



Bottles for Change – Village Cleaning Drive by NSS, SVCET

Date : 25/03/2025

As a continuation of our ongoing efforts towards sustainability and environmental awareness under the “**Bottles for Change**” campaign, the NSS Unit of **SVCET**, in collaboration with **Bisleri International Pvt. Ltd.**, conducted two successful **village cleaning drives** in **Thennal Village (21.04.2025)** and **Ariyur Village (23.04.2025)**.

More than **50 NSS student volunteers** enthusiastically participated in these cleanliness drives, working in teams to clean streets, collect plastic waste, and spread awareness among the local residents about plastic segregation and proper waste disposal methods. The program was commenced and felicitated by our Beloved principal, Dr. S. Pradeep Devaneyan. The same is assisted and supported by more faculties from our college.

The collected waste, especially plastic, was segregated and handed over to **Bisleri’s authorized garbage collection team**, aligning with the “**Bottles for Change**” programme objective of encouraging responsible plastic recycling.

This community-based effort served as a practical extension of our earlier campus initiatives, showing our commitment to **taking environmental responsibility beyond the campus gates**.

The initiative was **fully supported by the college management, principal, and vice principal**, whose encouragement ensured the smooth execution of the activities. The **CSR team from Bisleri**, including **Shri J. Iyyappan**, also actively participated and guided the volunteers during both village visits. The local community members appreciated the effort and were sensitized about the importance of maintaining a clean living environment.

