



IN THE HIGH COURT OF KERALA AT ERNAKULAM

PRESENT

THE HONOURABLE THE CHIEF JUSTICE MR. SOUMEN SEN

&

THE HONOURABLE MR. JUSTICE SYAM KUMAR V.M.

WEDNESDAY, THE 1ST DAY OF APRIL 2026 / 11TH CHAITHRA, 1948

WP(PIL) NO. 80 OF 2026

PETITIONER/S:

HUMAN RIGHTS FOUNDATIONS
AGED 42 YEARS
REPRESENTED BY ITS SECRETARY, ADV BINI KRISHAN, KERALA
STATE COMMITTEE, CALICUT COLLEGE BUILDING, ASIKA HILLS, NEAR
IMA BLOOD BANK, THODUPUZHA, IDUKKI DISTRICT, KERALA, PIN -
673112

BY ADVS.
SRI.C.R.SIVAKUMAR
SMT.ANJALI C.
SMT.SUBHAJA P.
SMT.NISHA MATHEW
SMT.S.SOORYA GAYATHRY

RESPONDENT/S:

- 1 STATE OF KERALA
REPRESENTED BY THE CHIEF SECRETARY GOVERNMENT OF KERALA,
NORTH SANDWICH BLOCK, SECRETARIAT, THIRUVANANTHAPURAM,
PIN - 682031
- 2 ADDITIONAL CHIEF SECRETARY
LOCAL SELF GOVT DEPARTMENT, GOVERNMENT OF KERALA, 4TH
FLOOR, SECRETARIAT ANNEXE, THIRUVANANTHAPURAM, PIN - 695001
- 3 THE SECRETARY
DEPARTMENT OF INFORMATION AND PUBLIC RELATION,
GOVERNMENT OF KERALA, ROOM NO: 378 FIRST FLOOR, MAIN
BLOCK, SECRETARIAT. THIRUVANANTHAPURAM, PIN - 695001



- 4 THE PRINCIPAL DIRECTOR
PRINCIPAL DIRECTORATE LSGD SWARAJ BHAVAN, NANTHANCODE,
FIFTH FLOOR, KOWDIAR (PO), THIRUVANANTHAPURAM, PIN - 695003
- 5 PRINCIPAL SECRETARY/SECRETARY
PRINCIPAL SECRETARY/SECRETARY ENVIRONMENT DEPARTMENT,
ROOM 604, C BLOCK, 6TH FLOOR, GOVERNMENT SECRETARIAT
ANNEX, THIRUVANANTHAPURAM, KERALA, PIN - 695001
- 6 KERALA STATE POLLUTION CONTROL BOARD
REPRESENTED BY MEMBER SECRETARY, HEAD OFFICE, PATTOM PO,
THIRUVANANTHAPURAM, KERALA, PIN - 695004
- 7 CLEAN KERALA COMPANY LIMITED
REPRESENTED BY ITS EXECUTIVE DIRECTOR, NCC ROAD,
VAZHUTHACAUD, THIRUVANANTHAPURAM, KERALA, PIN - 695010
- 8 SUCHITWA MISSION
REPRESENTED BY ITS EXECUTIVE DIRECTOR SUCHITWA MISSION,
4TH FLOOR, REVENUE TOWER , PUBLIC OFFICE COMPOUND,
TRIVANDRUM, KERALA, PIN - 695033
- 9 DIRECTOR
DIRECTORATE OF ENVIRONMENT & CLIMATE CHANGE, 4TH FLOOR,
KSRTC BUS TERMINAL, THAMPANOR, THIRUVANANTHPURAM,
KERALA, PIN - 695001
- 10 THE ELECTION COMMISSION OF INDIA
REPRESENTED BY ITS SR PRINCIPAL SECRETARY NIRVACHAN SADAN,
ASHOKA ROAD, NEW DELHI, PIN - 110001
- 11 THE CHIEF ELECTORAL OFFICER
ELECTION DEPARTMENT, KERALA LEGISLATIVE COMPLEX VIKAS
BHAVAN P.O., THIRUVANANTHAPURAM, PIN - 695033
- 12 THIRUVANANTHAPURAM MUNICIPAL CORPORATION
REPRESENTED BY ITS SECRETARY, OPPOSITE TRIVANDRUM MUSEUM,
LMS VELLAYAMBALAM ROAD, PMG JUNCTION,
THIRUVANANTHAPURAM, PIN - 695033
- 13 KOLLAM MUNICIPAL CORPORATION
REPRESENTED BY ITS SECRETARY N THANKAPPAN BURIAL SPOT, NH
66, NEAR RAILWAY STATION, STADIUM BACK ROAD, KARBALA,
KOLLAM, KERALA, PIN - 691001
- 14 KOCHI MUNICIPAL CORPORATION
REPRESENTED BY ITS SECRETARY PB NO 1016 KOCHI ERNAKULAM
PO, KERALA, PIN - 682011
- 15 THRISSUR MUNICIPAL CORPORATION



REPRESENTED BY ITS SECRETARY, NEAR THEKKINKADU MAIDAN,
THRISSUR KERALA, PIN - 680001

16 KOZHIKODE MUNICIPAL CORPORATION
REPRESENTED BY ITS SECRETARY, CALICUT BEACH NEAR
AKASHVANI KOZHIKODE, PIN - 673032

17 KANNUR MUNICIPAL CORPORATION
REPRESENTED BY ITS SECRETARY, SPCA ROAD, TALAP, KANNUR
DISTRICT, KERALA, PIN - 670001

BY ADV SHRI.SANTHOSH P.PODUVAL; SRI SUMAN CHAKRAVARTHY-
R12, SR GP V TEKCHAND, MR T NAVEEN-R6, SRI M AJAY -R10,11; SRI
ANOOP VI NAIR – R14 SRI A L NAVANEETH KRISHNA R13

THIS WRIT PETITION (PUBLIC INTEREST LITIGATION) HAVING COME UP FOR
ADMISSION ON 01.04.2026, THE COURT ON THE SAME DAY DELIVERED THE
FOLLOWING:



JUDGMENT

Soumen Sen, C.J.

Heard the learned Counsel for the parties and perused the records.

2. The grievance of the petitioner shall be looked into by respondents 10 and 11. The learned Counsel appearing on behalf of respondents 10 and 11 has submitted that steps have already been taken for violation of the Model Code of Conduct in relation to the use, printing, storage and sale of PVC flex, polyester, nylon, Korean cloth and plastic-coated materials for advertisement campaigns in the State.

In view of the aforesaid, the Public Interest Litigation stands disposed of.

Sd/-

SOUMEN SEN
CHIEF JUSTICE

Sd/-

SYAM KUMAR V.M.
JUDGE



APPENDIX OF WP(PIL) NO. 80 OF 2026

PETITIONER EXHIBITS

- Exhibit A A TRUE COPY OF THE CERTIFICATE OF REGISTRATION OF ASSOCIATION ISSUED BY THE REGISTRAR NCT DELHI DATED 17/07/2012 AND CERTIFICATE OF REGISTRATION ISSUED BY THE DISTRICT REGISTRAR PALAKKAD DATED 14/05/2012
- Exhibit B A TRUE COPY OF THE RESOLUTION PASSED BY THE NATIONAL COMMITTEE DATED 12/03/2026 BY THE PETITIONER ASSOCIATION
- Exhibit P1 A TRUE COPY OF THE JUDGMENT DATED 08.07.2025 IN W.P.(C) NO. 20255 OF 2023
- Exhibit P2 A TRUE COPY OF THE ORDER DATED 20.02.2026 PASSED IN SLP (CIVIL) DIARY NO. 57646 OF 2025
- Exhibit P3 A TRUE COPY OF THE NARRATION ABOUT PVC FLEX BASED ON A STUDY REPORT BY THE 8TH RESPONDENT WITH TRANSLATION
- Exhibit P4 A TRUE COPY OF G.O.(MS) NO.111/2019/LSGD DATED 29.08.2018 WITH TRANSLATION
- Exhibit P5 A TRUE COPY OF G.O. NO.6/2019/ENVT DATED 27.11.2019 WITH TRANSLATION
- Exhibit P5 A A TRUE COPY OF THE ORDER IN GO (MS) NO4/2020 ENVIRONMENT(B) DEPARTMENT DATED 16/02/2020
- Exhibit P5 B A TRUE COPY OF THE ORDER IN GO (MS) NO 7/2019 ENVIRONMENT(B) DEPARTMENT DATED 17/12/2019
- Exhibit P5 C . A TRUE COPY OF THE GO (RT) NO 2566/2022 LSD DATED 22/10/2022
- Exhibit P6 A TRUE COPY OF G.O.(P) NO. 639/2023/LSGD DATED 17.03.2023
- Exhibit P7 A TRUE COPY OF THE SAID G.O.(RT) NO. 966/2023/LSGD DATED 03.05.2023
- Exhibit P8 A TRUE COPY OF THE SAID G.O.(RT) NO. 1166/2023/LSGD DATED 05.06.2023
- Exhibit P9 A TRUE COPY OF THE CIRCULAR DATED 20.02.2026
- Exhibit P10 A COLOUR PHOTO PHOTOGRAPHS
- Exhibit P11 A COLOUR PHOTO PHOTOGRAPHS
- Exhibit P12 A TRUE COPY OF THE CIRCULAR NO KSPCB/732/2023 - SEE-3 ISSUED BY THE KERALA STATE POLLUTION CONTROL BOARD DATED 23/10/2025
- Exhibit P13 A TRUE COPY OF THE COMPLAINT /REPRESENTATION FORWARDED BY THE PETITIONER ASSOCIATION BEFORE THE 12TH RESPONDENT DATED 13/02/2026
- Exhibit P14 A TRUE COPY OF THE COMPLAINT /REPRESENTATION FORWARDED BY THE PETITIONER ASSOCIATION BEFORE THE 13TH RESPONDENT DATED 13/02/2026
- Exhibit P15 A TRUE COPY OF THE COMPLAINT /REPRESENTATION



- Exhibit P16 FORWARDED BY THE PETITIONER ASSOCIATION
BEFORE THE 14TH RESPONDENT DATED 08/01/2026
A TRUE COPY OF THE COMPLAINT /REPRESENTATION
FORWARDED BY THE PETITIONER ASSOCIATION
BEFORE THE 15TH RESPONDENT DATED 16/02/2026
- Exhibit P17 A TRUE COPY OF THE COMPLAINT /REPRESENTATION
FORWARDED BY THE PETITIONER ASSOCIATION
BEFORE THE 16TH RESPONDENT DATED 16/02/2026
- Exhibit P18 A TRUE COPY OF THE COMPLAINT /REPRESENTATION
FORWARDED BY THE PETITIONER ASSOCIATION
BEFORE THE 17TH RESPONDENT DATED 16/02/2026
- Exhibit P19 A TRUE COPY OF THE BYE-LAW OF THE PETITIONER
ASSOCIATION