



Sri

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

TIEMA

“Mass Cleaning Campaign”

UNNAT BHARAT ABHIYAN



उन्नत भारत अभियान
UNNAT BHARAT ABHIYAN

*A Mission of Cleanliness, Collaboration, and
Sustainable Action*



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Introduction:

On 8th September 2025, Sri Sairam Engineering College, in collaboration with the Thirumudivakkam Industrial Estate Manufacturers Association (TIEMA), launched a week-long “Mass Cleaning Campaign” under the wings of Unnat Bharat Abhiyan (UBA), Scouts, and Leo Club. The initiative, held from 8th to 12th September 2025, was designed to create awareness and take action towards a cleaner and greener environment. It aligns with the United Nations Sustainable Development Goals (SDGs), focusing on Climate Action, Life on Land, and Partnerships for the Goals. The campaign encouraged social responsibility, community participation, and environmental conservation, showcasing the students’ active involvement in meaningful civic initiatives. Supported by dedicated faculty coordinators and the continuous encouragement of the Chairman & CEO, Trustee, and Principal, this effort reflected the institution’s strong commitment to sustainable development and its vision of empowering students to become responsible citizens contributing to a better society.



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About the Event :

Event: TIEMA - "Mass Cleaning Campaign"

Location: Thirumudivakkam, Tamil Nadu.

Dates: 8th to 12th September 2025.

Time: 1:00 pm to 4:00 pm.

Participants: 60 Students.

Objective: To promote environmental sustainability through plastic waste collection, cleanliness drives, and awareness activities among the local community.

Waste Collected: 16 bags of plastic waste weighing approximately 75 kg.

UBA Coordinator: M r. R. Chithrakkannan.

Staff Involved:

- ◆ Dr. Thanuja (UBA),
- ◆ Dr. Vanitha (NSS),
- ◆ Dr. Mohanraj & Dr. Sudhakar (Scouts),
- ◆ Dr. Dhinesh, Mr. Ravindran, and Mr. Muthamil (Leo Club).



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Objective :

The **Mass Cleaning Campaign** aimed to foster environmental responsibility and community engagement among students and industrial participants. Through active collaboration between **Sri Sairam Engineering College** and **TIEMA**, the event encouraged practical action toward achieving sustainability goals. Students were given an opportunity to understand real-world environmental challenges, develop teamwork, and contribute to creating a cleaner, greener community. The initiative also served as a platform to strengthen institutional and industrial partnerships for long-term environmental impact.



- ◆ To promote **environmental cleanliness** and reduce plastic waste within the Thirumudivakkam Industrial Estate.
- ◆ To create **awareness on sustainability** among students and the local community.
- ◆ To encourage **student participation in community development** activities.
- ◆ To support the **Sustainable Development Goals (SDGs)** through local action.
- ◆ To strengthen **collaboration between TIEMA and Sri Sairam Engineering College** for future environmental initiatives.



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Key goals included :

- Promote Environmental Awareness:** Encourage students and the community to understand the importance of cleanliness and waste management.
- Support Sustainable Development Goals (SDGs):** Contribute to SDG 13 (Climate Action), SDG 15 (Life on Land), and SDG 17 (Partnerships for the Goals).
- Encourage Community Collaboration:** Strengthen partnerships between educational institutions, industries, and local organizations like **TIEMA**.
- Develop Student Leadership and Teamwork:** Provide hands-on experience in organizing and executing community service initiatives effectively.
- Enhance Institutional Engagement:** Showcase Sri Sairam Engineering College's commitment to environmental sustainability and community welfare.



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Key Events & Highlights:

Inaugural Session:

The campaign commenced with an opening address by **Mr. Ramesh Kanna**, President of **TIEMA**, emphasizing the importance of industrial and community cooperation in maintaining cleanliness.

Mass Cleaning Activity:

Over **60 students** participated in the cleanup drive, collecting **16 bags of plastic waste** weighing approximately **75 kg**, contributing significantly to the cleanliness of the Thirumudivakkam Industrial Estate.

Awareness Campaign:

Students interacted with local workers and residents to spread awareness about plastic waste management and environmental sustainability.

Impact & Outcomes:

Institution–Industry Partnership:

The collaboration between **Sri Sairam Engineering College** and **TIEMA** fostered a strong bond for future community-driven environmental initiatives.

Cleaner Industrial Zone:

The collective effort of students and TIEMA representatives led to a visibly cleaner and more organized **Thirumudivakkam Industrial Estate**, setting an example for nearby communities.

Sustained Commitment:

The success of this campaign has encouraged the institution to organize **regular environmental drives**, reinforcing its long-term commitment to a **Clean and Green Mission**.





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Conclusion:

“A Walk Towards a Cleaner Community and Sustainable Future”

The **Mass Cleaning Campaign** organized by **Sri Sairam Engineering College** in collaboration with **TIEMA** marked a significant step toward promoting environmental awareness and community responsibility. With enthusiastic participation from students, faculty, and industry representatives, the initiative highlighted the power of teamwork in driving social change. Collecting 75 kg of plastic waste, the campaign not only improved cleanliness in the **Thirumudivakkam Industrial Estate** but also reinforced the institution's commitment to the **Sustainable Development Goals** and the vision of a **Clean and Green Environment**.



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