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# SAI RAM ENGINEERING COLLEGE

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Sai Leo Nagar, West Tambaram, Chennai - 600 044. [www.sairam.edu.in](http://www.sairam.edu.in)



## UNNAT BHARAT ABHIYAN

மேம்பட்ட இந்தியா பிரசாரம்



# Report on Plastic Awareness Rally (Meendum Manja Pai Thittam) 30.04.2025

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### *A Journey of Awareness, Unity, and Environmental Empowerment*



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### Introduction:

On April 30th, 2025, the Unnat Bharat Abhiyan (UBA) Cell of Sri Sairam Engineering College organized a meaningful community engagement event, a **Plastic Awareness Rally**, in the village of **Poonthandalam**, in connection with **World Earth Day**. But this rally was more than a march. It was a heartfelt movement, a call to protect the earth, one step at a time. Sixty students, fueled by purpose and passion, walked through the village lanes, not just to speak, but to listen, to learn, and to create a space for change. With banners held high and voices louder than plastic waste's silent destruction, we aimed to spark awareness in every household we passed. The rally was about creating a connection, between action and impact, between youth and community, between sustainability and everyday life. It wasn't just about saying *no* to plastic. It was about saying *yes* to a cleaner future. A future where our villages breathe freely.



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### About the Event :

**Location:** Poonthandalam Village

**Date:** 30th April 2025

**Time:** 9:30 AM – 12:30 PM

**Participants:** 60 Students

**UBA Coordinator:** Mr. R Chithrakkannan

### Objective :

The rally's purpose was rooted in a powerful yet simple vision, To spark environmental awareness in rural communities by highlighting the harmful effects of plastic and promoting sustainable alternatives.

### Key goals included :

- Educating villagers on the dangers of plastic pollution.
- Distributing eco-friendly cloth bags to encourage sustainable habits.
- Promoting the Tamil Nadu government's initiative "Meendum Manja Pai Thittam".
- Creating a platform for students to connect with and learn from the local community.



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### Key Events & Highlights:

#### *The Rally Route :*

The rally began at the **Puthu Nallur Main Road Community Hall** and continued through the heart of the village, culminating at the **Sairam Hydro Plant**. Along the way, students interacted with villagers, handed out eco-friendly cloth bags, and conveyed the essence of sustainability with powerful visuals and heartfelt slogans.

#### *Student Participation:*

Over **60 enthusiastic students** took part, transforming the event into a vibrant movement. With handmade placards, rhythmic chants, and contagious energy, they created an atmosphere of awareness that was impossible to ignore.



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### *Cloth Bag Distribution:*

Thanks to the generous support of the **Pollution Control Board**, cloth bags were distributed to the local residents as a practical and symbolic gesture, a step toward reducing plastic dependency in everyday life.

### *Spreading the Message:*

The rally wasn't just heard, it was felt. Students promoted the "**Meendum Manja Pai Thittam**", encouraging the revival of traditional yellow cloth bags, once a staple in every Tamil household. The community responded with curiosity, warmth, and appreciation.



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### Impact & Outcomes :

- **Environmental Awareness:** The message of plastic-free living was delivered directly to the community in a relatable, accessible way.
- **Community Engagement:** The event fostered trust and conversation between students and villagers, opening doors for future collaborations.
- **Youth Empowerment:** Students experienced the power of collective action and the importance of giving back through grassroots efforts.
- **Promotion of Government Schemes:** The “Meendum Manja Pai Thittam” reached new ears and homes through personalized conversations.



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### Conclusion: A Walk Towards Awareness and a Greener Tomorrow

The Plastic Awareness Rally was more than a morning march, it was a shared journey of purpose, learning, and connection. From the echoing chants along village roads to the sincere conversations with local residents, every step carried a message far bigger than ourselves, that change begins with awareness, and awareness begins with us. It wasn't just about saying no to plastic; it was about saying yes to a cleaner Earth, yes to collective action, and yes to building a future that respects nature and nurtures our roots. The distribution of cloth bags wasn't just a handout, it was a symbol of trust, of responsibility, and of hope placed gently into the hands of a community that welcomed us with open hearts. As we reflect on this day, we are reminded that true change doesn't come from grand gestures, but from consistent acts of care. The rally may have ended, but the conversations it sparked, the minds it opened, and the hearts it touched will continue to ripple through the village and beyond. This rally was not just a campaign, it was a commitment. A commitment to walk hand-in-hand with communities, to learn, to lead, and most importantly, to listen. Because in that space of unity, awareness is born, and with it, a greener, better tomorrow.



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