

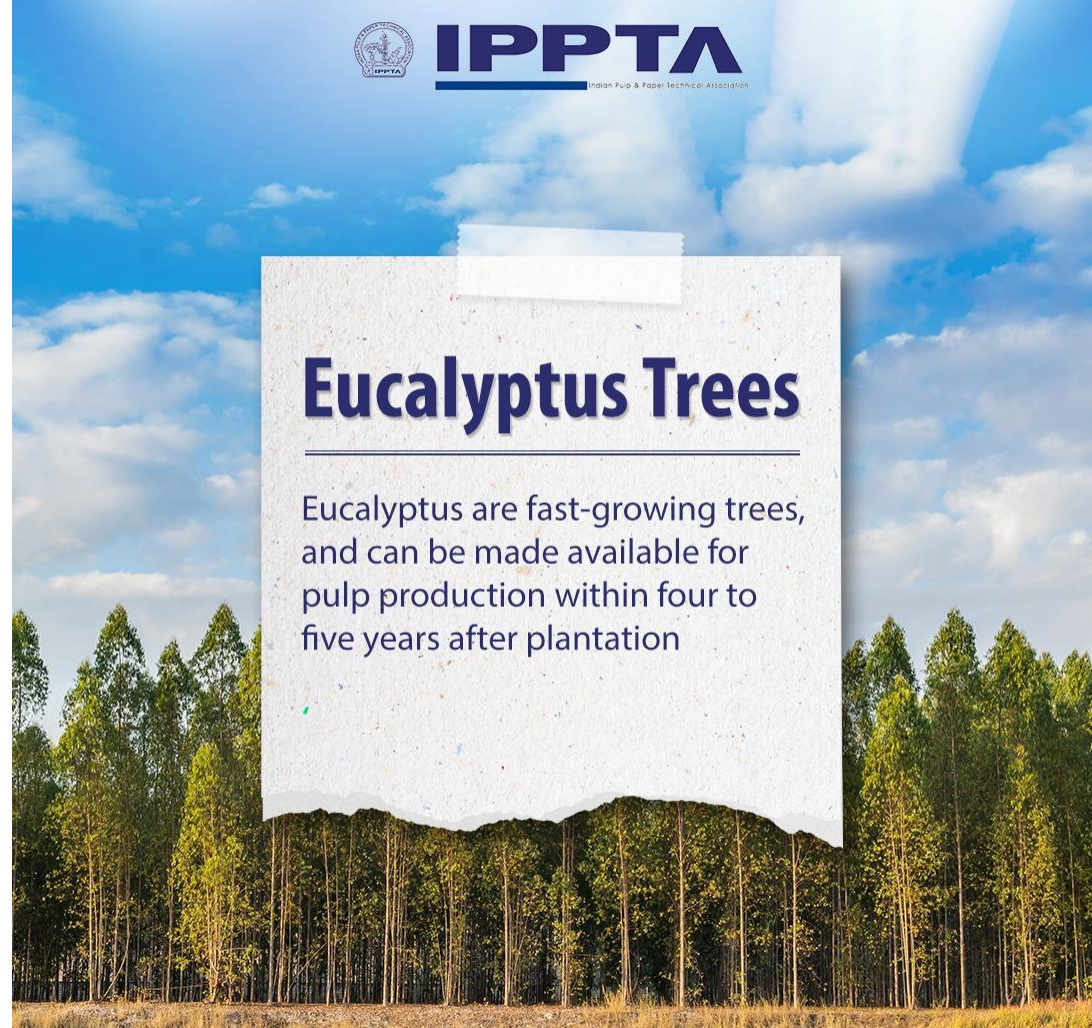
Post - 1

The Paper Story - Eucalyptus

Eucalyptus trees are a renewable source for pulp production in just a few years, ensuring quick availability of pulp without compromising the beauty of our woodlands.

Fb Post Link :- <https://tinyurl.com/2ra4ucxr>

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#ThePaperStory

Post - 2 - Carousel of 5 Images Presented in Following Slides

Scientific Benefit of reading on paper

As we navigate a digital era, exploring the tangible advantages of paper reading reveals a world of cognitive, emotional, and physiological rewards. Let's embark on a journey through the scientific wonders of reading on paper!

Fb Post Link:- <https://tinyurl.com/2arhdu3u>

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3 Scientific Benefits of Reading on Paper



01

You absorb more information



02

Reading on paper helps you sleep better.



03

You are less likely to get distracted when reading on paper

IPPTA

Choose PAPER over Screens!



IPPTA

Image 1 of 5



3

Scientific Benefits
of Reading on
Paper



Image 2 of 5



01

You absorb more
information



Image 3 of 5



02 Reading on paper
helps you sleep better.

Image 4 of 5



03

You are less likely
to get distracted
when reading on
paper



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Image 5 of 5

**Choose PAPER
over Screens!**



Post 3 - Video

Why Choose Paper?

Biodegradable, recyclable, and low in carbon emission, paper stands as an earth-friendly choice. Let's choose paper for a greener tomorrow.

Fb Post :- <https://tinyurl.com/3kh3mmes>

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[#SayYesToPaper](#) [#SustainableChoices](#) [#PaperIsGreen](#)
[#UsePaper](#) [#ChoosePaper](#)

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Post 4

Say Yes To Paper - Paper is not just a surface

Wondering where your creativity can reach new heights? Say yes to paper, where every sheet transforms into a canvas of imagination, a boundless playground for ideas that nurture the growth of your creativity.

Fb Post :- <https://tinyurl.com/2zasa93p>

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SAY, YES TO PAPER

**Paper isn't just a surface
it's a playground for your imagination**



[#ChoosePaper](#)

Post - 5

Don't let paper waste its potential

Paper holds the potential for artistic transformation! Let's elevate its worth by choosing to recycle for a greener and more sustainable tomorrow.

Fb Post :- <https://tinyurl.com/3knp8t8>

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[#SustainableChoices](#) [#PaperIsGreen](#) [#UsePaper](#)
[#ChoosePaper](#) [#SayYesToPaper](#) [#RecycledPaper](#)
[#EcoFrienlyChoice](#) [#PaperOrigins](#) [#BeyondTheMyth](#)
[#BreakTheMyth](#)

DON'T LET PAPER WASTE ITS POTENTIAL

Recycle it for a greener and more sustainable future



#RecyclePaper

Post 6 - Video

Paper Industry's Contribution to the Indian Economy

Discover how the Indian paper industry drives economic growth while generating massive employment opportunities and fueling the economy with Rs 80,000 crore annually.

Fb Post :- <https://tinyurl.com/yc7jy32t>

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Post - 7

Q & A - Paper vs Kindle

In the battle of the classics and the digital age, which side are you on? Let us know your preference in the comment box!

Fb Post :- <https://tinyurl.com/38crhytk>

[#BookLover](#) [#KindleFan](#) [#IPPTA](#) [#Paper](#) [#Book](#)
[#Ebook](#) [#PaperFacts](#) [#PaperStory](#) [#UsePaper](#)
[#ChoosePaper](#) [#SayYesToPaper](#) [#BreakTheMyth](#)



Book VS Kindle

WHICH ONE WINS YOUR HEART?

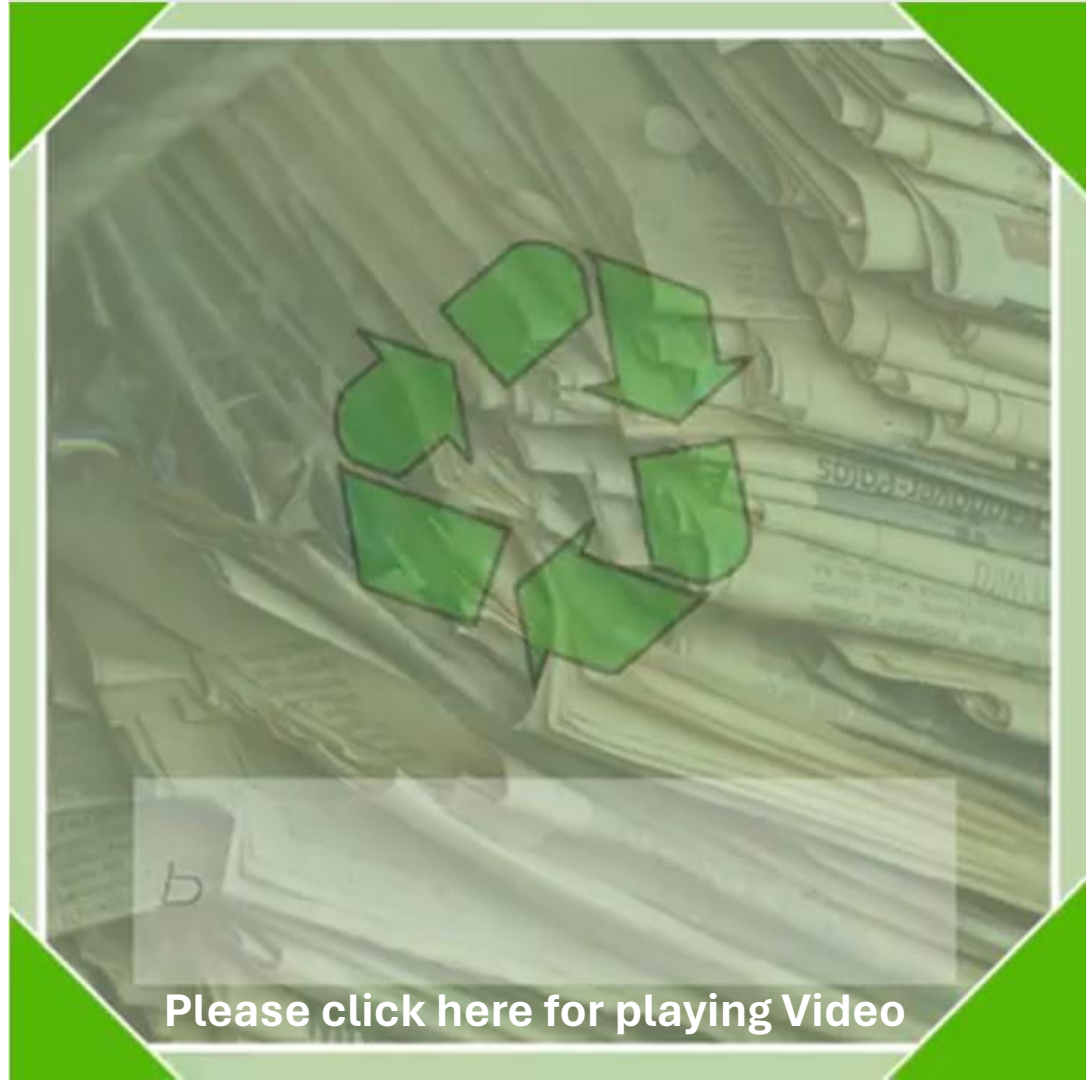
Post 8 - Video

Global Recycling Day

Did you know the possibility of recycled paper? Discover the remarkable sustainability of its potential for endless reuse, and let's celebrate paper as an eco-warrior, leading to environmental preservation.

Fb Post :- <https://tinyurl.com/387uh3ee>

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



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Post-9



International Day of Happiness

In a digital world, don't underestimate the power of putting pen to paper. Research suggests that the act of writing can significantly improve your well-being and enhance happiness.

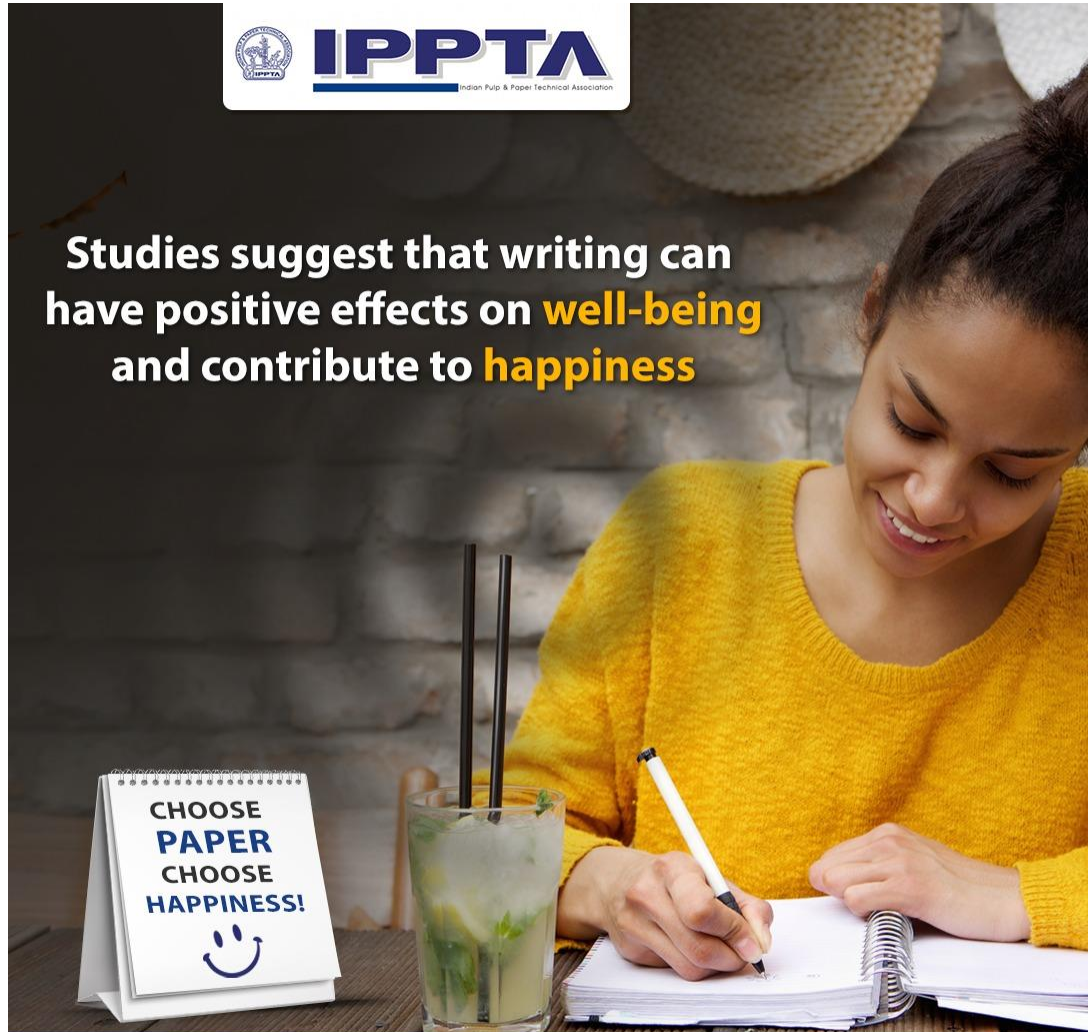
Want to know more, check the link in the comments

Source :- <https://tinyurl.com/5ykunhpt>

Fb Post :- <https://tinyurl.com/2s3cytrr>

[#IPPTA](#) [#Happiness](#) [#PositiveVibes](#) [#Paper](#) [#PaperFacts](#)
[#PaperStory](#) [#SustainableChoices](#) [#PaperIsGreen](#) [#UsePaper](#) [#ChoosePaper](#) [#SayYesToPaper](#) [#EcoFriendlyChoice](#)
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Studies suggest that writing can have positive effects on **well-being** and contribute to **happiness**



#InternationalDayofHappiness

Post – 10 - Carousel of 5 Images Presented in Following Slides

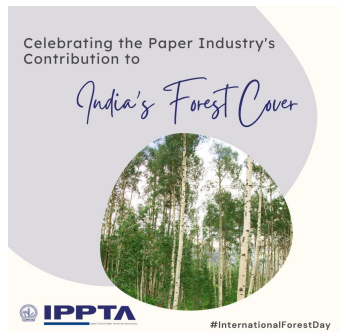
International Day of Forests

On International Forest Day, let's celebrate the Paper Industry's remarkable contribution to India's forest cover! Through sustainable sourcing and intensive efforts, paper mills have transformed degraded land into thriving forests. [#InternationalForestDay](#) [#PaperForGreen](#)
Want to know more, check the link in the comments

Source :- <https://ipmaindia.org/agro-forestry/>

Fb Post :- <https://tinyurl.com/345pmpv7>

[#IntlForestDay](#) [#ForestDay](#) [#IPPTA](#) [#Paper](#) [#PaperFacts](#) [#PaperStory](#) [#SustainableChoices](#) [#PaperIsGreen](#) [#UsePaper](#) [#ChoosePaper](#) [#SayYesToPaper](#) [#RecycledPaper](#) [#EcoFrienlyChoice](#) [#PaperOrigins](#) [#BeyondTheMyth](#) [#BreakTheMyth](#)



*Approximate figures taken from IPMA

Image 1 of 5

Celebrating the Paper Industry's
Contribution to

India's Forest Cover



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#InternationalForestDay

Image 2 of 5



500,000*

farmers cultivate eucalyptus, subabul, casuarina, acacia, and poplar plantations

Image 3 of 5



125,000*

hectares are added to
agro/farm forestry annually





Image 4 of 5

1.2 Million
hectares of forest
cover added



Image 5 of 5



From sustainable sourcing to green Practices, the paper industry upholds the sanctity of the earth's lungs.

Post - 11 - Carousel of 5 Images Presented in Following Slides

World Water Day

Every drop counts! The Indian Paper Industry is setting the standard with its commitment to reduce water consumption. Let's all do our part to conserve water and protect our planet.

[#WorldWaterDay](#)

Source :- <https://tinyurl.com/59hvnvku>

Fb Post :- <https://tinyurl.com/4262m428>

[#WaterDay](#) [#WaterConservation](#) [#SustainableFuture](#) [#ChoosePaper](#) [#IPPTA](#) [#Paper](#) [#PaperFacts](#) [#PaperStory](#) [#SustainableChoices](#)
[#PaperIsGreen](#) [#UsePaper](#) [#SayYesToPaper](#) [#RecycledPaper](#) [#EcoFrienlyChoice](#) [#PaperOrigins](#) [#BeyondTheMyth](#) [#BreakTheMyth](#)



Image 1 of 5



**DROPS OF
PROGRESS!**

The Indian Paper Industry
is **leading** the charge in **water conservation**

#WorldWaterDay



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Image 2 of 5

**Achieved an impressive
80% reduction in
water consumption**

#WorldWaterDay





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Image 3 of 5



Rs 25,000 Cr was invested in sustainable production processes to reduce it further

#WorldWaterDay

Image 4 of 5



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**Continuously
implementing
modern technology &
machinery to achieve
water efficiency
year by year**

#WorldWaterDay

Image 5 of 5

We are reducing our water footprint
👉 What about you?



Post - 12

Switch to paper bags

Switching to paper bags is not only eco-friendly, it also offers a seamless blend of style and fashion. Choose paper bags for a fashion-forward and eco-friendly lifestyle.

Fb Post :- <https://tinyurl.com/mry99ffa>



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Shopping Just **GOT ECO-CHIC!**



*Switch to
paper bags*

#PaperPackaging

**#IPPTA #SustainableLiving #PaperBags #Paper #PaperFacts
#PaperStory #SustainableChoices #PaperIsGreen #UsePaper
#ChoosePaper #SayYesToPaper #RecycledPaper #EcoFriendlyChoice #PaperOrigins #BeyondTheMyth #BreakTheMyth**

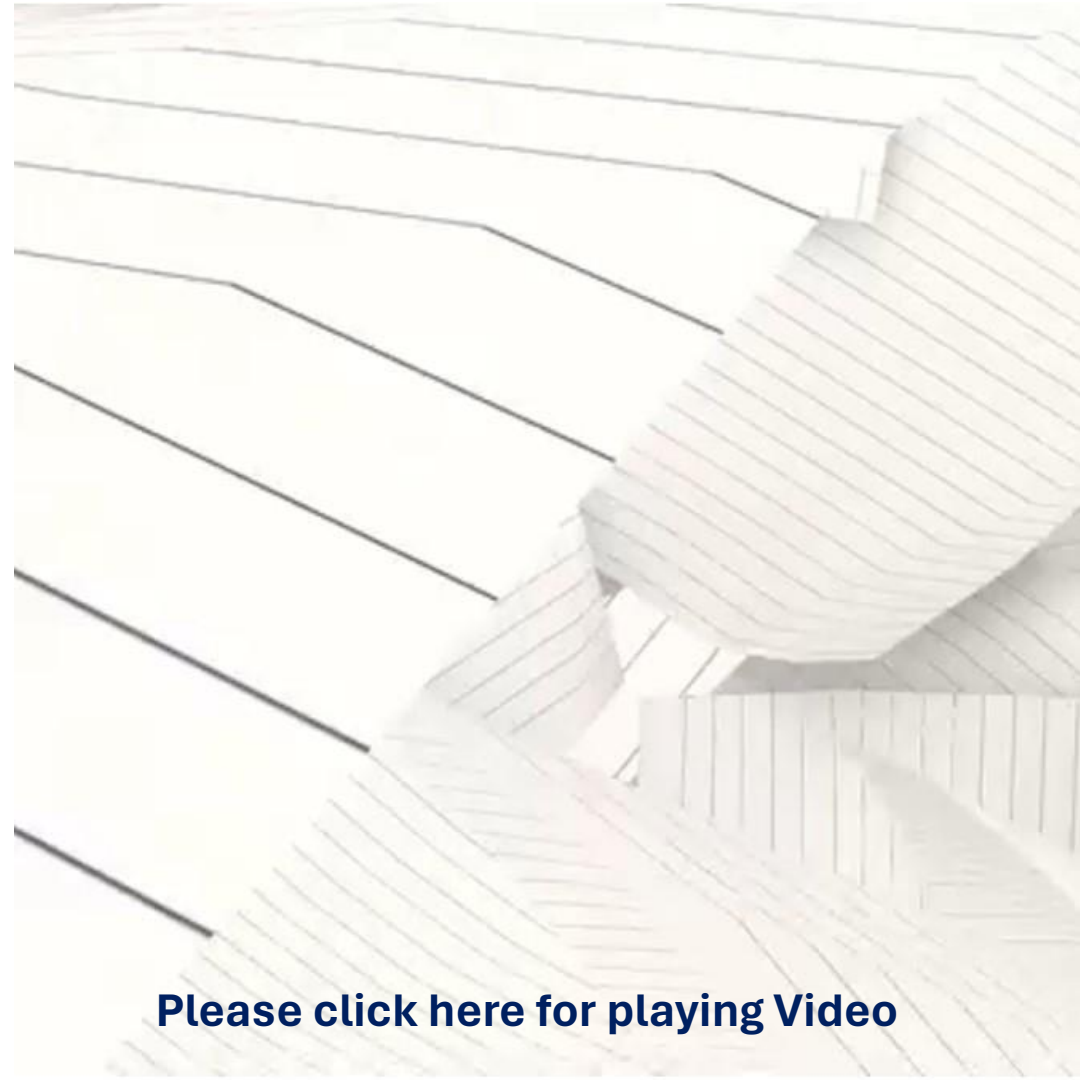
Post 13 - Video

Holi

May the festival of colors brighten your life with happiness, prosperity, and love. Wishing you a Happy Holi!

Fb Link :- <https://tinyurl.com/4tfjr55h>

[#HappyHoli](#) [#Holi2024](#) [#HoliVibes](#) [#FestivalOfColours](#) [#IPPTA](#)
[#Paper](#) [#PaperFacts](#) [#PaperStory](#) [#SustainableChoices](#)
[#PaperIsGreen](#) [#UsePaper](#) [#ChoosePaper](#) [#SayYesToPaper](#)
[#RecycledPaper](#) [#EcoFrienlyChoice](#) [#PaperOrigins](#)
[#BeyondTheMyth](#) [#BreakTheMyth](#)



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Post 14

Did you know? #PaperFacts

Fostering through paper, without compromising nature. Choosing paper means pledging to nurture forests and weaving a story of responsible forestry. Empower your choices with paper, committed to replenishing and not depleting.

Source :- <https://tinyurl.com/uefsvdda>

Fb Link :- <https://tinyurl.com/2scry45z>

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[#UsePaper](#) [#PaperStory](#) [#SustainableChoices](#) [#PaperIsGreen](#) [#ChoosePaper](#) [#SayYesToPaper](#) [#RecycledPaper](#) [#EcoFriendlyChoice](#) [#PaperOrigins](#) [#BeyondTheMyth](#) [#BreakTheMyth](#)



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Did You Know?

Paper production in India supports
responsible forestry,
replenishing **more trees**
than it harvests

#PaperFacts

Post 15

The Paper Story - Pulpwood Plantation

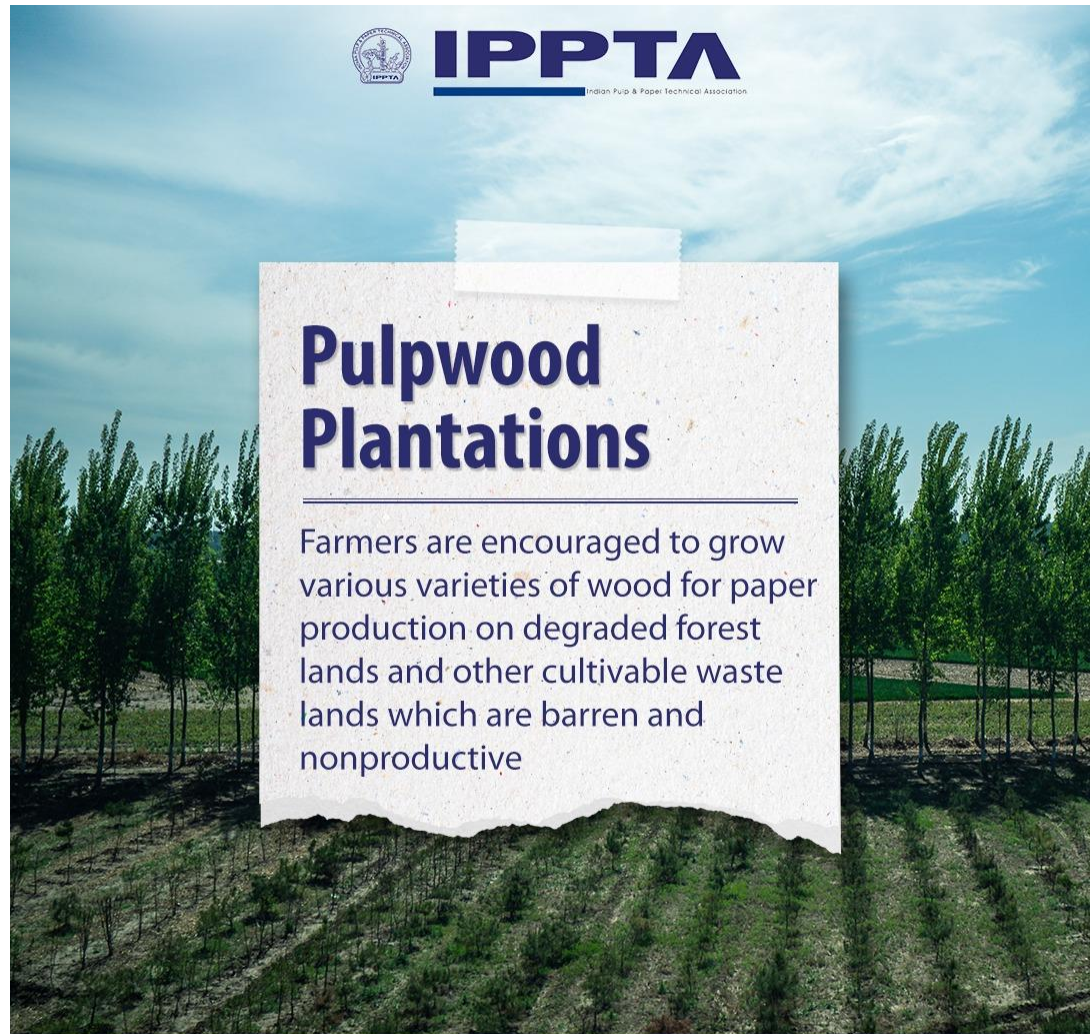
Transforming barren lands into thriving paper sources. Our farmers sow diverse wood varieties, breathing life into depleted lands by weaving a story of sustainable paper without harming forests.

Want to know more, Check the link in comment.

Source :- <https://tinyurl.com/4smba3um>

Fb Post :- <https://tinyurl.com/329kjepr>

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



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#ThePaperStory

Post - 16

Say yes to paper, it is recyclable

Join the paper revolution! Say yes to the Recyclable, Renewable & Remarkable joy that preserves our forest, turning every page into an eco-friendly journey.

Source :- <https://tinyurl.com/wyjaaha5>

Fb Link :- <https://tinyurl.com/bdfy2tfu>

[#IPPTA](#) [#Paper](#) [#Recycle](#) [#PaperRecycle](#) [#PaperFacts](#) [#SustainableChoices](#) [#PaperIsGreen](#) [#UsePaper](#) [#ChoosePaper](#) [#SayYesToPaper](#) [#EcoFriendlyChoice](#) [#PaperOrigins](#) [#BeyondTheMyth](#) [#BreakTheMyth](#)

SAY, YES TO PAPER

IT IS RECYCLABLE

Choose it and be part of
the cycle that keeps our environment smiling



#ChoosePaper