

19 July 2025 "ENDING PLASTICS POLLUTION "



SWARNANDHRA – SWACHHA ANDHRA PROGRAMME REPORT

Theme: **Ending Plastic Pollution**

Month: **July – 2025**

Venue: SKVT Government Degree College, Rajahmundry

As part of the Government of Andhra Pradesh flagship programme “Swarnandhra – Swachha Andhra”, an awareness programme on the theme “Ending Plastic Pollution” was organized in SKVT Government Degree College, Rajahmundry during the month of July 2025.

The main objective of the programme was to create awareness among students about the harmful effects of plastic pollution on the environment and to encourage the use of eco-friendly and reusable materials in daily life.

During the programme, faculty members explained the dangers of plastic waste to soil, water, animals, and human health. Students were encouraged to avoid the use of single-use plastics such as plastic covers, disposable cups, and plastic bottles, and instead adopt sustainable alternatives like cloth bags and reusable containers.

The programme emphasized the following points:

Reducing the use of plastic materials

Promoting eco-friendly alternatives

Protecting the environment from plastic pollution

Encouraging students to participate in cleanliness and environmental activities

The programme was organized with the support of various support wings of the college, including:

Eco Club

NSS (National Service Scheme)

Health Club

Members of these clubs actively participated in spreading awareness about plastic pollution and environmental protection among students.

The programme was successful in motivating students to adopt plastic-free habits and support the Swachha Andhra initiative for building a clean and sustainable society.