



# SRI VENKATESWARA COLLEGE OF PHARMACY

(Affiliated to Andhra University, Visakhapatnam)

Approved by P.C.I., New Delhi & A.I.C.T.E., New Delhi

Email:svcp.etcherla@gmail.com, Website:www.svcpharmacy.in

## ENVIRONMENTAL PROMOTIONAL ACTIVITIES OUTSIDE THE CAMPUS

### INTRODUCTION:

Environmental promotional activities refer to initiatives and campaigns aimed at raising awareness about environmental issues, sustainable practices and encouraging individuals and communities to take action to protect the environment. These activities play a crucial role in educating and engaging the public in environmental conservation efforts.

Some of the pollution can come under soil pollution but produces hazardous effects on the environment are

- Plastic pollution
- E-waste pollution
- Chemical pollution

Some of the environmental promotional activities be conducted, For public awareness to protect the environment and ensure a healthier future for all.

### OBJECTIVES:

- Knowledge and understanding of the environment.
- Motivation to improve or maintain environmental quality.
- Participation increases awareness, knowledge, and skills.
- For healthy survival



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## I. "CLEAN AND GREEN" village drive :

The clean and green village drive was conducted by NSS volunteers on 8<sup>th</sup> March 2018 students cleaned the villages raised awareness about environmental issues and promoted the importance of greenery to enhance the environment.



## II. Awareness program on "WATER SCARCITY and WATER POLLUTION" :

Sri Venkateswara College of Pharmacy conducted an awareness program on water scarcity and water pollution. It shows the importance of water conservation for future generations. This awareness program was conducted on 23<sup>rd</sup> March 2018.





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### III. Reforestation programs (ONE CITIZEN – ONE TREE ):

With the theme of one citizen – one tree students conducted a reforestation program on 11<sup>th</sup> December 2018 outside the campus. The theme itself denotes that the plantation has been done by each person individually.





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## IV. Conducting rally “AGAINST DEFORESTATION”:

A rally against deforestation was conducted on 28<sup>th</sup> January 2019 outside the campus principal and other staff members and students addressed the public to show the importance of trees as responsible citizens each student started planting outside the campus as an effective way to combat deforestation.





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## V. BEACH CLEANING PROGRAM:

NSS volunteers from Sri Venkateswara College of Pharmacy organized a beach cleaning program outside the campus. It is to raise awareness in the public to maintain our natural resources clean. So, volunteers initiated this program on 23<sup>rd</sup> January 2020 as it is our responsibility to take care of our nature.





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### VI. Celebrating “WORLD ENVIRONMENT DAY”:

World environment day was celebrated on 5<sup>th</sup> June 2021 it is to raise awareness about environmental issues in public. Students addressed the public to use nature-friendly materials and as responsible citizens, we should take care of our nature.



### VII. SAY NO TO PLASTIC:

Nowadays a big threat to our environment is “PLASTIC”. So Sri Venkateswara College of Pharmacy students organized say no to plastic programs outside the campus on 6<sup>th</sup> August 2021. It is important to educate the public on the plastic ban as it harms biodiversity and pollutes every ecosystem.





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## CONCLUSION:

- Nowadays, plastic is the main threat to human survival but other radioactive pollution, chemical pollution, noise pollution, etc., also create an imbalance in the ecosystem.
- So we need to take initiatives towards a peaceful and healthy environment that increases the quality of life.
- Initiation includes environmental promotional activities.

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