



**MARUDHAR KESARI JAIN COLLEGE FOR WOMEN, (AUTONOMOUS)  
VANIYAMBADI**



(A Project of Sri Marudhar Kesari Jain Trust)

Recognized Under sec 2(f) & 12(B) of UGC Act of 1956 Permanently Affiliated to Thiruvalluvar University Re-Accredited with "A+" Grade by NAAC (4<sup>th</sup> cycle) || An ISO 21001:2018 Certified Institution Supported by DST – FIST

**MEENDUM MANJAPAI AWARENESS RALLY ON 19.12.2024**

**INVITATION**



**MARUDHAR KESARI JAIN COLLEGE FOR WOMEN**  
(AUTONOMOUS)  
Vaniyambadi, Tirupattur District - 635 751  
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**Go Green Association collaborated with TNPCB & Vergal Trust (NGO) Organizes**



**Meendum**  
**MANJAPAI**  
**Awareness Programme**

**Date : 19.12.2024 | Time : 09.30 AM**  
**Venue : Mandalavadi & Kunnathur**

Chief Guest



**Er. C.Tholkappian**  
District Environmental Engineer  
Tamil Nadu Pollution Control Board, Vaniyambadi.

Special Guest



**Mr. Vadivel Subramaniam**  
Founder ,Vergal Trust  
Chairman , Indian Red Cross Society, Vaniyambadi Taluk.

**V. Dilip Kumar Jain**  
President

**Anand Singhvi**  
Secretary

**Dr. M. Inbavalli**  
Principal



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**MEENDUM MANJAPAI AWARENESS RALLY ON 19.12.2024**

**REPORT**

<b>Title</b>	<b>Meendum Manjappai Campaign</b>		
<b>Organized By</b>	<b>National Service Scheme &amp; Go Green Association</b>		
<b>Type of Activity</b>	<b>Club activity</b>		
<b>Level</b>	<b>Institutional</b>		
<b>Date</b>	<b>19.12.2024</b>	<b>Time</b>	<b>9:30 am</b>
<b>Venue</b>	<b>Mandalavadi &amp; Kunnathur</b>	<b>Mode</b>	<b>Offline</b>
<b>Resource Person Details</b>	<b>1. Mr. C. Tholkappian, Divisional Environmental Engineer, 2. Mr. S. Elayaraja, Assistant Engineer, 3. Mr. G.S. Karthik Sangameethran, Assistant Engineer from the Tamil Nadu Pollution Control Board, 4. Mr. Vadivel Subramaniam, Founder of Vergal Arakattalai, and 5. Mr. Sirangeevi, Secretary of Oru Vithaien Kural.</b>		
<b>Objective of the Programme</b>	<b>To raise awareness among the public about the harmful effects of plastic usage. To encourage the adoption of eco-friendly alternatives like cloth bags (Manjappai)</b>		
<b>Internal Participants Count</b>	<b>105</b>	<b>External Participants Count</b>	<b>Nil</b>

**Summary**

On December 19, 2024, the fourth day of the NSS Special Camp, organized by the NSS Units of Marudhar Kesari Jain College for Women (Autonomous) in association with Oru Vithaien Kural (NGO), featured a series of impactful activities. The Chief Guests of the day included Mr. C. Tholkappian, Divisional Environmental Engineer, Mr. S. Elayaraja, Assistant Engineer, Mr. G.S. Karthik Sangameethran, Assistant Engineer from the Tamil Nadu Pollution Control Board, Ms. N. Vijayalakshmi, Head and Assistant Professor, Department of Interior Design and Decor at MKJC, Mr. Vadivel Subramaniam, Founder of Vergal Arakattalai, and Mr. Sirangeevi, Secretary of Oru Vithaien Kural. The day began with a “Meendum Manppai” awareness rally, which aimed to raise environmental consciousness among the villagers. NSS volunteers, along with faculty members and villagers, actively participated in the rally, carrying placards and banners with messages advocating for sustainable living, waste reduction, and the importance of preserving soil health. The rally

emphasized the significance of reducing plastic usage, promoting organic farming, and adopting eco-friendly practices in daily life.

The volunteers engaged in interactive discussions with the villagers, explaining the detrimental effects of soil degradation and the steps that can be taken to restore and maintain fertile land. The enthusiasm and active participation of the local community showcased their willingness to embrace environmentally conscious practices for a better future.

Following this, an awareness session on cleanliness was conducted for the school students to instill the importance of maintaining cleanliness in their surroundings. Additionally, a session on health and hygiene was organized to educate the community on personal and environmental well-being, reinforcing the camp and dedication to improving public health and fostering social responsibility.

### **Outcome of the Program**

1. The campaign successfully revived interest in traditional “Manjappai” and positioned it as a symbol of environmental sustainability.
2. The rally effectively educated the public on the environmental impact of plastic pollution and benefits of adopting reusable cloth bags.

**Go Green Coordinator**

**Principal**





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#### PHOTOS



