



Brief Report:

On the 3rd Saturday of March 2025, the Unnat Bharat Abhiyan in collaboration with AITAM NSS Unit and the Student Activity Centre, organized an event titled "Swachh Andhra: Avoid Single Use Plastics - Promote Reusables." This event was part of the state-wide initiative launched by the Government of Andhra Pradesh aimed at promoting environmental sustainability and reducing plastic waste. The primary objective was to raise awareness among the public, students, and local communities about the detrimental effects of single-use plastics and to encourage the adoption of reusable alternatives. Key Activities: Door-to-Door Awareness Campaign: Awareness Campaign: The day was marked by an awareness campaign led by students and volunteers. The participants actively engaged with the local community, showcasing the harmful effects of single-use plastics, and educating people about the benefits of using sustainable, reusable alternatives. One of our college Environmental faculty Sri I. Sudhakar Rao was invited to conduct interactive sessions. The sessions covered topics like: • The environmental impact of single-use plastics on land and marine ecosystems. • The importance of reducing plastic waste in everyday life. • Practical tips on replacing plastics with reusable products such as cloth bags, stainless steel bottles, and bamboo straws. The "Swachh Andhra: Avoid Single Use Plastics - Promote Reusables" event successfully achieved its goal of spreading awareness about the harmful effects of plastic pollution and promoting eco-friendly practices. The collective effort of the **Unnat Bharat Abhiyan**, AITAM NSS Unit and the Student Activity Centre, along with the support of the Government of Andhra Pradesh, was instrumental in ensuring the success of the event. This initiative will continue to inspire communities to take actionable steps toward a cleaner, greener environment.




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