



LEAD *Action* NEWS

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Article 6

Research and Awareness Program on Lead in Paint, Lead Week of Action Event 2017, India

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**Celebrating 5 Years of the
WHO Lead Week of Action**



Research and Awareness Program on Lead in Paint, Lead Week of Action Event 2017, India



Toxics Link

Written by: Dr. Prashant Rajankar, Toxics Link

Toxics Link (www.toxicslink.org) is an environmental organization working on chemicals safety and waste management issues. The organization has initiated the issue of lead in paint in 2006 and published its first research report in 2007, which observed very high amount of lead in decorative paints. Keeping lead hazards and policy gaps in mind the organization then started a campaign to eliminate lead from paints in India. The organization published a series of reports (2007-2017) and information materials were developed to support the campaign. As well as pushed the policy makers to take appropriate actions.

Due to the consistent efforts by Toxics Link, the Bureau of Indian Standards revised the standards for lead in decorative paints to 90 ppm in 2013. Similarly the Ministry of Environment Forest and Climate Change, Govt of India has issued gazette notification for lead in paint in November 2016 “Regulation of Lead Contents in Household and Decorative Paints Rules, 2016” which was enforced from November 2017. Toxics Link has played a pivotal role in lead in paint regulation in India; however there was delay in issuing the guideline for testing of the paint samples. In this context Toxics Link tested some enamel paint samples and released the research report during the lead prevention week to create awareness among the policy makers and general public for better implementation of new rule. This report was covered by some mainstream media and coincidentally the Govt. of India issued testing guidelines for paints to supplement the regulation soon after the report was released.

Along with this a radio talk show in Apna Radio 96.9 FM (A community radio of the Indian Institute of Mass Communication, Ministry of Information and Broadcasting, Govt. of India) was also organized on 12/10/2017 before ‘Dipawali’ as it is an important Hindu festival and people use to decorate/paint their houses. So keeping that in mind the talk



show was organized to spread mass awareness on the harmful impacts of lead and new rule on lead in paints in the country.



Radio talk show on lead in paint issue

Media Coverage:

1. <http://www.hindustantimes.com/environment/if-your-paint-label-doesn-t-say-lead-less-than-90-ppm-don-t-buy-it/story-agL3ICozFbenZct1y2afDI.html>
2. <https://timesofindia.indiatimes.com/city/delhi/over-73-of-paints-found-to-have-excessive-lead-study/articleshow/61327095.cms>
3. <http://www.timesnownews.com/health/article/should-you-be-concerned-about-lead-paint-in-your-home-over-73-of-house-paints-found-to-be-unsafe/115580>
4. <https://youtu.be/dacSeQYyLI4>

Report Link: <http://toxicslink.org/?q=content/toxic-paints-report-lead-paint>
