

PROCEEDINGS OF THE COMMISSIONERATE OF COLLEGIATE EDUCATION
MANGALGIRI:A.P
PRESENT:Dr NARAYANA BHARAT GUPTA I.A.S

Rc.No:04/CCE.AP/ECA/AC-12/2024-25

Date:07-03-2025

Sub:Collegiate Education-Implementation of Swachha Andhra March Theme-"Avoid SUPs(Single Use of Plastics),Promote Reusables"in Government and Private Aided Colleges -Instructions Issued-reg

Ref: 1.Meeting conducted by Swachha Andhra Corporation held on 05-02-2025

2. Proc.No:01/CCE.AP/ECA/AC-12/2024-25 from O/o CCE date 28-01-2025

3. Proc.No:02/CCE.AP/ECA/AC-12/2024-25 from O/o CCE date 06-02-2025

4. Proc.No:03/CCE.AP/ECA/AC-12/2024-25 from O/o CCE date 07-02-2025

As per the reference cited above ,the Government of Andhra Pradesh has designated the 3rd Saturday of every month as Swachhata Day, marking it as a state wide cleanliness day. Guidelines have been issued as per the vide ref(2) and further proceedings including month-wise themes and action points have been outlined in vide ref(4). For the month of March 2025 under Swachha Andhra initiative, all the Principals of Government and Private Aided College are here by directed to actively implement the theme for March-"**Avoid SUPs, Promote Reusables**".The objective is to avoid Single -Use and throw plastics/products and promote suitable Reusables alternatives encouraging sustainability across college campuses.

Creating awareness about avoiding single-use plastics and promoting reusable alternatives is a critical step toward environmental sustainability. Degree colleges can play a significant role in educating students and the broader community through engaging and impactful activities. Here's a list of activities that colleges can organize:

1. Conduct Awareness Campaigns on negative impact of Single-Use Plstics(SUPs):

- Poster Competitions: Encourage students to design posters highlighting the harmful effects of single-use plastics and the benefits of reusables.
- Slogan Writing: Organize a slogan-writing competition on the theme of plastic pollution and sustainability.
- Street Plays: Perform street plays or skits in the college and nearby communities to spread awareness.
- Flash Mobs: Organize flash mobs with a message about reducing plastic use.

2. Organize Workshops and Seminars:

- Expert Talks: Invite environmentalists, scientists, or NGO representatives to speak about the impact of single-use plastics and sustainable alternatives.
- DIY Workshops: Teach students how to make reusable items like cloth bags, paper bags with used papers and useful items from waste materials
- Documentary Screenings: Show documentaries like A Plastic Ocean or The Story of Plastic followed by discussions.

3. Conduct Campus Clean-Up Drives:

- Plastic Waste Collection: Organize clean-up drives on campus and nearby areas to collect plastic waste.

- Segregation Awareness: Educate students on proper waste segregation and recycling practices.
- Plastic-Free Campus/Zones: Designate entire campus/areas on campus as plastic-free zones and encourage students to avoid single-use plastics in these areas and promote greener alternatives for health and wealth.
- Discourage students from use and throw culture and prevents dumping, burning of plastic waste.
- Display banners, posters and digital content within the college premises promoting the theme.

4. Conduct Competitions and Challenges:

- Eco-Friendly Product Design: Host a competition for students to design innovative reusable products.
- Plastic-Free Challenge: Encourage students to go plastic-free for a week and share their experiences.
- Debate Competitions: Organize debates on topics like "Banning Single-Use Plastics: Necessity or Overreach?"

5. Social Media Campaigns

- Hashtag Campaigns: Launch campaigns like #Swachha Andhra #PlasticFree Campus or #SwitchToReusables on social media platforms.
- Reels and Videos: Encourage students to create short videos or reels promoting reusable alternatives.
- Conduct Online & Off line Pledge Drives: Create an online pledge and offline system where students commit to avoiding single-use plastics.

6. Collaborations and Partnerships

- NGO Collaborations: Partner with environmental NGOs to organize awareness programs and clean-up drives.
- Local Businesses: Collaborate with local businesses to promote reusable products and offer discounts to students.
- Government Initiatives: Align with government campaigns like Swachha Bharat Mission or Plastic Waste Management Rules.

7. Conduct Community Outreach Programs

- Awareness in Local Schools: Conduct workshops or campaigns in nearby schools to educate younger students.
- Collaboration with Local Markets: Encourage local vendors to switch to reusable or biodegradable packaging.
- Public Campaigns: Organize awareness drives in public spaces like parks, bus stands, or markets.

The principals are requested to create a culture of sustainability, empower students to take action, and contribute to a larger movement against single-use plastics ensure the strict implementation of the above activities and maintain records on significant reduction in single use plastic waste across college campus. A compliance report including details of events conducted, students participation, relevant photos etc should be submitted to the CCE through the Google sheet issued on 17-03-2025.

Swachha Andhra Initiative -March 2025 Compliance Report -on Awareness and reduction of Single Use Plastics

Activity	Details	Date	No.of Participants
Campus clean up	Area Covered;----		

drives	Total Plastic Waste collected:		
Segregation Awareness Programs	Topic:----		
Poster Competition	Topic:----		(Winners)
Debate competitions	Topic:----		(Winners)
Slogan writing competition	Topic:----		(Winners)
Street plays & Flash Mobs	Number of Events:		Location Covered:
Expert Talks	Speakers:-----Topic:-----		
Eco Friendly Product Designs	Number of Designs:		
NGO Collaboration	Name of NGO :---- Activity conducted		
Out Reach Program: Awareness in Schools	Number of Schools reached:--- No. Of Students Benifited:-----		
Public Campaigns	Location:-----		

To

The Regional Joint Director Of Collegiate Education for Information
The Principals of GDCs & PACs in the state of A.P

Sd/- Dr Narayana Bharat Gupta I.A.S
Director of Collegiate Education

//Attested//



Dr Ch Tulasi
Academic Guidance Officer