
 <p>KG College of Arts and Science Autonomous Institution Affiliated to Bharathiar University ISO 9001-2015 Certified Institution KGJL Campus, Saravanampatti, Coimbatore – 641 035</p> 
Name of the department Association / Club	Unnath Bharath Abhiyan
Name of the coordinator	Dr. Sreekala. K. Nair
Activity	Awareness programme on clean city and save water
Date of the activity	30 th August 2024
Title of the activity	Awareness programme on clean city and save water at Kovilpalayam Gram Panchayath
Objective	<p>Under the Campaign “Clean City, Our Responsibility” students of YRC carrying out locality wise cleaning activities at many places in the area. The main idea behind the campaign is to create awareness and instil responsibility among the community for unified action.</p> <p>Public water conservation campaigns raise awareness in the society about the importance of saving water to cope with its scarcity and ensure sustainability.</p> <p>The aim is to change citizen attitudes and behaviour to improve water use efficiency. This is done through education and awareness campaigns on the socioeconomic and environmental benefits of water conservation and different conservation methods.</p> <p>Communication means include traditional and social media, as well as direct communication such as presentations and stakeholder dialogues.</p>
Gram Panchayat and the target villages.	Kovilpalayam Gram Panchayath

Total no. of beneficiaries	30 students from YRC and NSS
Outcome / Report	<ul style="list-style-type: none"> • Better understanding of water conservation is likely to promote greater sustainable behaviour amongst citizens • Inclusive approach encourages stakeholders and organizations to engage and work together • Results in climate resilience: adaptation and mitigation benefits, such as water source protection, water use reduction and mitigation of greenhouse gasses • Relatively low cost-technology with wide reach • The flagship towards implementation of our clean city goals, was encouraged by street wise cleaning and environmental improvement activities involved by the local community. • Awareness regarding proper waste segregation and waste management created an importance in following the segregation of waste for easy disposal.





