practices through various initiatives, including upcycled fashion and plastic-free personal care products, as well as engaging panel discussions. One of the significant issues highlighted was fabric waste, an escalating environmental concern exacerbated by the fast fashion industry and the culture of disposability. Ms. Mamta Jain, Founder & CEO of Samposhan, articulated the detrimental impact of the fashion industry on the planet's resources, including water depletion, increased carbon emissions, and the generation of toxic waste, all while showcasing their respective ranges of upcycled, fabric-based everyday and decorative products, along with a workshop on making rakhis from old clothes.

The carnival featured a diverse array of vendors, each presenting innovative solutions to combat waste. Goli Soda provided eco-friendly personal care items that eliminate plastic packaging, while Wasted 360 Solutions’ thrift shop offered toys, bags, and home decor crafted from upcycled materials. As Swetha from Wasted 360 said, ‘We promote thrifting because it is essential to tackle fast fashion, which ends up in the landfills. A person might not need a particular piece of cloth they own, but that might help someone in need’

Ms. Anisha Baura from Goonj conducted a clothing collection drive. Vanathi from Kelir Foundation conducted an old books collection drive. Additionally, PEPS-Saarozhai Kuzhu conducted a live workshop session on creating products from palm leaves.

Geo Damin, from Poovulagin Nanbargal, proposed the idea of a complete ban on plastic production while promoting sustainable, community-driven alternatives. He emphasised that plastic roads and bioplastics merely greenwash the plastic crisis, and instead of being solutions, they add to the burden of microplastic pollution and environmental degradation.

From Khamba compost bins to millet snacks presented in cloth pouches and meticulously crafted crochet bags, every stall conveyed a commitment to conscious living and empowered consumer choices. Kuppai Thiruvizha emerged not just as a mere exhibition but as a compelling call to action, reinforcing the notion that sustainability is not merely a luxury but an essential lifestyle choice. This year’s event again served as a platform for climate action, reclaiming power for consumers and empowering the average household to be part of the solution.

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### ***About CAG:* Citizen consumer and civic Action Group (CAG)** is a 39-year-old non-profit organisation that works to protect citizen rights in the fields of consumer protection, environmental justice, and governance. Through research, advocacy, and education, CAG promotes transparent, participatory processes that strengthen democracy and sustainability.