

“MEGA RALLY ON PLASTIC AWARENESS PROGRAMME” - 25th JAN 2025

The **National Service Scheme (NSS)** of *Jerusalem College of Engineering*, in association with the **Greater Chennai Corporation**, jointly organized a **Mega Rally on Plastic Awareness Programme** on **25th January 2025**. The event was conducted around the Pallikaranai area with the aim of sensitizing the public about the harmful effects of plastic pollution and promoting sustainable practices.

The rally commenced at 9:00 AM from the college campus and proceeded through main road and surrounding in the Pallikaranai locality. Volunteers actively engaged with the local community by:

- Holding banners and placards with impactful slogans
- Distributing pamphlets highlighting the consequences of plastic usage
- Interacting with shopkeepers and residents to encourage alternatives like cloth and jute bags
- Promoting the message of "Refuse, Reduce, Reuse, and Recycle"

The event saw enthusiastic participation from over **150** student volunteers, faculty coordinators, and civic body representatives. The **Greater Chennai Corporation** extended its full support by providing logistical assistance and public engagement materials.

This awareness rally not only drew attention to the growing problem of plastic waste but also inspired responsible behaviour among the general public. Students demonstrated high levels of commitment and discipline, making the rally impactful and well-received by the community.

The programme concluded with a brief address by the coordinators and representatives from the Greater Chennai Corporation, thanking the volunteers and encouraging everyone to carry forward the message of sustainability.



JERUSALEM COLLEGE OF ENGINEERING
AN AUTONOMOUS INSTITUTION

Narayanapuram, Pallikaranai, Chennai-600 100



THE NSS ORGANISES RALLY



For PLASTIC AWARENESS



**say no to SINGLE
plastic!** **USE**

Date : 25-Jan-2025

TIME : 08:30 am onwards

Venue : Near JCE Campus

Mr.B.ARUL KUMAR
NSS Programme Officer

Dr. RAMESH S
Principal

Dr.M.MALA
Chairperson





