



# GAYATRI VIDYA PARISHAD COLLEGE OF ENGINEERING FOR WOMEN

(Autonomous)

Madhurawada , Visakhapatnam – 530 048

(Approved by AICTE, New Delhi and Affiliated to Andhra University, Visakhapatnam)  
CSE, ECE and IT Courses Accredited by NBA (2019-2022) and Re-accredited by NBA  
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## Report on Plastic-Free Society Campaign: A Collaborative Initiative by Praja Pragati Trust, Indian Pollution Control Association (IPCA), and Kia India

### "Develop Responsible Outlook for Plastic" (DROP)

No. of Volunteers Involved: 40

04-10-2024

No. of Students Involved: 82

### Introduction

Plastic pollution has emerged as a global environmental crisis, significantly impacting ecosystems, wildlife, and human health. India, with its large population and rapidly developing economy, faces severe challenges related to plastic waste management. Recognizing the urgency of addressing plastic pollution, **Praja Pragati Trust**, in collaboration with the **Indian Pollution Control Association (IPCA)** and **Kia India**, has launched an initiative titled "**Develop Responsible Outlook for Plastic**" (**DROP**). This project aims to raise awareness about plastic pollution, promote responsible plastic consumption, and facilitate the transition towards a plastic-free society in India.

The following report outlines the key objectives, strategies, activities, and expected outcomes of the DROP project.

### 1. Project Background

India generates over **3.3 million tonnes of plastic waste** annually, of which a significant portion is not recycled. With the increasing demand for plastic products, especially single-use plastics, the environmental impact continues to grow. The **DROP** project was conceived to address this issue by educating and encouraging individuals, communities, and industries to adopt responsible practices when dealing with plastic waste.

This collaborative initiative leverages the expertise of Praja Pragati Trust in grassroots mobilization, IPCA's environmental advocacy, and Kia India's corporate social responsibility (CSR) platform to create a comprehensive solution to reduce plastic consumption and promote sustainability.



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## 2. Objectives of the DROP Project

The primary objective of the **DROP** project is to foster a **plastic-free society** by focusing on the following key goals:

- **Raise Awareness:** Educate citizens about the harmful effects of plastic pollution and promote responsible consumption habits.
- **Promote Responsible Disposal:** Encourage the proper disposal and recycling of plastic waste to reduce its environmental impact.
- **Encourage Eco-friendly Alternatives:** Advocate for the use of sustainable alternatives to plastic, such as biodegradable materials, paper, and plant-based products.
- **Engage Stakeholders:** Involve local communities, schools, industries, and government agencies in collective efforts to reduce plastic waste and improve waste management.
- **Support Policy Advocacy:** Lobby for stronger policies and regulations to curb plastic production, use, and disposal, including better waste segregation and recycling systems.

## 3. Key Components of the Project

The **DROP** project is structured around several key components to ensure its success:

### a. Community Awareness Campaigns:

A series of community-based campaigns will be organized to educate the public about the dangers of plastic pollution. These campaigns are done through Street Play (Natak) by a special team that will focus on:

- The environmental impact of plastic waste on soil, water, and air.
- The benefits of reducing, reusing, and recycling plastic products.
- The importance of adopting eco-friendly alternatives to plastic.



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## b. Workshops and Training Programs:

Interactive workshops will be conducted for various stakeholders, including:

- **Schools and Colleges:** To involve students in eco-friendly initiatives, encouraging them to reduce plastic consumption and promote alternatives.
- **Local Communities:** To teach proper waste segregation, recycling practices, and the benefits of reducing single-use plastic.
- **Corporate and Industrial Partners:** To explore sustainable business practices and the adoption of plastic-free strategies in production and packaging.

## c. Corporate Engagement:

With Kia India's partnership, the project will work with various businesses, especially those in manufacturing and retail, to:

- Reduce plastic usage in product packaging and operations.
- Shift towards sustainable packaging and alternatives like paper, glass, or plant-based materials.
- Promote corporate responsibility in managing plastic waste and supporting recycling initiatives.

## d. Plastic Waste Collection Drives:

- To address the current plastic waste crisis, **plastic waste collection drives** will be organized in urban and rural areas. Volunteers will work with local authorities to collect plastic waste, sort it for recycling, and raise public awareness about the importance of proper waste management and also, they provide dustbins to the college to collect the plastic waste and recycle later on.

## 4. Expected Outcomes

The **DROP** project is expected to generate significant long-term benefits, including:

- **Reduction in Plastic Waste:** A measurable decrease in plastic waste generated by communities, industries, and households through increased awareness and responsible consumption.
- **Increased Recycling Rates:** Improved waste segregation and recycling processes that lead to better plastic waste management.
- **Behavioural Change:** A shift in public attitude toward plastic use, with more individuals and organizations opting for sustainable alternatives.



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- **Enhanced Public Policy:** Advocacy efforts will help shape stronger plastic waste management policies at local, state, and national levels.
- **Sustainable Business Practices:** A growing number of companies, including Kia India, adopting eco-friendly alternatives and contributing to a more sustainable economy.

## 5. Conclusion

The **DROP** project, spearheaded by Praja Pragati Trust, IPCA, and Kia India, represents a comprehensive approach to addressing the global plastic pollution crisis. By focusing on community education, corporate responsibility, and policy advocacy, this initiative aims to inspire significant change in how plastic is used, managed, and disposed of in India. With a concerted effort from all stakeholders, India can make meaningful strides toward a **plastic-free society**, ensuring a cleaner, healthier environment for future generations.

## Recommendations for Further Action:

- **Ongoing Monitoring and Evaluation:** Regular assessments of the project's effectiveness in reducing plastic waste and increasing awareness will be crucial for future improvements.





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### Report on National Youth Day 2025: NSS and Youth Unite in Celebration of Swami Vivekananda's Legacy in Vizag

**"Strength is life, weakness is death."**

No. of Volunteers Involved: 34

12-02-2025

The Ramakrishna Mission Ashrama in Visakhapatnam conducted a grand "Vivekananda Shobha Yatra" on February 7, 2025, in celebration of National Youth Day. The event drew over 5,000 students from 35 degree and PG colleges, 10 engineering institutions, and various schools. The rally began at the Government Women's Degree College, Daba Gardens, and was flagged off by key dignitaries including the Vice-Chancellor of DSNLU and the District Collector. Students marched energetically with placards and dressed as Swami Vivekananda and Bharata Mata, spreading his timeless message of youth empowerment and national pride.





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The procession passed through major areas, including the Central Revenue Staff Quarters, where it was joined by Customs and GST officials, IRS officers, and the Divisional Railway Manager, showcasing strong public and official support. The rally concluded at the Ashrama campus, where students were gifted a copy of Positive Thinking, a compilation of Swami Vivekananda's messages, and were served prasada. The event was planned in coordination with NSS and NCC officers and was widely covered by the media. The Shobha Yatra was appreciated for its organization, spirited participation, and for effectively promoting the values of Swami Vivekananda among the youth.





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### Report on Raising Awareness on Drug Abuse: Combating the Growing Threat of Drug Abuse Among Youth

“Drug Abuse Destroys – Awareness Saves”

No. of Volunteers Involved: 5

22-03-2025

No. of Students Involved: 40

**Drug abuse** is a serious issue that affects individuals, families, and communities. It refers to the harmful or excessive use of drugs, including alcohol, prescription medications, and illegal substances. Drug abuse can lead to physical and mental health problems, addiction, poor academic or job performance, and strained relationships. It often begins with curiosity or peer pressure, especially among young people. Raising awareness, providing support, and encouraging healthy lifestyle choices are key to prevention. Rehabilitation and counseling can help those affected recover and rebuild their lives. Combating drug abuse requires a united effort from families, schools, and society.





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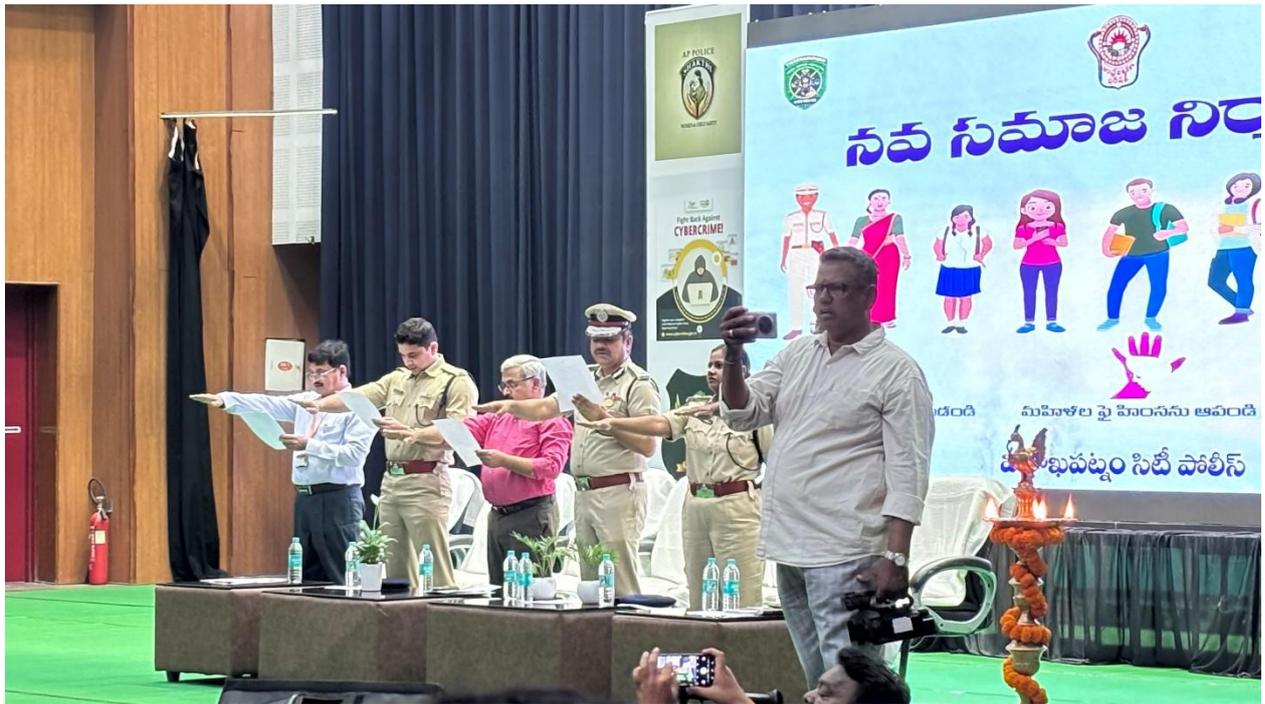
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On **22 March 2025**, Visakhapatnam City Police, under the leadership of Commissioner **Shankhabrata Bagchi**, launched the pioneering **Nava Samaja Nirmanam** programme—the first of its kind in Andhra Pradesh—targeting youth engagement and social awareness. The initiative brought together over **2,000 students**, including members of Andhra University such as the Vice-Chancellor, to confront pressing issues like drug abuse, cybercrime, and violence against women. Through interactive sessions, the programme provided practical guidance on identifying, responding to, and reporting these challenges. It also featured an essay-writing competition, rewarding students whose written pieces demonstrated depth in understanding and advocacy. By blending awareness with actionable strategies, Nava Samaja Nirmanam positioned students as informed guardians of community safety. This comprehensive approach not only fostered civic responsibility but also strengthened police–student partnerships, setting the stage for future outreach efforts aimed at nurturing a safer, more aware generation in Visakhapatnam.





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### Report on Daan Utsav : Clothes Donation Drive by NSS Volunteers of GVP Women's Engineering College Brightens Lives of Children

**“Giving is the greatest act of grace”**

No. of Volunteers Involved: 5

07-04-2025

**Daan Utsav** is an initiative focused on the act of giving and sharing with those in need. On 7th April 2025, the NSS volunteers of Gayatri Vidya Parishad College of Engineering for Women organized a donation drive where they collected and distributed clothes and other essentials to underprivileged children. Additionally, the volunteers extended their support to **Aruku Kasipatnam Chinnamma**, a dedicated teacher who has significantly contributed to the community. This event was a meaningful expression of compassion and service, aimed at uplifting the lives of children and honoring the commitment of a valued educator.



During Daa Utsav, volunteers engaged in various activities aimed at spreading awareness and celebrating the spirit of giving and service. The event fostered community participation and reflected the college's dedication to nurturing socially responsible students. The recognition of Aruku Kasipatnam Chinnamma highlighted the importance of educators in shaping lives and inspiring social change.



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### Report on HPV Vaccine Awareness Campaign: A Collaborative Initiative to raise awareness and promote protection through the HPV vaccine.

“United for a healthier tomorrow”

No. of Students Involved: 208

02-05-2025

Human Papillomavirus (HPV) is a common viral infection with the potential to cause cervical, anal, oropharyngeal, and other cancers. Despite the availability of a safe and effective vaccine, misinformation and lack of awareness contribute to low vaccination rates in many regions. To combat this, a multi-stakeholder awareness campaign was designed and implemented.



The HPV Vaccine Awareness Campaign was conducted on **2nd May 2025** by students of **GVP Medical College** as part of a public health outreach initiative. The event took place at **Gayatri Vidya Parishad College of Engineering for Women**, where medical students engaged with engineering students through informative sessions, interactive discussions, and educational materials. The campaign aimed to raise awareness about the risks associated with Human Papillomavirus (HPV) and the importance of early vaccination in preventing cervical and other HPV-related cancers. The initiative fostered a collaborative environment, encouraging young women to make informed health decisions and empowering them with accurate, science-based information about the HPV vaccine.



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### Report on Yoga Day: GVP College Celebrates International Yoga Day 2025 with Enthusiastic Participation

**"Yoga is not just a workout; it's a celebration of life, health, and unity."**

No. of Volunteers Involved: 10

21-06-2025

No. of Students Involved: 50

In India, **International Yoga Day 2025** was celebrated with grandeur and enthusiasm on **June 21, 2025**. The event marked the **11th anniversary** of this global observance, with the theme **“Yoga for One Earth, One Health.”** Across the nation, various yoga sessions were organized to promote wellness, mental peace, and environmental consciousness. The **Andhra Pradesh government** hosted a grand yoga session in **Visakhapatnam**, aiming to break the **Guinness World Record** for the largest yoga gathering. This event attracted a massive turnout, with over **250,000 participants** performing yoga at a single venue.





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On **20th June 2025** and **21st June 2025**, Gayatri Vidya Parishad College of Engineering for Women celebrated **International Yoga Day 2025** by hosting two yoga sessions. The first session was held on the **20th of June**, followed by another early morning session on **21st June 2025**, starting at **6:30 AM**. Both sessions were conducted under the able supervision of the **Principal, Dr. R.K. Goswami**, and the **Vice-Principal, Sudheer Garu**, ensuring smooth coordination and guidance. The sessions witnessed the active participation of the **Secretary, Dr. P. Somaraju Garu**, who joined the participants and added immense joy and enthusiasm to the event. The campus was filled with energy as students and faculty members came together to embrace yoga's health benefits, making the event a memorable celebration of wellness and unity.





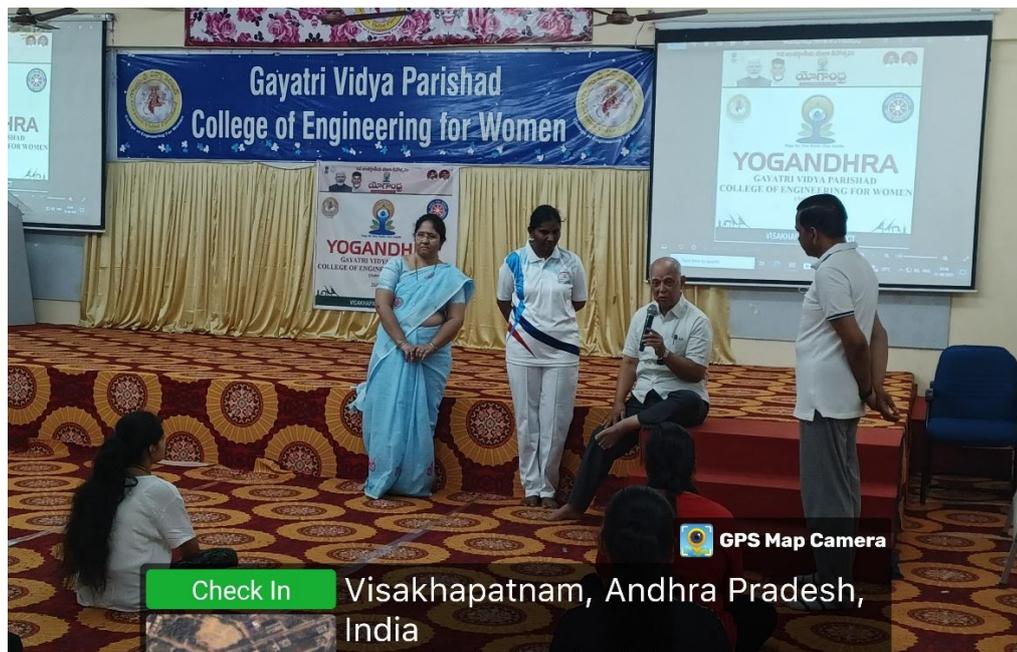
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