



C.L.E.A.N.

**CONDUCTIVE, LITTER-FREE,
ECO-FRIENDLY AND AMBIENT
NEIGHBORHOOD**

C.L.E.A.N. (CONDUCTIVE, LITTER-FREE, ECO-FRIENDLY AND AMBIENT NEIGHBORHOOD)

Title of the Practice:

C.L.E.A.N. (Conductive, Litter-Free, Eco-Friendly and Ambient Neighborhood)

Objectives of the Practice:

The C.L.E.A.N. Project has been established by the institution:

- To promote self-discipline and positive thinking towards the environment by inculcating eco-friendly habits.
- To ensure a healthy and conducive learning environment.
- To have a litter-free zone around the campus.
- To sensitize the local residents on the need to maintain healthy surroundings.
- To awaken an environment-friendly consciousness in students and other stakeholders.

The underlying principles of this practice lie in the idea of fostering a sustainable and harmonious coexistence between the community and the environment. The C.L.E.A.N. initiative is grounded in principles that go beyond just cleanliness and extend to holistic environmental stewardship.

Context:

The idea germinated with the intention to foster an environment of responsibility in youth. The college realized that higher education necessarily needs to address such key issues. By awakening an environment-friendly consciousness among students and other stakeholders, the college hopes to create love and care for the environment in the students of the institution. The college believes that the students would be the agents of change in the society.

The Practice:

To achieve the goal set forth above, the institution conceptualized the C.L.E.A.N. Project. More than just a project, C.L.E.A.N. is envisioned as a way of life to be imprinted in the minds of our students through action. The college drafted a Waste Management Policy and used the institution's two vehicles of change, the **Nisarg Club** and the **NSS Unit**, to execute the following initiatives:

1. Conducting cleanliness drives in the vicinity of the college campus and around localities around students' residences under Swachh Bharat Abhiyan.
2. Placing separate bins to segregate wet and dry waste around the campus.
3. Cleaning of the campus by Multi-Tasking Staff twice a day.
4. Cleaning of the surrounding localities around campsites during NSS camps.
5. Making and distributing cloth and paper bags to local residents and the general public, free of cost.
6. Creating awareness drives, articulating the harmful effects of usage of plastic bags, water and electricity wastage, etc.
7. Maintaining a nursery of medicinal, ornamental and floral plants, through donations from teachers and students.

Role of Nisarg Club

As part of its activities, the **Nisarg Club** conducted seminars, participated in street plays, and organised exhibitions on Goa's unique biodiversity, with exhibits on an array of medicinal plants.

Role of NSS Unit

As part of its activities, the **NSS Unit** conducted anti-plastic drives, whereby NSS volunteers gather plastic garbage in their neighbourhood and get the same to the college from where it is sent for recycling. The NSS Unit has successfully collected and sent more than 250 Kg of plastic waste for recycling.

Evidence of Success:

As a consequence of C.L.E.A.N. as a practice, the campus is litter-free. The encouragement given to the students by the teachers has motivated students to segregate garbage not only at the college but also at home. There has also been a revival of green cover in the places where plantation drives have been conducted stabilizing the biosphere and having a positive impact on surrounding flora and fauna.

The C.L.E.A.N. project has also led to the students voluntarily participating in cleanliness drives organized by the NSS unit and other associations. Positive changes are seen in the mindset of the students as well as the residents. Due to this project, the local residents have started using cloth bags and have also told the students that they have reduced the usage of plastic bags. The college campus is plastic-free and the usage of plastic by staff and students is discouraged by the college.

A group of college alumni have gone ahead and launched their own NGO, **Naya Swarg**.

Problems encountered and resources required:

The problems encountered are as follows:

- As students come from different strata of society, making them realize the value of cleanliness and the need for environmental conservation as their duty is a major difficulty encountered.
- The saplings at some tree plantation sites were destroyed by unscrupulous third parties and the incident was reported to the concerned authorities.
- The problems encountered also pertain to the attitude of the public. Many people find it convenient to use plastic bags, which are readily available in the market rather than carrying a cloth bag.

- While students were distributing cloth bags, some locals showed indifference and were unwilling to entertain them on their premises.

The resources required are as follows:

- Waste disposal bins and containers for proper segregation and disposal of waste.
- Saplings of native tree species suitable for the local environment and climate.
- Informational materials, pamphlets, and signage promoting cleanliness and the importance of tree plantation.

Notes

This practice helps college students by making them environment-conscious. With more than 2,000 students in the college and school using the campus every day, the C.L.E.A.N. campaign can reach out to almost a similar number of families in the locality.

More importantly, with the C.L.E.A.N. project, the institution was able to influence students, right from Shishuvatika (pre-primary-level) to the graduate level within the same campus. Getting access to this diverse age group across a wide socio-economic spectrum is something that very few colleges across India have access to.



PRABODHAN EDUCATION SOCIETY'S

**VIDYA PRABODHINI COLLEGE
OF COMMERCE, EDUCATION, COMPUTER & MANAGEMENT**(Recognised by Govt. of Goa, UGC under Section 2(f) and 12(B) of the UGC Act 1956 & Affiliated to
Goa University) and Approved by NCTE

Accredited by NAAC with B+ Grade on a Seven Point Scale under New Framework (1st Cycle)

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Sr. No.	Name of the Activity	Date	No. of Students	Name of faculty in charge	Aims and Objectives
1.	Two-day NSS Special Camp	18/8/18- 19/8/18	40	Mr. Rudresh Mhamal	To engage participants in a comprehensive cleaning initiative during the NSS Camp, promoting teamwork, waste management awareness, and a commitment to sustainable practices.
2.	Paper Bag Making Workshop	16/9/19	50	Ms. Shamal Dessai (NSS Convenor)	To raise awareness about sustainable practices and promote environmental consciousness through a paper bag making workshop, highlighting the positive impact of reducing plastic usage.
3.	Paper Bag Distribution Drive	11/1/20	6	Mr. Darshan Gaonkar	To distribute paper bags to promote eco-friendly practices and reduce plastic usage in the community.
4.	Campus Development on the occasion of Azadi Ka Amrut Mohotsav	24/9/21	250	Ms. Shamal Dessai (NSS Convenor)	To enhance campus and locality cleanliness through a collaborative effort, fostering a healthier and more aesthetically pleasing environment for the entire community.
5.	Ghar Ghar Swachhata, Har Gar Swachhatha Abhiyan	2/10/21	47	Dr. Manisha Kulkarni	To foster community engagement and environmental responsibility, empower students to collaboratively enhance their neighborhood by organizing a locality cleaning initiative.
6.	Cloth Bag Stitching and Distribution drive	1/3/22- 1/4/22	50	Ms. Shamal Dessai (NSS Convenor)	To promote sustainable practices, encourage community engagement, and reduce environmental impact through a cloth stitching and distribution drive.
7.	Paper Bag Making and Distribution drive	1/4/22- 1/5/22	70	Ms. Shamal Dessai (NSS Convenor)	To promote sustainable practices, encourage community engagement, and reduce environmental impact through a paper bag making and distribution drive.
8.	Cleanliness Drive at Pomburpa Spring	30/5/22	56	Ms. Shamal Dessai (NSS Convenor)	To promote community engagement and environmental stewardship by organizing a cleanliness drive aimed at



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					beautifying and maintaining a litter-free environment.
9.	Cleanliness Drive at Hutatma Smarak	30/5/22	56	Ms. Shamal Dessai (NSS Convenor)	To foster community engagement and promote environmental consciousness through a successful cleanliness drive at Martyrs Memorial.
10.	Cleanliness Drive at Mahaveer Century Mollem National Park	2/8/22	78	Mr. Kedamath Tatkod	To elevate environmental consciousness, fostering community engagement, and enhancing local ecosystems.
11.	Cleanliness Drive at Ramvadeshwar	25/8/22	14	Ms. Shamal Dessai (NSS Convenor) and Ms. Yogita Chodankar	To elevate environmental consciousness, fostering community engagement, and enhancing local ecosystems.
12.	Beach and Road Side Cleaning Drive	15/8/22-16/8/22	30	Ms. Shamal Dessai (NSS Convenor)	To foster community engagement and environmental stewardship by organizing a drive aimed at enhancing cleanliness and preserving natural beauty.
13.	International Coastal Clean-up Day	17/9/22	34	Dr. Pinkesh Dhabolkar (NSS Convenor)	To elevate environmental consciousness, fostering community engagement, and enhancing local ecosystems.
14.	World Ozone Day Celebration	27/9/22	55	Mr. Rahul Gawas and Ms. Hema Sawant	To generate awareness among students about the importance of the ozone layer and presenting ways in which they can lower their impact on it on an individual scale.
15.	Community Outreach Activity: Cleaning of Vans Devata Temple	24/12/22	21	Dr. Pinkesh Dhabolkar (NSS Convenor)	To encourage volunteers to work with rural communities and keeping communal spaces litter free.
16.	Community Outreach Activity: Cleaning of Holy Cross Chapel	25/12/22	16	Dr. Pinkesh Dhabolkar (NSS Convenor)	To encourage volunteers to work with rural communities and keeping communal spaces litter free.
17.	E-waste Awareness and Collection Drive	17/3/23	17	Ms. Anjita Gaonkar	To create an awareness amongst the students and staff of the college regarding their responsibility to recycle discarded electrical and electronic equipment in an Eco-friendly manner.



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Figure 1: Cleanliness Drive at Bhagwan Mahaveer Century



Dharbandora, South Goa, 403410, GA, India

Latitude
15.3704N

Longitude
74.2174E

Local 12:11:17 PM
GMT 06:41:17 AM

Altitude 65.4 meters
Sunday, 10/02/2022

Figure 2: Cleanliness Drive at Bhagwan Mahaveer Century



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Figure 3: Beach Cleanliness Drive on International Coastal Cleanup Day



Figure 4: Campus Development Activity



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Figure 5: NSS Special Camp



Figure 6: Cleaning of Vans Devata Temple



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Figure 7: Paper Bag distribution at Dev Bodgeshwar Mela



Figure 8: NSS Camp