



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



(A Project of Sri Marudhar Kesari Jain Trust)


Recognised u/s 2(f) & 12(B) by UGC Act, 1956-Permanently Affiliated to Thiruvalluvar University

Accredited by NAAC with "A+" Grade by NAAC 4<sup>th</sup> Cycle || An ISO 21001:2018 EOMS Certified

Institution Supported by DST-FIST


## GO GREEN ASSOCIATION COLLABORATED WITH TNPCB & VERGAL TRUST (NGO) JOINTLY ORGANIZED "MEENDUM MANJAPPAI AWARENESS PROGRAMME" ON 19.12.2024

### INVITATION







**MARUDHAR KESARI JAIN COLLEGE FOR WOMEN**  
(AUTONOMOUS)  
Vaniyambadi, Tirupattur District - 635 751

Recognized u/s 2(f) & 12(B) of UGC Act 1956 | Accredited with "A+" Grade by  
NAAC (4th Cycle) | Permanently Affiliated to Thiruvalluvar University  
An ISO 21001:2018 Certified Institution | Supported by DST - FIST




**Go Green Association collaborated with TNPCB &  
Vergal Trust (NGO)  
Organizes**

**Meendum**  
**MANJAPPAI**  
**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 Subramaniyan**  
Founder, Vergal Trust  
Chairman, Indian Red Cross  
Society, Vaniyambadi Taluk.

**V. Dilip Kumar Jain**  
President

**Anand Sivaiah**  
Secretary

**Dr. M. Inbavalli**  
Principal



## REPORT



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

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### MEENDUM MANJAPAI AWARENESS RALLY ON 19.12.2024

#### REPORT

Title	Meendum Manjappai Campaign		
Organized By	National Service Scheme & Go Green Association		
Type of Activity	Club activity		
Level	Institutional		
Date	19.12.2024	Time	11.00 am
Venue	Ponneri	Mode	Offline
Resource Person Details	Nil		
Objective of the Programme	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)		
Internal Participants Count	105	External Participants Count	Nil

#### 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.

  
22/12/24  
Go Green Coordinator

  
22/12/24  
IQAC Director

  
Principal  
**PRINCIPAL**  
Marudhar Kesari Jain College  
for Women (Autonomous)  
Vaniyambadi - 635 751.  
Tirupattur District



## PHOTOS



  
**PRINCIPAL**  
Marudhar Kesari Jain College  
for Women  
Vaniyambadi - 635 751