

Thiruvananthapuram, June 5, 2023

Press Release

Ink Pen Drive Launched on World Environment Day

An ink pen may be a weapon of choice to fight the plastic menace. The University of Kerala, through its **Ecomarine Project supported by the European Union**, embarked on a mission to combat plastic pollution with our groundbreaking initiative—the Ink Pen Drive! In an era where disposable plastic pens dominate our daily lives, it's time to change and embrace sustainable alternatives.

The DRIVE, with a motto, “**Leave your plastic pen and use ink pen**” is an option to reduce plastics, reuse resources, refuse plastics, and rethink for a sustainable future! The drive is being launched on World Environment Day, 5th June 2023, with the theme “Beat Plastic Pollution”.

The Ink Pen Drive is more than just a writing statement; it symbolizes our commitment to a cleaner and greener future. By swapping out plastic pens for timeless, refillable ink pens, we can significantly reduce plastic waste and contribute to a healthier planet. Through this exciting launch, the University aim to raise awareness about the environmental impact of single-use plastics and empower individuals to make conscious choices. The Ink Pen Drive offers a sustainable solution that saves our oceans and landfills from plastic waste and promotes creativity and self-expression. The Ecomarine Project has initiated campaigns to use ink pens through campaigns and ensuring the supply of ink pens to the campus inmates to take up the challenge, and asked all those who use single use plastic pen to take up the challenge through social media to shift to ink pen.



Ink Pen Drive, a unique anti-plastic campaign of Ecomarine Project, launched by Prof Biju Kumar, project leader, Ecomarine, presenting ink pen to the Vice Chancellor of University of Kerala, Prof Mohanan Kunnummel

Prof A Biju Kumar

Project Leader, Ecomarine, University of Kerala



Co-funded by the
Erasmus+ Programme
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This project has been funded with support from the European Commission. This document reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

FLYER



WORLD ENVIRONMENT DAY

#BeatPlasticPollution

05 June 2023

LAUNCHING OF 'INK PEN DRIVE'

- An ink pen may be a weapon of choice to fight the plastic menace.
 - Leave your plastic pen and use ink pen...an option to reduce plastics, reuse resources and refuse plastics and rethink for a sustainable future!
- Venue: Conference Hall, Dept. of Aquatic Biology & Fisheries, Kariavattom Campus, University of Kerala (10.30 AM)

Organized by



Department of Aquatic Biology & Fisheries
UNIVERSITY OF KERALA

Supported by



ecomarine



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INVITATION

#BEAT PLASTIC POLLUTION
JOIN THE INK PEN DRIVE



Join us as we embark on a mission to combat plastic pollution with our groundbreaking initiative—the **Ink Pen Drive!** In an era where disposable plastic pens dominate our daily lives, especially in academic institutions. It's time to make a change and embrace sustainable alternatives.

The Ink Pen Drive is more than just a writing instrument; it's a symbol of our commitment to a cleaner and greener future. By swapping out plastic pens for timeless, refillable ink pens, we can significantly reduce our plastic waste and contribute to a healthier planet.

Through this exciting launch, we aim to raise awareness about the environmental impact of single-use plastics and empower individuals to make conscious choices.

The Ink Pen Drive offers a sustainable solution that not only saves our oceans and landfills from plastic waste but also promotes creativity and self-expression.

Together, let's write a sustainable future!

✦ For Ink Pens, Ideas and Anti-Single-Use Plastics Campaign, contact us:
ECOMARINE PROJECT
Dept. of Aquatic Biology & Fisheries
University of Kerala
Thiruvananthapuram 695 581, Kerala, INDIA
Email: ecomarineuok@gmail.com

Kindly circulate the flier on social media, with the hashtag, #InkPenDrive, #Ecomarine, #BeatPlasticPollution

#BEAT PLASTIC POLLUTION
JOIN THE INK PEN DRIVE



An ink pen may be a weapon of choice to fight the plastic menace.

Leave your plastic pen and use ink pen... an option to reduce plastics, reuse resources and refuse plastics and rethink for a sustainable future!

Have Your Ink Pen here and join the **INK PEN DRIVE** launched by the ECOMARINE Project of Dept. of Aquatic Biology & Fisheries, University of Kerala, India

Join us on **5th June 2023** at Karyavattom Campus of University of Kerala (**10.00 am**) as we unveil our innovative collection of ink pens and showcase the benefits of this eco-friendly alternative. Immerse yourself in engaging activities, enlightening discussions, and hands-on demonstrations that will inspire you to take action against plastic pollution.

Let's come together, ink by ink, to make a difference. Together, we can beat plastic pollution and create a cleaner, greener world for generations to come.









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NEWS IN MEDIA

<https://www.linkedin.com/posts/jeena-john-6420b3171-%E0%B4%AA%E0%B4%B0%E0%B4%B8%E0%B4%A5%E0%B4%A4-%E0%B4%A6%E0%B4%A8%E0%B4%A4%E0%B4%A4%E0%B5%BD-%E0%B4%AE%E0%B4%B7%E0%B4%AA%E0%B5%BB-%E0%B4%A1%E0%B4%B0%E0%B4%B5%E0%B4%AE%E0%B4%AF-%E0%B4%95%E0%B4%B0%E0%B4%B3-activity-7071338885829529600-3pEQ/?originalSubdomain=qa>



In Mathruhoomi Local Daily on 5th June 2023

