



COTEMPORARY KERALA

MODULE-3  
PLACHIMADA ISSUE

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# PLACHIMADA

- ❖ *Plachimada* village in the remote area of *chittoor taluk* in *the palakkad* district of kerala.
- ❖ Their struggle was for the reclamation of their basic right for drinking water .
- ❖ They against the large scale destruction of groundwater of plachimada village by the multi-national corporation, the coca cola.



- ❖ The palakkad district in general is a drought prone rain shadow area of the western ghats.
- ❖ The people of the plachimada village is mainly comprised of Dalits and Tribal communitie.
- ❖ The Hindustan coca cola company set up a bottling plant in 2000,occupying an area of 34 acres of arable land.
- ❖ Socially and economically backward region, an agricultural but a drought prone area it resulted serious implication to life and environment.



- Cadmium, lead and chromium was given to the farmers as fertilizer by the company.
- The toxic sludge of the waste from the plant, containing higher than the normal levels of heavy metals.



- The people of Plachimada face more problems.
- There are salinity and hardness of water rose in the open wells and shallow bore-wells and extremely unpleasant strong bitter taste was felt in the drinking water .
- They used water from their wells to made variety of illness – burning sensation in the skin of the face ,greasy sticky hair, stomach disorders and skin deformities.
- The agricultural produce began decline



- ❑ MAYILAMMA ,indian social activist,a tribal woman.
- ❑ She organized the local people,mainly of dalits and tribals against the inhuman activities of multinational company.
- ❑ Plachimada struggle began to attract the attention of the people outside the village.
- ❑ The problem of pollution due to solid wastes in plachimada came to the international attention through the BBC report on plachimada in july 2003.



- ❖ The national and international pressure was mounting against the Plachimada plant.
- ❖ It also directed cocacola company to close their plant until it compiles with the provisions of waste management rules.
- ❖ The Perumatty panchayat passed a resolution refusing to renew the license given to the coca cola bottling plant at plachimada.
- ❖ It is a small section of local people of a remote village in order to protect basic human rights.



- ❖ The participants of the struggle are aware of the fact that they are fighting against a multinational giant.
- ❖ The Kerala ground water act of 2005 as declared the entire Chittoor taluk as a notified area.
- ❖ The plachimada struggle solidarity committee has reinstated their demands in their meeting held on 5/01/2010.





# CONCLUSION

- Plachimada struggle has etched for itself a unique place amongst the issue based democratic struggle in the country
- The struggle of a handful of adivasis and dalits in front of the coca cola plant was successful.
- Jurisdictional division of power between the local and state government and the legal duty of the state to protect.



THANK YOU

