

1st May - Labour Day 1/10

Each sheet of paper produced involve dedicated efforts of the men and women working in diverse areas of paper making i.e. from raw material plantation to finished product. IPPTA salutes these incredible workforce of Indian Paper Industry for their efforts to make it environmentally sustainable and globally competitive

Fb Link:- <https://shorturl.at/YvrSK>



#HappyInternationalWorkersDay
#InternationalWorkersDay #WorldLabourDay
#LabourDay



A tribute to the champions of hard work and dedication

03rd May - Benefit of paper recycle 2/10

Recycling paper not only reduces waste but also conserves precious natural resources like energy and water. Let's make a difference by opting for sustainable practices.

Fb link:-

<https://shorturl.at/oHFgi>

Source :- <https://spentopapers.com/.../analyse-the-paper-recycling...>

**#IPPTA #RecyclePaper
#SustainableLiving #IPPTA
#PaperRecycling**



IPPTA
Indian Pulp & Paper Technical Association



GREEN BENEFITS OF PAPER RECYCLING

Save Energy and Water

Any new product when manufactured uses a lot of natural resources. Recycling helps in saving upto 70% of our natural resources



#RecyclePaper

5th May - Why Paper Matters 3/10

Stressed? Anxious? Try picking up a pen and journaling on paper. Research suggests it's a powerful tool for alleviating stress and anxiety.

Fb Link:-

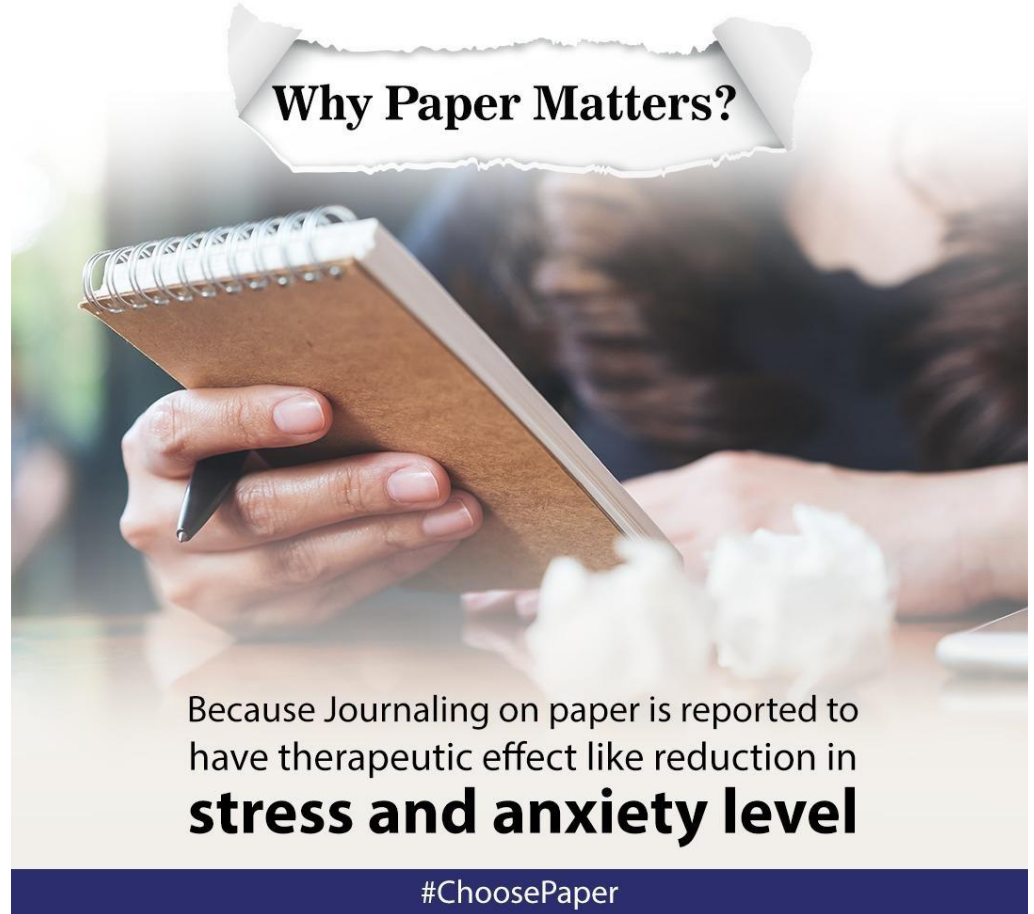
<https://shorturl.at/aSHcQ>

Source:-

<https://www.hindustantimes.com/lifestyle/health/from-stress-relief-to-personal-growth-science-backed-benefits-of-journaling-for-mental-health-101674975629556.html>

#PaperMatters #PaperTherapy #StressRelief
#AnxietyReduction #PaperPower #PaperHealing
#EverydayEssentials #PaperNecessity

Why Paper Matters?



Because Journaling on paper is reported to have therapeutic effect like reduction in **stress and anxiety level**

#ChoosePaper

07th May - Debunking Paper Myth - Part – 2 1/4

Paper is sourced from a variety of sustainable materials, including agricultural residues, wood from social forestry initiatives, and recycled paper. Let's debunk misconceptions and embrace sustainable paper choices for a greener future!

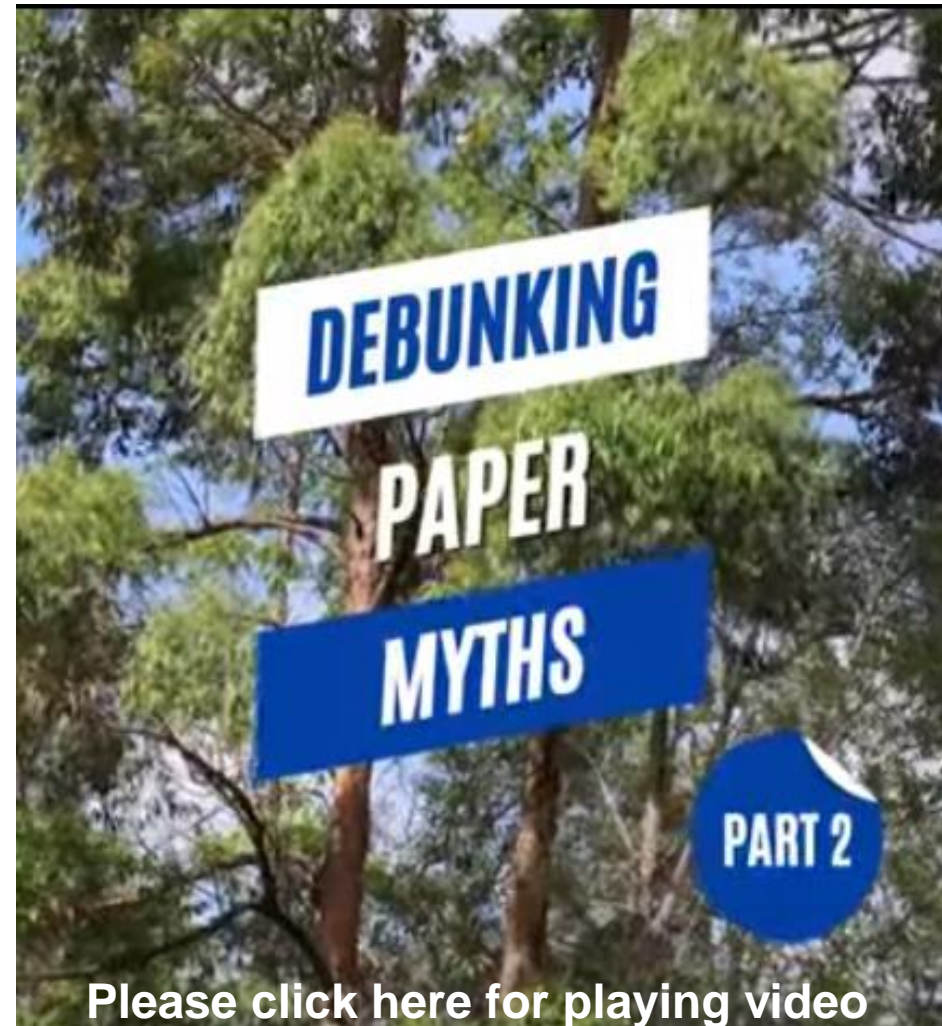
Fb Link :-

<https://shorturl.at/QCr0n>

Source:-

https://ippta.co/.../2021_Issue_2_IPPTA_Article_19-P-83...

#PaperFacts #PaperMyth
#SustainableSourcing #IPPTA
#SustainableLiving #ChoosePaper
#Paper #PaperForThePlanet



9th May - Q & A 4/10

Which do you believe is the greener choice?
Share your thoughts in the comment box and join
the conversation! #EcoFriendlyChoices

Fb Link :-

<https://shorturl.at/EuPG1>

#IPPTA #SustainableLiving #ChoosePaper
#PaperBags #PaperForThePlanet
#PlasticBags



11th May - National Technology Day 1/3

On #NationalTechnologyDay, we celebrate innovation and progress in the Indian Paper Industry. With efficient wastewater treatment, efficient boilers and energy-saving measures, Indian paper mills are leading the charge for eco-friendly production.

Fb Link :-

<https://shorturl.at/ZSrrN>

Source :-

<https://indianprinterpublisher.com/blog/2023/07/paper-industry-growth/>



The Indian Paper Industry's Commitment to Eco-Friendly Production



#NationalTechnologyDay

IPPTA :




Efficient Wastewater Treatment

With advanced wastewater treatment systems, Indian paper mills ensure that every drop of water is treated responsibly




#NationalTechnologyDay

#Inno



State-of-the-Art Boilers



Leading Indian paper mills are significantly enhancing their operational efficiency and energy generation through the use of modern, high-efficiency boilers

#NationalTechnologyDay

Techno



Choose Paper!

Be Part of A Sustainable Future



#NationalTechnologyDay

Image 1 of 4

The Indian Paper Industry's Commitment to Eco-Friendly Production



#NationalTechnologyDay

Image 2 of 4

Efficient Wastewater Treatment

With advanced wastewater treatment systems, Indian paper mills ensure that every drop of water is treated responsibly



Image 3 of 4



State-of-the-Art Boilers

Leading Indian paper mills are significantly enhancing their operational efficiency and energy generation through the use of modern, high-efficiency boilers



#NationalTechnologyDay

Image 4 of 4



Choose Paper!

**Be Part of A
Sustainable Future**



#NationalTechnologyDay

12th May - Mother's Day

2/4

Today, we celebrate the unbreakable bond between mother & child, and a love that blossoms from the very beginning and endures through every stage of life. Happy Mother's Day to all the moms who make our world a more beautiful place!

Fb Link :-

<https://shorturl.at/LJC5c>

#IPPTA #MothersDay #NewsPaper
#Paper #SustainableLiving
#ChoosePaper



Handcrafted Love

Please click here for playing video

14th May - Paper Story 5/10

With sustainable practices at the forefront, the Indian paper industry is not just conserving trees; it's actively growing them.

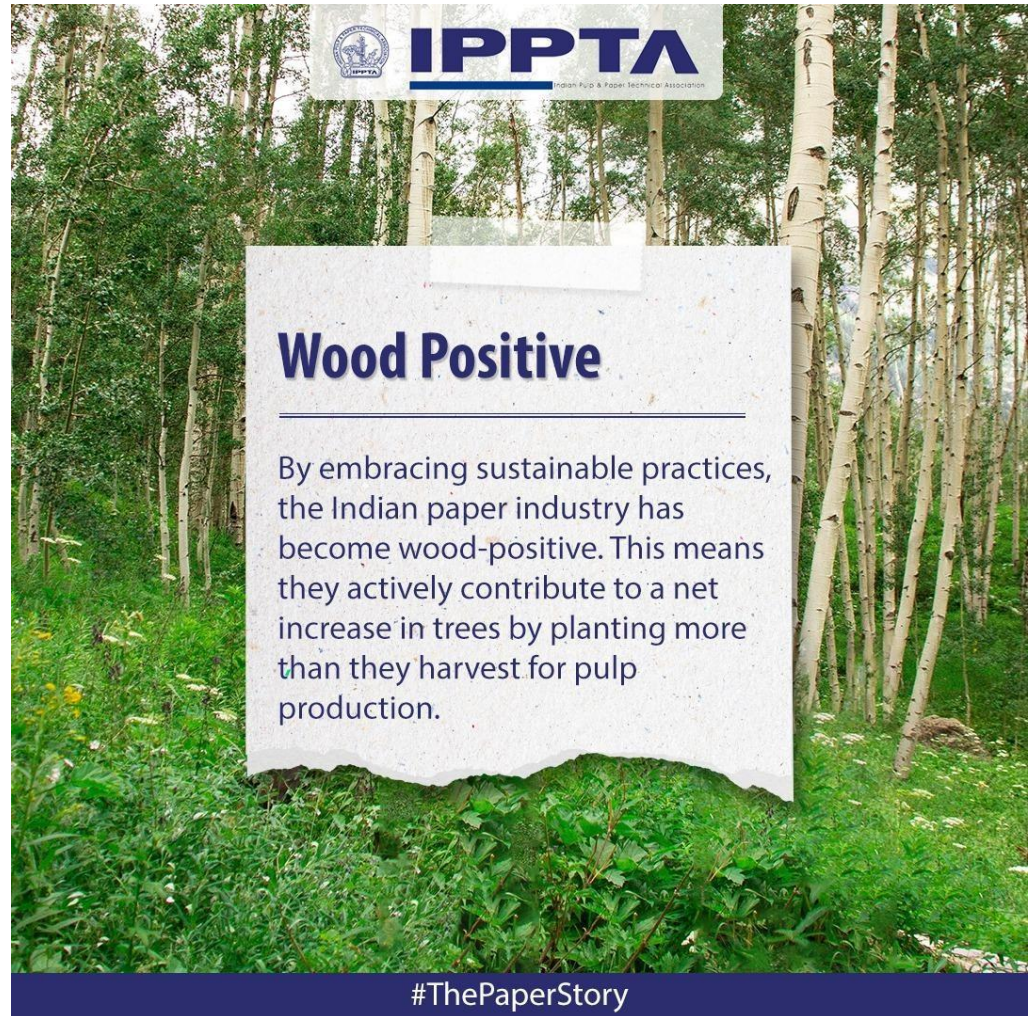
Fb link :-

<https://shorturl.at/pWdKt>

Source :-

<https://economictimes.indiatimes.com/industry/india-goods/svs/paper/-wood/-glass/-plastic/-marbles/paper-industry-cuts-water-usage-by-80pc-invests-rs-25k-cr-in-sustainable-processes-ipma/articleshow/102077745.cms?from=mdr>

#IPPTA #WoodPositive #Paper
#SustainableChoices #UsePaper #PaperIsGreen
#SustainableLiving #SustainablePaper



15th May - International Day of Family 6/10

As we celebrate #InternationalDayofFamily, let's embrace the magic of paper and cherish the time spent together, making memories that will last a lifetime.

Fb Link :-

<https://shorturl.at/ChI5f>



#InternationalDayofFamily
#IPPTA #SustainableLiving
#ChoosePaper
#PaperForThePlanet



Let's take a moment to celebrate the cherished bond that unites us all

#InternationalDayofFamily

17th May - World Hypertension Day 7/10

Take a break from the chaos and pick up a book! Research suggests that indulging in just 30 minutes of reading can lead to lower blood pressure and reduced stress levels. #WorldHypertensionDay


Fb link :-


<https://shorturl.at/FnITt>

Source:-

<https://shorturl.at/s0lka>

#IPPTA #SustainableLiving
#ChoosePaper #PaperBags
#PaperForThePlanet

A man with grey hair and glasses, wearing a light blue button-down shirt and blue jeans, is sitting cross-legged on a white sofa. He is holding an open book with a red cover and is looking down at it. The background is a simple, modern interior with a white wall and a small potted plant on a wooden table to the left. A pink patterned pillow is visible on the right side of the sofa.

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Looking for ways to
manage stress & hypertension?

**Consider adding
reading to your routine**

#WorldHypertensionDay

19th May - Paper Truth 2/3

Say goodbye to outdated campaigns! Make way for the truth, only 18% of paper production comes from wood and it is sourced through social forestry. It's time to move beyond slogans and opt for sustainable paper choices.

Fb Link :- <https://shorturl.at/tqnyU>

Source:-

<https://thepulpanpaperimes.com/news/my-knowledge/newsprint-pulp-and-waste-974>

#SustainablePaper #PaperTruth #IPPTA #Paper #ChoosePaper





Feeling **bamboozled** by those "Save Paper, Save Trees" campaigns?



It is as outdated as Fax Machine

#PaperTruth





75% of total paper production is sourced from **recycled paper** and 7% comes from **agro-residues**

#PaperTruth



While wood accounts for only **18%** of paper today, and it is sourced through **social forestry** programs.



#PaperTruth



Let's move beyond slogans and embrace the truth



Choose Paper and stand for sustainability!

#PaperTruth

Image 1 of 4

Feeling **bamboozled** by those
"Save Paper, Save Trees"
campaigns?



It is as outdated as **Fax Machine**

#PaperTruth



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Image 2 of 4



75% of total paper production is sourced from **recycled paper** and **7%** comes from **agro-residues**

#PaperTruth

Image 3 of 4

While wood accounts for only **18%** of paper today, and it is sourced through **social forestry** programs.



#PaperTruth

Image 4 of 4

Let's move beyond slogans
and embrace the truth



Choose Paper and stand for sustainability!

#PaperTruth

21st May - International Tea Day 3/4

It's #InternationalTeaDay! Steaming cuppa + newspaper = perfect morning duo. What's your favorite way to enjoy a cup of tea?

FB Link :-

<https://shorturl.at/SbKtQ>

#IPPTA #TeaDay #NewsPaper
#Paper #SustainableLiving
#ChoosePaper



23rd May - Q & A 8/10

Join the discussion and share your thoughts on the Paper Records vs Digital Archives debate! Which side are you on? Let us know in the comment box.

#IPPTA #SustainableLiving
#ChoosePaper #DigitalArchives
#PaperRecords #PaperRecords



Digital Archives VS Paper Records

**WHEN IT COMES TO PRESERVING DOCUMENTS,
WHAT DO YOU PREFER?**

24th May - Paper jaroori hai 9/10

In this digital era, paper still is indispensable. There are tasks that simply can't be replicated digitally. For e.g, Gift packaging / wrapping.

#PaperNecessity #IPPTA
#ChoosePaper
#PaperIsEssential
#ThePowerofPaper
#PaperJarooriHai



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paper jaroori hai



Because you can't wrap a gift in an email

#ThePowerOfPaper

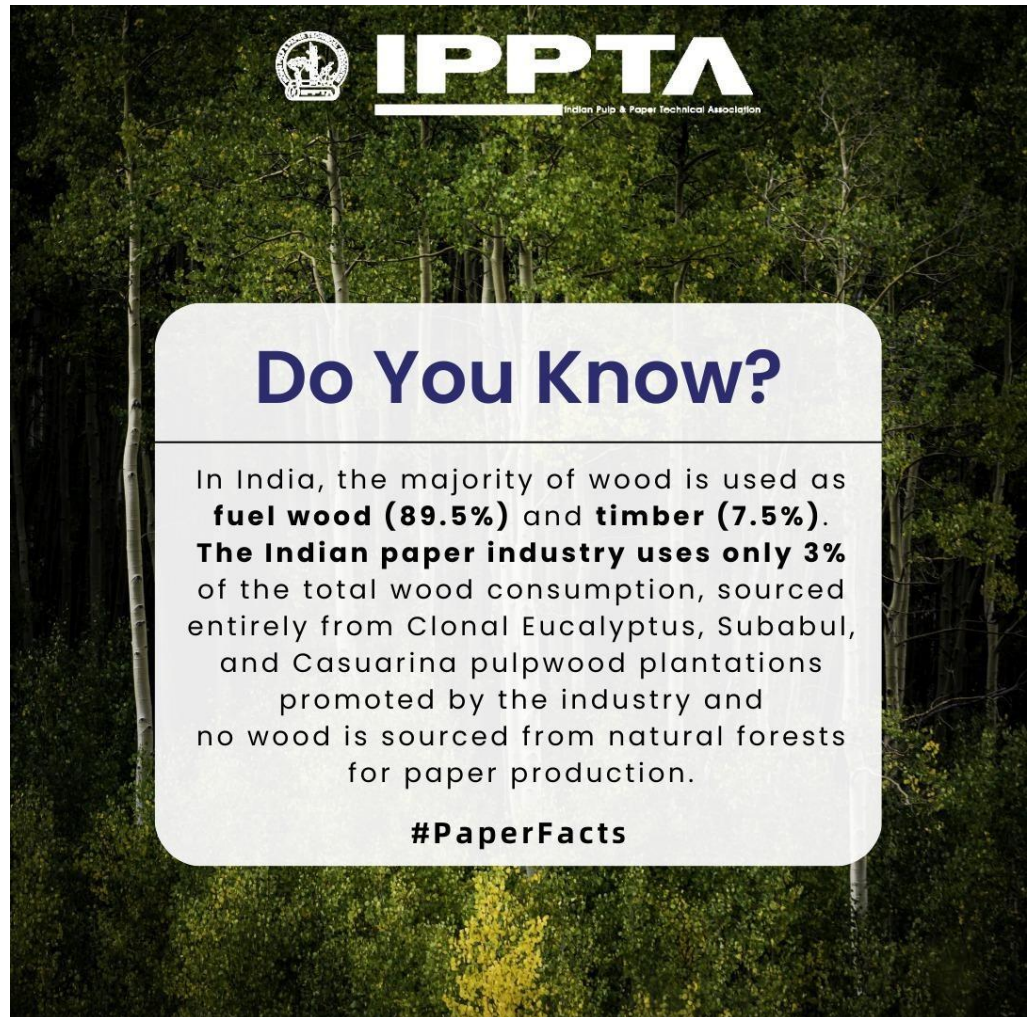
26th May - Do you know? 10/10

The Indian paper industry is a leader in sustainability. With only 3% wood consumption and all sourced from social forestry, you can feel good about using paper.

Source:-

<https://ipmaindia.org/wp-content/uploads/2022/05/Myths-versus-Realities.pdf>

#IPPTA #SustainableLiving
#ChoosePaper #Paper
#PaperFacts #PaperIsGreen
#PaperForThePlanet



The image features the IPPTA logo at the top center, which includes a circular emblem with a tree and the text 'IPPTA Indian Pulp & Paper Technical Association'. Below the logo, the text 'Do You Know?' is written in a large, bold, blue font. Underneath this, a paragraph of text provides facts about wood consumption in India. At the bottom of the white text box, the hashtag '#PaperFacts' is displayed in bold black font. The background of the entire graphic is a lush green forest with tall trees.

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Do You Know?

In India, the majority of wood is used as **fuel wood (89.5%)** and **timber (7.5%)**. **The Indian paper industry uses only 3%** of the total wood consumption, sourced entirely from Clonal Eucalyptus, Subabul, and Casuarina pulpwood plantations promoted by the industry and no wood is sourced from natural forests for paper production.

#PaperFacts

28th May - Timeless Paper 3/3

Discover the enduring power of paper in our lives! Share your own #TimelessPaper story and celebrate the simple magic of paper.

#SustainablePaper #IPPTA #Paper #ChoosePaper #PowerOfPaper #PaperIsGreen #PaperIsSustainable

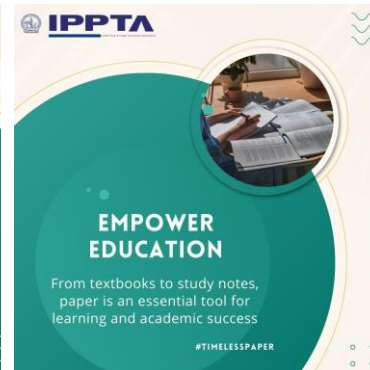


Image 1 of 5



Image 2 of 5



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PRESERVE PRECIOUS MEMORIES

Capture life's most treasured moments,
ensuring they are preserved for
generations to come

#TIMELESSPAPER



Image 3 of 5



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JOURNEY BEYOND BORDERS

From passports to boarding passes,
paper is a key part of
every global journey

#TIMELESSPAPER







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Image 4 of 5



EMPOWER EDUCATION

From textbooks to study notes,
paper is an essential tool for
learning and academic success

#TIMELESSPAPER



Image 5 of 5



30th May - Paper Vs Plastic - Part – 2 4/4

Paper is biodegradable and decomposes naturally, making it a sustainable option. Embrace the eco-friendly choice and celebrate the benefits of paper.

Source:-

<https://www.packmile.com/insights/why-choose-paper-packaging-over-plastic-packaging/>

#IPPTA #SustainableLiving
#ChoosePaper #Paper
#PaperForThePlanet
#PaperVsPlastic

