

NATIONAL SERVICE SCHEME (NSS)

Plastic-Free Awareness Drive & Amala Bharatam

Subject: Promoting sustainable alternatives to single-use plastic

Date: 13/7/2025, Sunday

Location: Ettimadai

Introduction:

In line with the commitment to environmental conservation and social responsibility, the NSS volunteers of **Amrita Vishwa Vidyapeetham** organized a Plastic-Free Awareness Drive on 13th July 2025.

The initiative focused on distributing paper bags to shopkeepers and raising awareness among villagers about reducing plastic usage.



Objective of the Event:

The awareness drive aimed to:

- Encourage villagers and shopkeepers to avoid single-use plastics
- Promote the use of eco-friendly alternatives like jute bags and paper bags
- Educate customers about the environmental impact of plastics
- Strengthen the sense of social responsibility among students



Event Overview:

- The drive began promptly at 9:15 AM, led by our **NSS Programme officer, Dr. Ramanand Sagar Sangam.**
- Volunteers set out across the nearby village, visiting local shops to raise awareness about reducing plastic use. Shopkeepers were encouraged to actively request customers to bring jute bags or other reusable alternatives.
- To reinforce the message, paper bags with printed slogans discouraging plastic usage were distributed, helping spark meaningful discussions on sustainable practices among villagers.

Contribution to Amala Bharatam Mission:

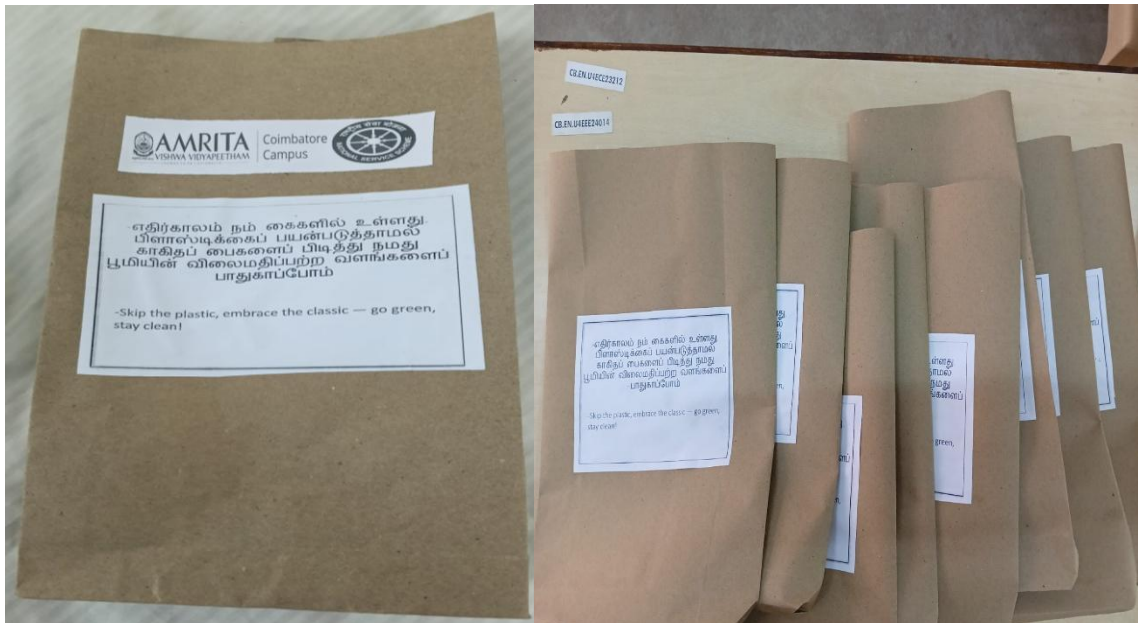
As part of the Amala Bharatam Mission:

- Volunteers promoted the idea of avoiding single-use plastics to keep surroundings clean.
- Distributed paper bags as an eco-friendly alternative, supporting the mission's goals of cleanliness and sustainability.
- Encouraged villagers and shopkeepers to reduce litter by shifting to reusable options, directly aligning with the spirit of Amala Bharatam.



Activity Details:

- Volunteers covered several local shops, distributing paper bags made by students.
- Each paper bag carried a message to encourage customers to avoid plastics.
- Shopkeepers were requested to remind customers to bring reusable bags.
- Volunteers also interacted with villagers, explaining the harmful effects of plastic on health and the environment.



Participation and Team Effort:

Over 25 NSS volunteers actively participated. The drive was marked by teamwork, coordination, and sincere interaction with the community. Support and guidance from faculty coordinators helped make the event smooth and effective.



Impact and Outcome:

The drive achieved several positive outcomes:

- Spread awareness among local residents and shopkeepers about plastic hazards.
- Encouraged the shift towards sustainable alternatives.
- Strengthened volunteers' commitment to community service and environmental protection.

Conclusion:

The Plastic-Free Awareness Drive on 13th July 2025 successfully reached the community, inspiring both shopkeepers and customers to rethink plastic use.

By combining awareness and direct action, NSS volunteers contributed towards a cleaner, greener future, upholding the spirit of social responsibility and sustainability.