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SAI RAM ENGINEERING COLLEGE

An Autonomous Institution | Affiliated to Anna University & Approved by AICTE, New Delhi
Accredited by **NBA** and **NAAC 'A+'** | **BIS/EOMS ISO 21001 : 2018** and **9001 : 2015** Certified and **NIRF** ranked institution
Sai Leo Nagar, West Tambaram, Chennai - 600 044. www.sairam.edu.in



UNNAT BHARAT ABHIYAN

மேம்பட்ட இந்தியா பிரசாரம்



Report on

World Cleanup Day - 2025

UNNAT BHARAT ABHIYAN



उन्नत भारत अभियान
UNNAT BHARAT ABHIYAN

An Act of Unity for Nature's Purity



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Introduction:

On **22nd September 2025**, Sri Sairam Engineering College will organize a Beach Cleanup Initiative at Mahabalipuram Beach, a UNESCO World Heritage Site in Chengalpattu District, as part of the **World Cleanup Day** observance. The initiative aims to promote environmental conservation and emphasize the importance of maintaining cleanliness at heritage and tourist destinations. Around 150 students from NSS, Scouts, Unnat Bharat Abhiyan (UBA), and LEO Club will actively participate in the event. They will engage in beach cleaning activities and spread awareness among the local community and tourists about keeping the surroundings clean. This program not only supports the protection of the coastal ecosystem but also helps students develop teamwork, discipline, and social responsibility. Through this initiative, Sri Sairam Engineering College reinforces its commitment to sustainability, civic engagement, and the preservation of natural and cultural heritage for future generations.



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About the Event:

Event: Beach Cleanup Initiative – World Cleanup Day 2025

Location: Mahabalipuram Beach, UNESCO World Heritage Site, Tamil Nadu.

Dates: 22nd September 2025.

Time: 10:00 am to 2:00 pm

Participants: 150 Students.

Objective: To create awareness on environmental conservation and promote cleanliness at heritage and tourist sites through active student participation.

Waste Collected: 120 kg of mixed waste (plastic, paper, and debris)

Supported By: Mamallapuram E1 Police Department, led by Inspector

Mr. K. Balamurugan and his team.

UBA Coordinator: M r. R. Chithrakkannan.



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Objectives:

The Beach Cleanup Initiative held at **Mahabalipuram Beach**, Chengalpattu District, serves as a meaningful platform to connect education with real-world environmental responsibility. Organized by **Sri Sairam Engineering College** as part of **World Cleanup Day 2025**, the event emphasizes learning through action, allowing students to witness and address the environmental impact of waste along a **UNESCO World Heritage** coastline. Beyond cleaning activities, it encourages participants to reflect on their role in protecting marine life and promoting sustainability. The initiative strengthens collaboration between students, faculty, and local authorities, creating a unified effort toward coastal preservation. By engaging in waste segregation and awareness outreach, participants contribute not only to cleaner shores but also to cultivating eco-conscious values and leadership skills. This event at Mahabalipuram Beach stands as a reminder that meaningful change begins with collective effort and consistent commitment to a cleaner and healthier planet.



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Key Goals Included:

- ◆ To promote environmental awareness and encourage responsible behavior toward waste management among students and the local community.
- ◆ To preserve the natural beauty and cleanliness of Mahabalipuram Beach, a UNESCO World Heritage Site.
- ◆ To engage students from NSS, Scouts, UBA, and LEO Club in hands-on activities that foster teamwork, discipline, and civic responsibility.
- ◆ To reduce plastic pollution by collecting, segregating, and properly disposing of waste materials.
- ◆ To educate tourists and residents about the long-term importance of maintaining cleanliness in heritage and tourist locations.
- ◆ To align the institution's community service efforts with global sustainability initiatives such as World Cleanup Day.

Key Events & Highlights:

The Beach Cleanup Initiative was conducted on 22nd September 2025 at Mahabalipuram Beach, Chengalpattu District, as part of World Cleanup Day.

Around 150 students from NSS, Scouts, Unnat Bharat Abhiyan (UBA), and LEO Club of Sri Sairam Engineering College actively participated.

The event was organized with the support of the Mamallapuram E1 Police Department, led by Inspector Mr. K. Balamurugan and his team.

Volunteers collected approximately 120 kg of mixed waste, including plastic, paper, and debris, which was handed over to the Solid Waste Collection Department for proper disposal.



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The campaign created a visible impact by transforming sections of the beach into cleaner, safer, and more pleasant spaces.

The event concluded with appreciation and acknowledgment for all volunteers, coordinators, and supporting authorities.

Impact & Outcomes:

The initiative successfully enhanced environmental awareness among students, tourists, and local residents, encouraging long-term responsibility toward coastal cleanliness.

Over 120 kg of waste was collected and properly disposed of, contributing to the reduction of plastic and non-biodegradable waste along the Mahabalipuram shoreline.

Students gained hands-on experience in waste management, teamwork, and leadership, strengthening their sense of civic duty and environmental stewardship.

Public engagement during the cleanup led to greater awareness of pollution issues at heritage and tourist sites, inspiring behavioral change among visitors.

The initiative demonstrated the power of youth-led community service in addressing real-world environmental challenges.

Overall, the drive left a lasting impression on participants and the public, reinforcing the message of unity and shared responsibility for a cleaner future.



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Conclusion:

“A Wave of Change for Cleaner Shores and a Greener Tomorrow”

The Beach Cleanup Initiative at Mahabalipuram Beach concluded with remarkable participation and a clear message of environmental responsibility. What began as a simple cleanup evolved into a meaningful act of service, awareness, and unity. Students from Sri Sairam Engineering College demonstrated dedication and teamwork while contributing to the preservation of one of India's most treasured coastal heritage sites. The event not only resulted in cleaner shores but also inspired a sense of pride and responsibility among participants and the local community. The active support from authorities and volunteers showcased the power of collaboration in achieving sustainable goals. This initiative reaffirmed the belief that consistent efforts, no matter how small, can lead to lasting change in protecting the environment. It stands as a reminder that caring for our planet is a shared duty that begins with individual action.



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