

Carousel Post - 1 More than just papermakers

The Indian paper industry goes beyond paper; it's a force for positive change! From promoting agroforestry to uplifting farmers, they are leading the way towards a greener and better future. Choose paper, choose sustainability!

Source :- <https://tinyurl.com/4sd8cyxx>

Fb Post :- <https://tinyurl.com/245xh6m9>

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

IPPTA
Indian Paper Industry
MORE THAN JUST PAPERMAKERS!
#ResponsibleSourcing >>>

IPPTA
Indian Paper Mills are actually "Wood-Positive!"
#ResponsibleSourcing >

IPPTA
They plant more trees than they harvest.
#ResponsibleSourcing >

IPPTA
The Indian Paper Industry leads the way in promoting agroforestry and uplifting farmers.
#ResponsibleSourcing >

IPPTA
Trees grown for paper emit tons of oxygen before they are harvested, benefiting the environment.
#ResponsibleSourcing >

IPPTA
From roots to pages, our journey is sustainable!
#ResponsibleSourcing >

Image 1 of 6



IPPTA
Indian Pulp & Paper Technical Association

Indian Paper Industry

**MORE THAN JUST
PAPERMAKERS!**

#ResponsibleSourcing





Image 2 of 6



Indian Paper Mills are actually
"Wood-Positive"!

#ResponsibleSourcing





Image 3 of 6



They **plant more trees** than
they harvest.

#ResponsibleSourcing





Image 4 of 6



The Indian Paper Industry leads the way in promoting **agroforestry** and **uplifting farmers**.

#ResponsibleSourcing





Image 5 of 6



Trees grown for paper emit **tons of oxygen** before they are harvested, **benefiting** the environment.



#ResponsibleSourcing



Image 6 of 6



From roots to pages,
our journey is **sustainable!**

#ResponsibleSourcing



Post - 2

Paper Packaging

Make a conscious choice for the planet. Choose sustainable packaging and pave the way for a more sustainable future.

Fb Post :- <https://tinyurl.com/27h4y79x>

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



IPPTA
Indian Pulp & Paper Technical Association

YOUR CHOICES MATTER!



By choosing
sustainable packaging,
you are shaping a better future

[#SustainablePackaging](#)

Post - 3

Q & A

Are trees primarily cut down for the paper industry? Join the debate and share your thoughts on this common misconception!

Fb Post :- <https://tinyurl.com/2p8b3fxb>

[#IPPTA](#) [#Paper](#) [#ChoosePaper](#) [#PaperFacts](#)
[#PaperStory](#) [#SustainableChoices](#) [#PaperIsGreen](#)
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[#EcoFriendlyChoice](#) [#PaperOrigins](#)



**TREES ARE PRIMARILY CUT DOWN
FOR THE PAPER INDUSTRY**

True OR False

Post - 4

07th April - Video - World Health Day

Writing down your thoughts on paper can be a powerful tool for processing emotions and reducing stress.
#WorldHealthDay

#HealthDay #MentalHealth
#WritingForHealing #Paper
#IPPTA



Post - 5

09th April - Paper jaroori hai

While digital tools are valuable, they aren't accessible to everyone. Paper remains essential for education, bridging the gap for children without internet access.

<https://www.indiatoday.in/education-today/news/story/60-students-do-not-have-internet-access-1876720-2021-11-14>

#PaperNecessity
#IPPTA #ChoosePaper
#PaperIsEssential



IPPTA
Indian Paper & Paper Technical Association

paper jaroori hai



**Because more than 50% of school going children
in India don't have internet access**

#ThePowerOfPaper

Post - 6

11th April - Eid

Eid Mubarak to you and your loved ones! May this blessed day be filled with abundant happiness, inner peace, and cherished moments of togetherness.

#EidMubarak #Eid #Eid2024
#IPPTA

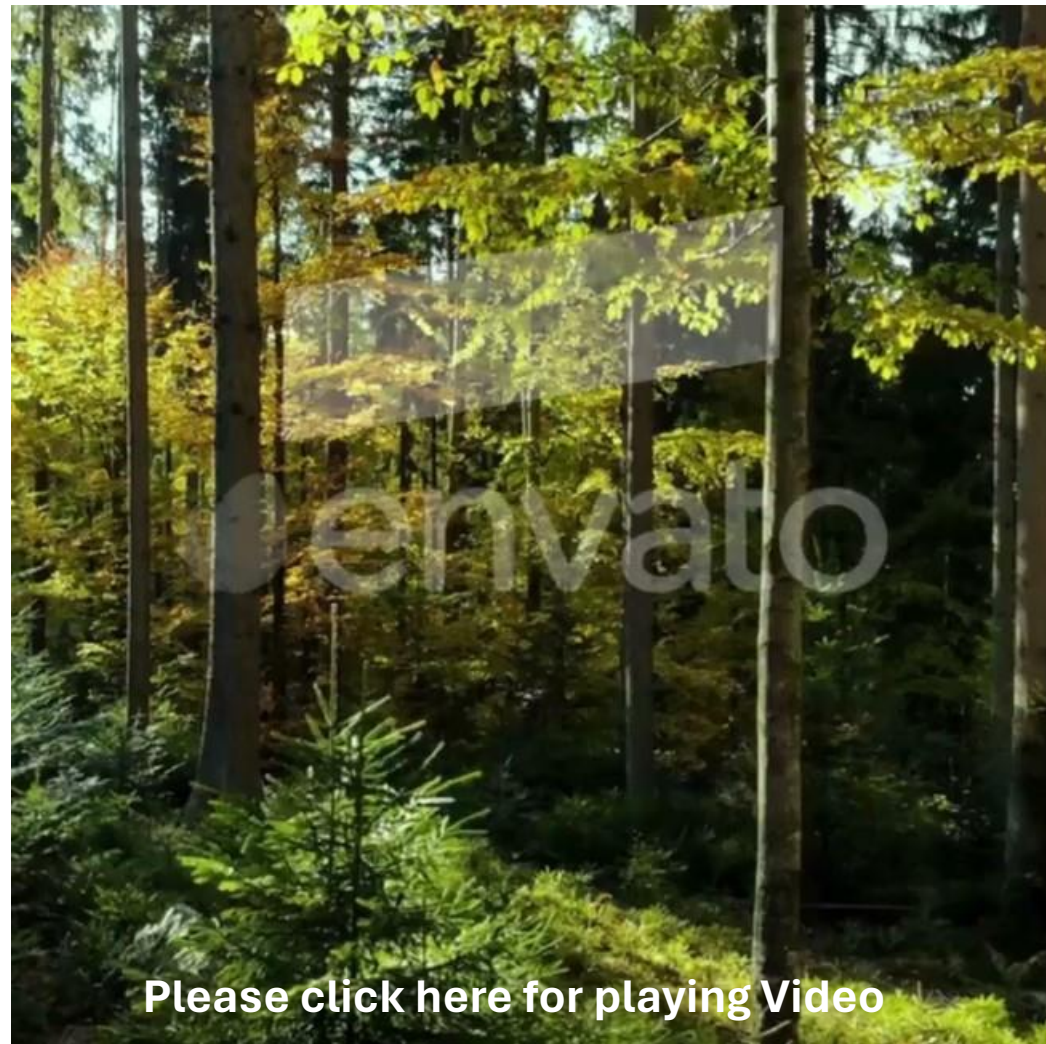


Post - 7

13th April - Video - Debunking paper myth

Don't fall for the myth that trees are solely for paper. Trees are harvested for a myriad of purposes, ranging from construction to household uses, art industry, and even sports equipment. #DebunkTheMyth

#PaperFacts #PaperTruths
#Paper #IPPTA



Post - 8

15th April - Paper Hacks

From cleaning to organizing, paper offers endless solutions for everyday tasks. Embrace the simplicity and effectiveness of paper in your daily routine!

#PaperPower

#EverydayEssentials

#PaperNecessity

#IPPTA #ChoosePaper

#PaperIsEssential



How Paper Supports Us In Daily Life!



Using
Old Newspapers
To Clean Windows & Mirrors
Works Better Than A Cloth
For Preventing Streaks

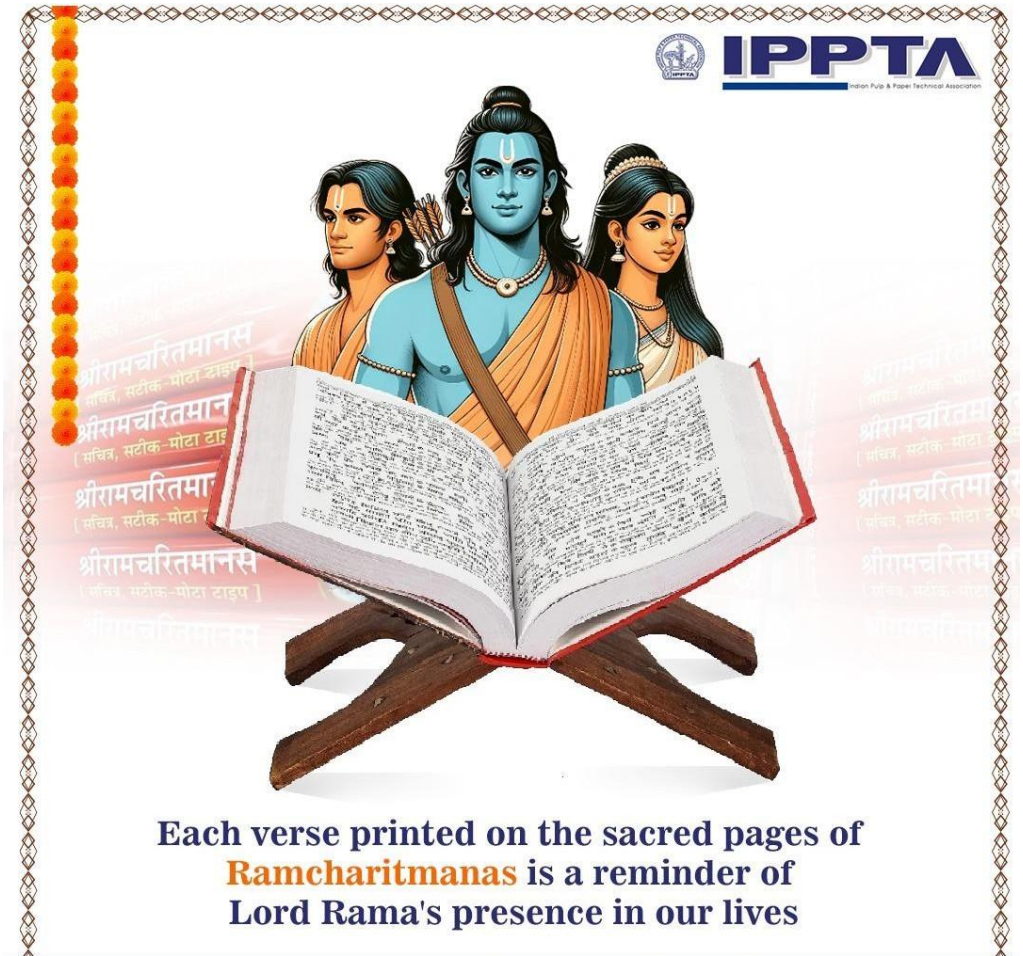
#PaperHacks

Post - 9

17th Apr - Ramnavami

May the verses of Ramcharitmanas always remind us of Lord Rama's divine presence and guide us on the path of righteousness. Wishing you a blessed Ram Navami filled with love, peace, and prosperity.
#HappyRamNavami

#RamNavami #LordRam #Ram
#IPPTA



Each verse printed on the sacred pages of
Ramcharitmanas is a reminder of
Lord Rama's presence in our lives

#HappyRamNavami

Post - 10

18th Apr - Carousel Post - The Sustainable Origins of Paper

Paper with purpose! Sourced from recycled materials, agro-residues and social farming, every sheet of paper reflects a commitment to the planet. Choose paper, choose sustainability!

<https://forestcocertification.com/products/paper-pulp-fsc-certified-paper-fsc-certification-labels-packaging-fs-c-certified-paper-suppliers/>

#SustainablePaper #ChoosePaper #GreenFuture #ChooseSustainability #IPPTA



The Sustainable Origins of Paper



#PaperIsGreen



01

Raw material for paper production in India is sourced from **social farming**.



#PaperIsGreen



02

Paper production in India embraces eco-friendly practices by **utilizing agro-residues**.



#PaperIsGreen



03

More than 75% of the paper consumed in India is sourced from **recycled paper**.



#PaperIsGreen



Embrace the power of paper and keep using it.



#PaperIsGreen

Image 1 of 5



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The Sustainable Origins of Paper



[#PaperIsGreen](#)

Image 2 of 5



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01

Raw material for paper production in India is sourced from **social farming**.



[#PaperIsGreen](#)

Image 3 of 5



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02

Paper production in India embraces eco-friendly practices by **utilizing agro-residues.**



#PaperIsGreen

Image 4 of 5



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03

More than 75% of the paper consumed in India is sourced from **recycled paper**.



[#PaperIsGreen](#)

Image 5 of 5



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Embrace the power of paper and
keep using it.



#PaperIsGreen

20th April - Switch to Sustainable Lifestyle

Make the sustainable switch today and choose paper straws! Sip responsibly and help keep our planet healthy.

#IPPTA #SustainableLiving
#ChoosePaper
#PaperForThePlanet

The Sustainable Sip That Keeps Our Planet Healthy



Switch to Paper Straw

Post - 12

22nd April - Video - World Earth Day

Plastic pollution poses a grave threat to our planet. Together, let's take a stand against single use plastics and switch to sustainable alternatives.

#WorldEarthDay

#PlanetVsPlastics

##SustainableFuture #Paper

#IPPTA



Please click here for playing Video

Post - 13


23rd April - Paper Story

Biodegradable by nature, paper sourced from organic materials returns to the earth harmlessly, completing its lifecycle.

Choose paper for a greener future!

<https://ecofreek.com/biodegradable/is-paper-biodegradable/>

#IPPTA #Paper
#SustainableChoices #UsePaper
#Biodegradable #PaperIsGreen
#BiodegradablePaper
#SustainableLiving



Biodegradable

Paper is biodegradable because it is made from organic materials, such as wood pulp or agro-residues, which decompose naturally over time, ultimately returning to the earth without causing harm.

#ThePaperStory

The image features a central white paper card with a torn bottom edge, placed on a mound of dark soil with two small green seedlings. The background is a soft-focus forest scene. At the top left of the card is the IPPTA logo, and at the top right is the text 'IPPTA Indian Pulp & Paper Technical Association'. The word 'Biodegradable' is written in large, bold, blue letters on the card. Below it, a paragraph explains that paper is biodegradable because it is made from organic materials like wood pulp or agro-residues, which decompose naturally over time, returning to the earth without causing harm. At the bottom of the card, the hashtag #ThePaperStory is displayed.

Post - 14

25th Apr - Q & A

Which option aligns better with our planet's health? Join the conversation and share your thoughts on the biodegradability of paper versus plastic.

#IPPTA #Paper #PaperVsPlastic
#Biodegradable
#Biodegradability



Plastic VS Paper

**WHEN CONSIDERING BIODEGRADABILITY,
WHICH IS THE BETTER CHOICE?**

27th April - Carousel Post - The Green Journey of Paper

Through responsible sourcing and utilization of renewable resources, the Indian paper industry strives for resource efficiency in every aspect of production. #SustainableJourney

<https://papermart.in/paper-industry-growth-sustainability-through-green-technologies/>

#IPPTA, #ChoosePaper #UsePaper #Paper #KnowYourPaper



The Green Journey of Paper

#KnowYourPaper



Responsible Sourcing



The focus is on **agroforestry** - which is using wood from sustainably managed forests through responsible forestry practices.

#KnowYourPaper



Renewable Resources

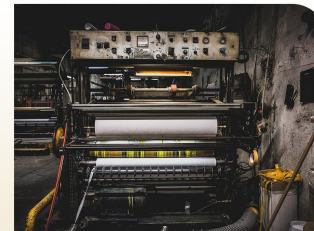


The focus is on **alternative raw materials** - which use agricultural residues like bagasse, wheat, rice straw, etc, and recycled fiber in paper production.

#KnowYourPaper

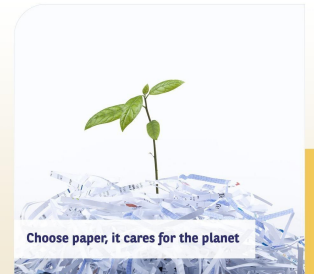


Resource Efficiency



The focus is on being **energy efficient** - which is all about resource optimization in paper production through water conservation, energy efficiency, and reduced chemical usage.

#KnowYourPaper



Choose paper, it cares for the planet

#KnowYourPaper

Image 1 of 5



The Green Journey of Paper

#KnowYourPaper

Image 2 of 5

Responsible Sourcing



The focus is on **agroforestry** - which is using wood from sustainably managed forests through responsible forestry practices.

#KnowYourPaper

Image 3 of 5

Renewable Resources



The focus is on **alternative raw materials** - which use agricultural residues like bagasse, wheat, rice straw, etc, and recycled fiber in paper production.

#KnowYourPaper

Image 4 of 5

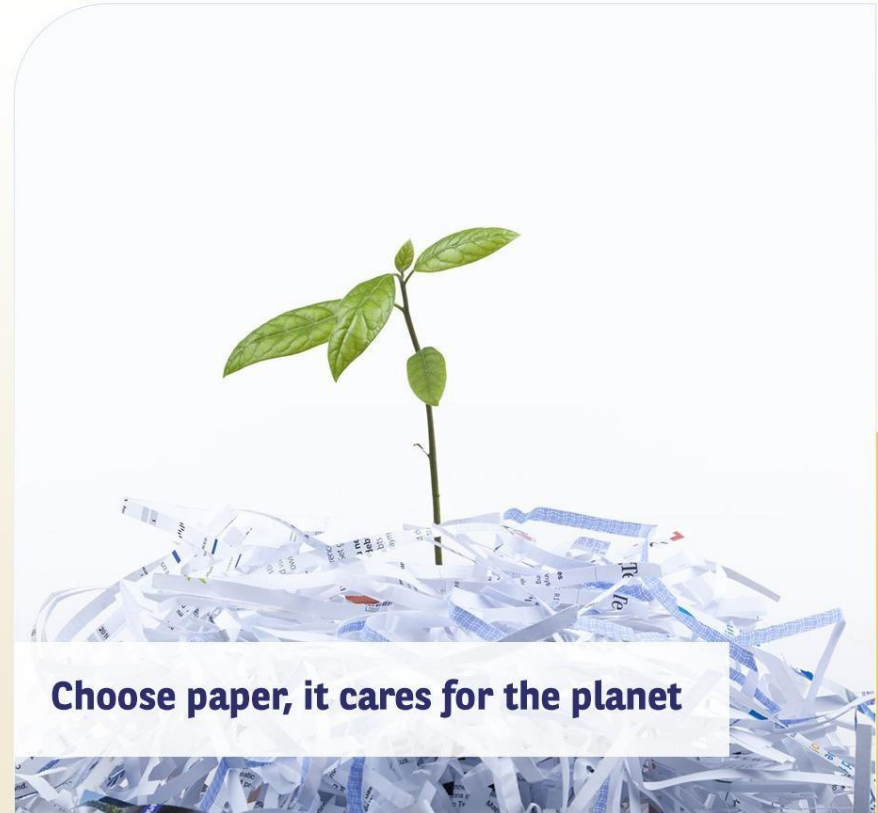
Resource Efficiency



The focus is on being **energy efficient** - which is all about resource optimization in paper production through water conservation, energy efficiency, and reduced chemical usage.

#KnowYourPaper

Image 5 of 5



Choose paper, it cares for the planet

#KnowYourPaper

Post - 16

28th Apr - Do you know

Indian paper industries are redefining the industry standard by prioritizing sustainable forestry and planting trees to preserve our planet's natural resources.

<https://timesofindia.indiatimes.com/business/india-business/indian-paper-industry-is-expected-to-continue-growth-momentum/articleshow/94326048.cms>

#UsePaper #ChoosePaper
#IPPTA #Paper
#SustainableChoices



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Do You Know?

Increasing number of paper mills are today actually **planting more trees than they harvest**, promoting sustainable forestry practices.

#PaperFacts

Post - 17

30th April - Video - Paper vs Plastic

When it comes to paper vs. plastic, paper stands as the Earth-friendly alternative. Let's make the conscious choice and opt for paper products to reduce our environmental footprint.

#ChoosePaper

#SustainableLiving

#PaperVsPlastic

#ChooseSustainability

#EarthFriendly #Paper #IPPTA

