

REPORT OF THE PROGRAMME CONDUCTED



Dept. of
Sree Sankara College Kalady

Title of the activity Clean Campus Campaign

Date and Time 14/12/1999

Resource person

Nature of activity

Type of Activity ,

Linkage Activity

Convener

Number of participants 0

Report of the activity

Green Campus Drive Initiative The Green Campus Drive, initiated by the Department of Biotechnology, aims to foster a clean, environmentally friendly campus environment. Launched on December 15th, 2023, the initiative seeks to raise awareness about environmental issues, particularly focusing on reducing plastic pollution and promoting sustainable practices within the campus community. The launch event of the Green Campus Drive was marked by an energetic flash mob organized by students from the Department of Biotechnology. The flash mob served as an engaging way to capture attention and kickstart the initiative. Following the flash mob, a mime show was performed to depict various instances of plastic pollution prevalent in everyday life. Through artistic expression, the audience was sensitized to the detrimental effects of plastic pollution on both the environment and human health. Awareness Campaign The event served as a platform to raise awareness about the health concerns associated with the ingestion of microplastics and the environmental hazards posed by plastic burning. Informational materials, presentations and interactive sessions were conducted to educate participants about the importance of adopting eco-friendly practices. Key Objectives 1. Reduce Plastic Pollution: Encourage the adoption of sustainable alternatives to single-use plastics and promote recycling initiatives. 2. Raise Awareness: Educate the campus community about the adverse effects of plastic pollution on the environment and human health. 3. Promote Behavioral Change: Inspire individuals to adopt eco-friendly habits and contribute towards building a greener campus environment.

Outcome of the activity

The outcome of the Programme
• Increased awareness among students, faculty, and staff about the environmental impact of plastic pollution.
• Engagement of the campus community in discussions and initiatives aimed at promoting sustainability.
• Enhanced collaboration and support from various stakeholders towards achieving a cleaner and greener campus.
The Green Campus Drive is a testament to the Department of Biotechnology's commitment to environmental stewardship and sustainable development. By fostering a culture of environmental consciousness and collective action, the initiative strives to create a greener and healthier campus for present and future generations.

