

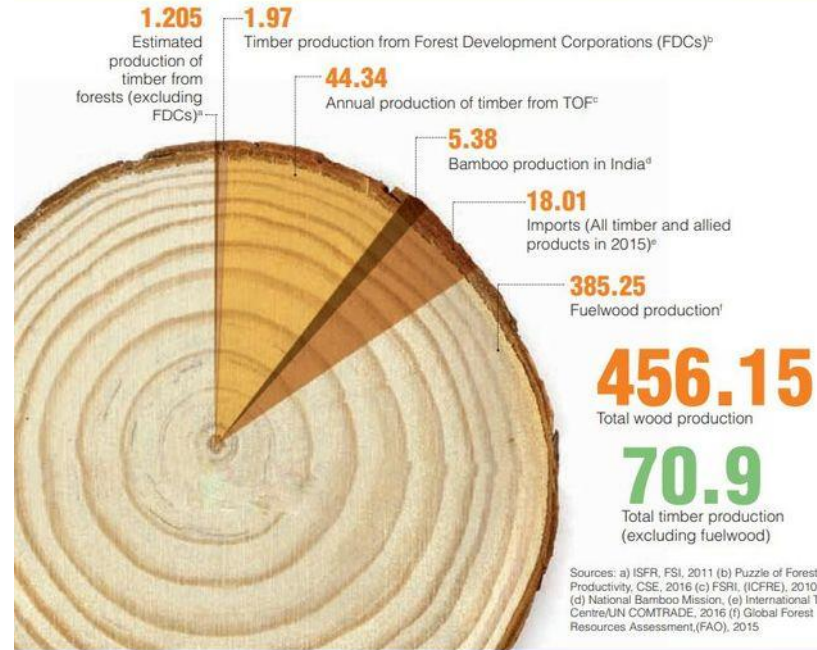
Concept Post - 1

Paper's truth

Paper mills use an insignificant quantity

Paper mills use an insignificant quantity of wood sourced responsibly through social forestry

A significant portion of forest loss is attributed to the demand for fuelwood, not the paper industry. So, when you choose paper, you're making a sustainable choice that doesn't contribute to forest loss. By opting for responsibly sourced paper, you contribute to a sustainable cycle that doesn't harm our precious forests.



Out of 456 million cubic meters of wood produced, 356 million cubic meters are used as fuelwood.

Source: Wood is Good, A Status Report by CSE, Page 9

#PaperFact

Fb Post Link

<https://tinyurl.com/msnntzca>

[#IPPTA](#) [#Paper](#) [#PaperFacts](#) [#PaperPositivity](#) [#UsePaper](#)
[#PaperMagicMoments](#) [#PaperMagic](#) [#BreakTheMyth](#)
[#RecycledPaper](#) [#SustainableMaterials](#) [#PaperOrigins](#)
[#SustainableChoices](#)

Concept Post - 2

Battler for Co-existence

Let's be the change our planet deserves. Opting for paper over plastic is not just a choice; it's a commitment to a cleaner, healthier environment. Say goodbye to plastic's harmful legacy and embrace the eco-friendly versatility of paper.

FB Post Link

<https://tinyurl.com/ydtz7m66>

[#IPPTA](#) [#ChoosePaperSaveEarth](#) [#UsePaper](#) [#Paper](#) [#SustainableLiving](#) [#CleanAirClearFuture](#) [#SaveThePlanet](#) [#EcoFriendlyChoice](#) [#PaperMagic](#) [#BreakTheMyth](#) [#RecycledPaper](#) [#SustainableMaterials](#) [#PaperOrigins](#) [#SustainableChoices](#)

Battle for co-existence



Choose Paper for an
Environment Friendly Life Style

[#ChoosePaperSaveEarth](#)

Concept Post - 3

The Paper Story

Let's journey 'Beyond the Myth' and discover the empowering truth about paper. With over 75% being recycled, each sheet becomes a choice for a more sustainable India. Choosing paper is not just a decision; it's a commitment to creating a more sustainable, eco-friendly India.

Source :-

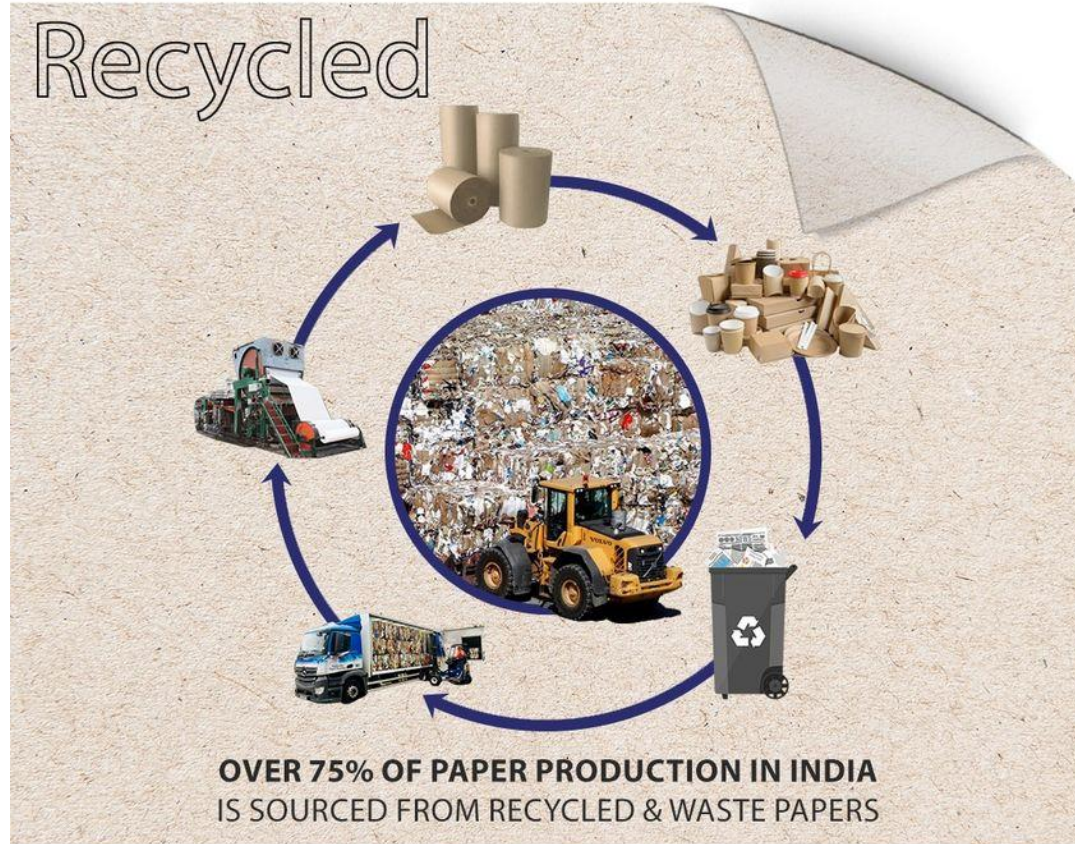
<https://www.thehindu.com/news/national/karnataka/no-forests-cut-for-manufacturing-paper-ippta/article67149990.ece>

Fb Post Link :-

<https://tinyurl.com/4jdtebee>

[#IPPTA](#) [#Paper](#) [#UsePaper](#) [#EcoFriendlyChoice](#) [#EcoFriendlyPaper](#) [#PaperMagic](#) [#BeyondTheMyth](#) [#RecycledPaper](#) [#SustainableMaterials](#) [#PaperOrigins](#) [#SustainableChoices](#)

THE PAPER STORY



**OVER 75% OF PAPER PRODUCTION IN INDIA
IS SOURCED FROM RECYCLED & WASTE PAPERS**

Collect & Recycle Waste Paper To Write A Story Of Sustainability

#PaperIsGreen



Concept Post - 4

Relinquish Single Use Plastic

Make a sustainable switch!
Plastic is harming our oceans, animals, and nature. Let's be mindful and switch to a better option for a healthy lifestyle. Choose paper and protect the environment!

Fb Post Link :- <https://tinyurl.com/3a5vujn2>

[#IPPTA](#) [#Paper](#) [#UsePaper](#) [#EcoFriendlyChoice](#)
[#EcoFriendlyPaper](#) [#PaperMagic](#)
[#BeyondTheMyth](#) [#RecycledPaper](#)
[#SustainableMaterials](#) [#PaperOrigins](#)
[#SustainableChoices](#)



Use Paper, Protect Environment

#SayYesToPaper

Post - 5 - Carousel of 5 Images Presented in Following Slides

The Sustainable Paper story

The sustainable paper story unfolds from renewable wood fiber as it transforms through recycling & lowering the thirst for new resources while gracefully returning to the earth, leaving no harmful residues.

Fb Post Link :- <https://tinyurl.com/364vjdnk>

[#IPPTA](#) [#Paper](#) [#PaperFacts](#) [#SustainableChoices](#) [#Renewable](#) [#Biodegradable](#) [#Recyclable](#) [#PaperIsGreen](#)
[#UsePaper](#) [#ChoosePaper](#)

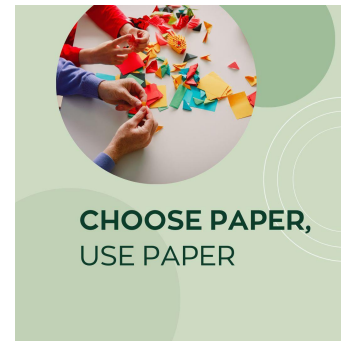


Image 1 of 5



Image 2 of 5



RENEWABLE

Paper, unlike steel, aluminum, glass, and other products, is the only one made out of renewable sources.

Image 3 of 5

BIODEGRADABLE

At the end of its life cycle, **paper** naturally decomposes, returning to the earth without leaving harmful residues

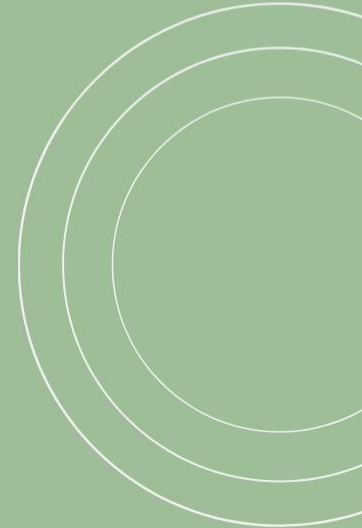


Image 4 of 5



RECYCLABLE

Paper can be recycled 5-7 times to create new materials, reducing the need for fresh resources.

Image 5 of 5



**CHOOSE PAPER,
USE PAPER**

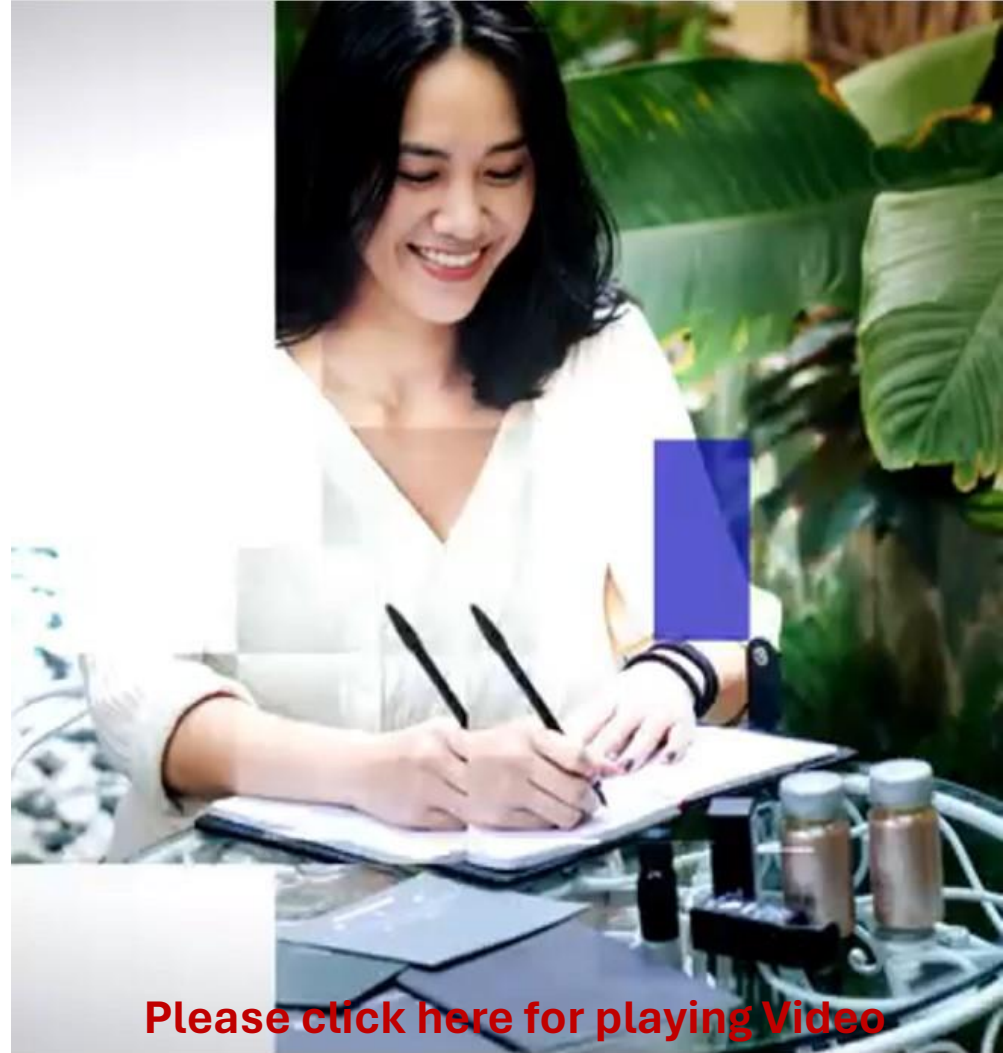
Post – 6 Video

The green Story of Paper

Unveiling the Green Story of Paper! Witness the impact of recycled fiber, wood, and agro-based residues on India's paper production. Let's choose paper that reflects our commitment to sustainability.

Fb Post Link :- <https://tinyurl.com/ru2ptmfs>

[#IPPTA](#) [#Paper](#) [#SayYesToPaper](#) [#SustainableChoices](#)
[#PaperIsGreen](#) [#UsePaper](#) [#ChoosePaper](#) [#RecycledPaper](#)
[#EcoFrienlyChoice](#) [#PaperOrigins](#)



Please click here for playing Video

Post - 7

Valentine's Day

In a world of screens, let your love story unfold on the timeless canvas of paper. As some tales deserve the warmth of handwritten emotions.

Fb Post Link :-

<https://tinyurl.com/vymb84ej>

[#IPPTA](#) [#Paper](#) [#PaperLove](#) [#ValentinesDay](#) [#PaperPositivity](#) [#UsePaper](#) [#LoveOnPaper](#) [#ExpressWithPaper](#)

**Love is best expressed
on paper because some stories
deserve to be touched**



#ValentinesDay

Post - 8

Saraswati Puja

As we celebrate Saraswati Puja, let's honor the sacred connection to paper, a medium where knowledge meets devotion. Happy Saraswati Puja!

Fb Post Link :- <https://tinyurl.com/4xauesbw>

[#HappySaraswatiPuja](#) [#SaraswatiPuja](#) [#Learning](#)
[#Knowledge](#) [#SacredPaper](#) [#PaperIsWorshipped](#)
[#IPPTA](#) [#Paper](#) [#PaperPositivity](#) [#UsePaper](#) [#ChoosePaper](#)



IPPTA
Indian Pulp & Paper Technical Association



Paper is sacred, Paper is worshipped
Paper is where knowledge has been penned down for centuries

#HappySaraswatiPuja

Post – 9 Video

Unfairly Blamed for Deforestation

Majority of India's wood goes to fuel, not paper production. The Indian Paper Industry utilizes only 3-3.5% of wood, all responsibly sourced through social forestry initiatives.

Fb Post Link :-

<https://tinyurl.com/3ve9buka>

[#IPPTA](#) [#Paper](#) [#SayYesToPaper](#)
[#SustainableChoices](#) [#PaperIsGreen](#) [#UsePaper](#)
[#ChoosePaper](#) [#RecycledPaper](#)
[#EcoFrienlyChoice](#) [#PaperOrigins](#) [#Deforestation](#)

Please click here for playing Video

[#PaperTruths](#)

Post - 10 - Carousel of 4 Images Presented in Following Slides

Source of Fiber for tree free paper

Swipe left to discover the sustainable side of paper production, which includes agricultural residues, fiber crops & wild plants and recycled fiber, witnessing a symphony of sustainability without compromising our precious forests.

Fb Post Link :- <https://tinyurl.com/2s3n224a>

[#IPPTA](#) [#Paper](#) [#PaperPulp](#) [#Pulp](#) [#Fibre](#) [#KnowYourPaper](#) [#SustainableChoices](#) [#PaperIsGreen](#) [#UsePaper](#) [#ChoosePaper](#) [#RecycledPaper](#) [#EcoFrienlyChoice](#) [#PaperOrigins](#)



AGRICULTURAL RESIDUES

Promising alternatives to woody materials in pulp and paper production include agricultural residues such as sugarcane, bagasse, husks and straw.



#KnowYourPaper

01

FIBER CROPS AND WILD PLANTS

Fiber crops and wild plants, including bamboo, kenaf, hemp, jute, and flax, serve as valuable and sustainable sources of raw materials in paper production.



#KnowYourPaper

02

RECYCLED FIBER

Recycled fiber refers to paper pulp derived from used paper products like office paper, cardboard boxes, newspapers, magazines etc. Over the years recycled fiber usage has considerably increased.



#KnowYourPaper

03

Image 1 of 4



IPPTA
Indian Pulp & Paper Technical Association

SOURCES OF FIBER FOR TREE-FREE PAPER

#KnowYourPaper



Image 2 of 4

AGRICULTURAL RESIDUES

Promising alternatives to woody materials in pulp and paper production include agricultural residues such as sugarcane, bagasse, husks and straw.



FIBER CROPS AND WILD PLANTS

Image 3 of 4

Fiber crops and wild plants, including bamboo, kenaf, hemp, jute, and flax, serve as valuable and sustainable sources of raw materials in paper production.



Image 4 of 4

RECYCLED FIBER

Recycled fiber refers to paper pulp derived from used paper products like office paper, cardboard boxes, newspapers, magazines etc. Over the years recycled fiber usage has considerably increased.



Post – 11 Video

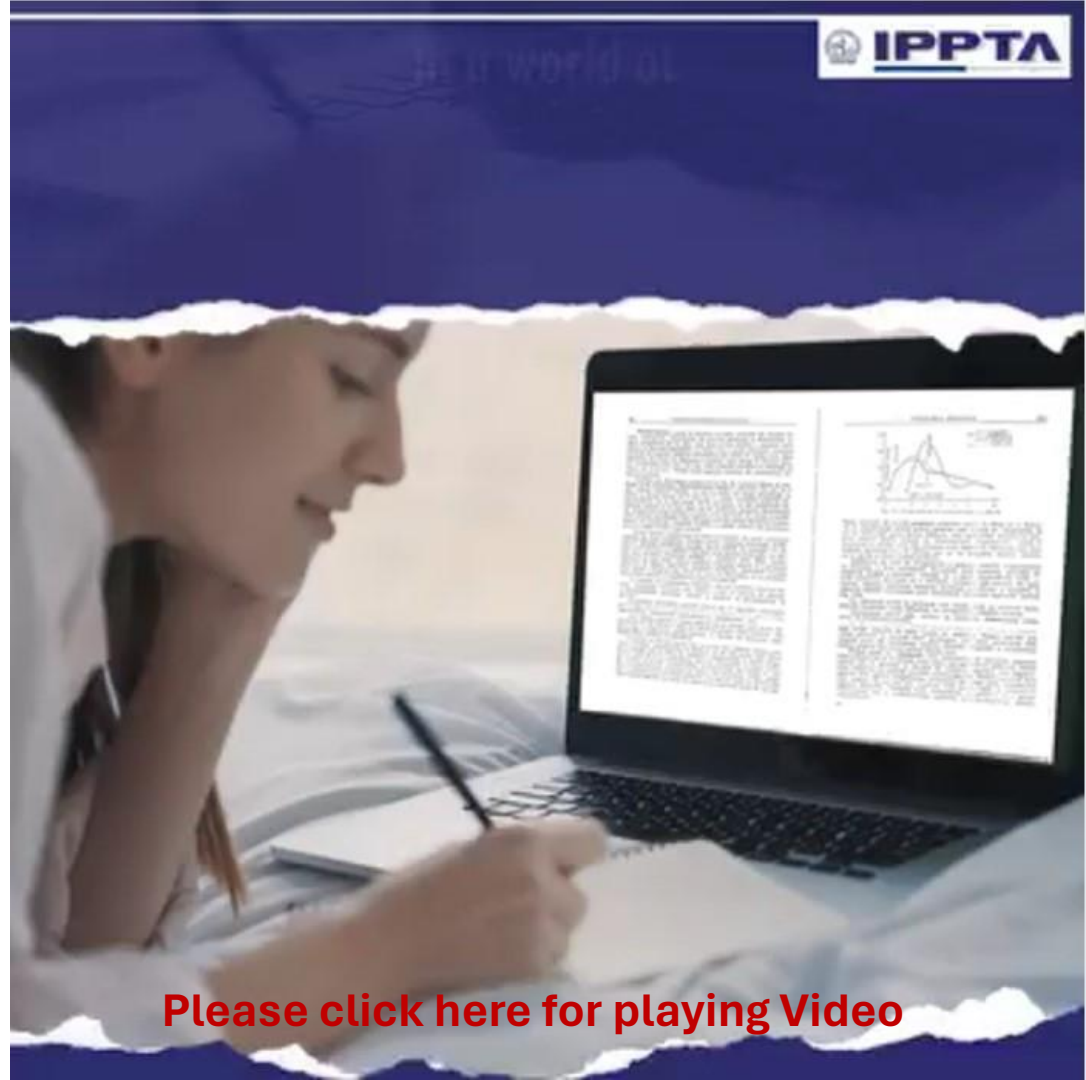
Touch, feel, and smell of a book.

A book is not just a story, it's an experience. Turn off the devices, pick up a book, and immerse yourself in the tangible magic that has enchanted readers for centuries.

Fb Post Link :-

<https://tinyurl.com/5n8dc68k>

[#IPPTA](#) [#Paper](#) [#SayYesToPaper](#) [#BookMagic](#) [#SustainableChoices](#) [#BookLove](#) [#PaperIsGreen](#) [#UsePaper](#) [#ChoosePaper](#) [#PaperLove](#) [#SustainableChoices](#)



Please click here for playing Video

Post - 12 - Carousel of 5 Images Presented in Following Slides

Indian Paper Industry - Energy Conservation!

Swipe left to witness the Indian Paper Industry progress with a 20% energy decrease in 5 years, an 80% reduction in water use, and being a top performer in the government's PAT scheme. Choose paper to use it, love it, and embrace it for a sustainable world.

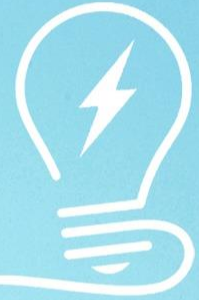
Fb Post Link :- <https://tinyurl.com/bdeeve7p>

[#IPPTA](#) [#Paper](#) [#PaperFacts](#) [#EnergyConservation](#) [#PaperStory](#) [#SustainableChoices](#) [#PaperIsGreen](#) [#UsePaper](#)
[#ChoosePaper](#) [#SayYesToPaper](#) [#RecycledPaper](#) [#EcoFriendlyChoice](#) [#PaperOrigins](#)



Image 1 of 5

Indian Paper Industry Lighting the Way to Energy Conservation!



#PaperSuccessStory



Image 2 of 5

**20% Energy
Reduction
in last 5-Year**





Image 3 of 5

**Achieves an
inspiring 80%
reduction
in water
consumption**



Image 4 of 5

**One of the top performers
in PAT (Perform Achieve Trade)
scheme of the
government**





Image 5 of 5

**Paper is Green
Use It, Love It, Embrace It**



Post – 13 Video

Paper a Silent Hero

Let's choose paper as the quiet narrator of our hopeful journey, where every sheet becomes a page in the beautiful story of our lives.

Fb Post Link :- <https://tinyurl.com/3hpaef2a>

[#IPPTA](#) [#Paper](#) [#PaperFacts](#) [#Education](#) [#PaperStory](#)
[#SustainableChoices](#) [#PaperIsGreen](#) [#UsePaper](#)
[#ChoosePaper](#) [#SayYesToPaper](#) [#RecycledPaper](#)
[#EcoFrienlyChoice](#) [#PaperOrigins](#)



Please click here for playing Video

Post - 14 - Carousel of 5 Images Presented in Following Slides

Should you shift to paper packaging ?

Sustainable paper packaging is designed to leave a minimal impact on our surroundings. Choose a packaging solution that not only preserves your products but also the purity of our air, water, and soil.

Fb Post Link :- <https://tinyurl.com/htmpmp8a>

[#IPPTA](#) [#Paper](#) [#PaperPackaging](#) [#PaperFacts](#) [#SustainableChoices](#) [#Renewable](#) [#Biodegradable](#) [#Recyclable](#) [#PaperIsGreen](#)
[#UsePaper](#) [#ChoosePaper](#)

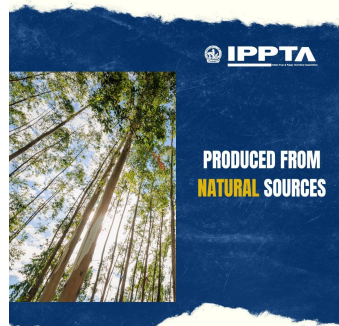


Image 1 of 5



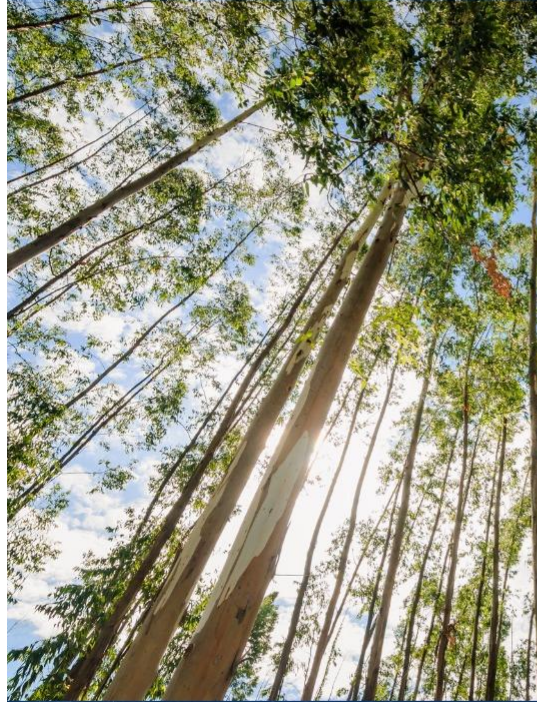
IPPTA
Indian Pulp & Paper Technical Association

SHOULD YOU SHIFT TO PAPER PACKAGING?

LET'S SEE



Image 2 of 5



IPPTA
Indian Pulp & Paper Technical Association

**PRODUCED FROM
NATURAL SOURCES**

Image 3 of 5



IPPTA
Indian Pulp & Paper Technical Association

**NO ENVIRONMENTAL
POLLUTION**



Image 4 of 5



IPPTA
Indian Pulp & Paper Technical Association

**LOWER CARBON
FOOTPRINT**

Post - 15

Paper has a high recycling rate

Explore the eco-loop of paper, where recycling meets renewal and forests remain untouched. Revolutionize your choices with a commitment to a circular economy, ensuring that every sheet contributes to saving trees and fostering sustainability.

Fb Post Link :- <https://tinyurl.com/bdubwejf>

[#IPPTA](#) [#Paper](#) [#PaperFacts](#) [#KnowYourPaper](#)
[#SustainableChoices](#) [#PaperIsGreen](#) [#UsePaper](#)
[#ChoosePaper](#) [#Renewable](#) [#Biodegradable](#)
[#Recyclable](#)



Did You Know?

Paper has a **higher recycling** rate than any other material in the world, contributing to a **circular economy**

#PaperFacts