



# Surakimu Nuwara

## Community Service



Submitted by  
Rtr. Dhatchanya Suresh (Secretary &  
Community Service)  
from the  
Rotaract Club of Katugastota Region  
Sponsored By  
Rotary Club of Katugasthota  
Held on  
August 21st, 2024  
at the  
Kandyan Perahera Route

### Description

Surakimu Nuwara, an initiative of the Rotaract Club of Katugastota Region in partnership with the Interact Clubs of Kandy, was a remarkable 10-day community service project that took place from August 10th to 20th, 2024.

The Surakimu Nuwara , was first launched in 2019 during the Kandy Esala Perahera. Initially focused on cleaning the streets throughout the 10-day Perahera period, the project has grown immensely in both scope and impact. As spectators often arrive hours in advance to secure their spots and remain in place for nearly 15 hours, the project introduced water bottle distribution to alleviate discomfort and ensure hydration.

The successful impact of the inaugural year drove Surakimu Nuwara into an annual initiative. In recent years, it has become a collaborative effort with Interact Clubs from Dharmaraja College and St. Anthony's College. Last year, the project achieved remarkable heights by distributing 5,000 water bottles and collecting 180 kg of waste. This year, the initiative further expanded, with new partnerships from the Interact Clubs of Kingswood College , Mahamaya Girls' College and Vidyarthi College Kandy. **This expansion with 05 Interact clubs made the 2024 initiative the largest joint effort in the project's history.**

This year , with immense support from sponsors, Café Koi, Nagalingam Bawan, Café Mantra, SL CHOP SHOP and through donations from the public, Rotaractors, and Interactors, Surakimu Nuwara made a significant impact. **Over 6,000 water bottles were distributed, and over 250 kg of waste was cleared from the Perahera routes**, ensuring a cleaner environment and improving the overall experience for spectators.

The project saw significant participation: **over 65 Interactors, 35 Rotaractors**, and volunteers dedicated their time over 9 days of the Perahera. The **Kandy Police Department** played a major role by providing essential permissions and maintaining security, while the **Kandy Municipal Council** ensured the proper disposal of waste, separating materials like plastic, paper, and food waste.

Overall, Surakimu Nuwara 2024, made a significant impact on the community by clearing over 250 kg of garbage from the streets and providing hydration through the distribution of more than 6,000 water bottles. This initiative not only enhanced the Perahera experience for spectators but also cultivated a sense of environmental responsibility and teamwork among the Rotaractors, Interactors and Volunteers leaving a lasting positive influence .

## Objectives

### Short-Term Objectives:

- Promote environmental awareness by educating spectators about responsible waste disposal during the Kandy Esala Perahera.
- Ensure the cleanliness of Kandy city by organizing and executing efficient garbage collection throughout the event.
- Provide hydration to spectators by distributing water bottles during the Perahera.

- Engage local volunteers and organizations to foster community involvement in maintaining a clean environment.

### Long-Term Objectives:

- Promote a culture of environmental responsibility by developing educational programs that encourage sustainable waste management.
- Expand the project's reach by collaborating with more schools, clubs, and organizations to increase impact each year.
- Ensure the continuity of the project by establishing long-term funding strategies and maintaining strong relationships with local stakeholders.

## Goals

### SDG Goals

- 3 - Good Health and Well-being
  - 3.9 Reduce illness and death from hazardous chemicals and pollution.
- 6 - Clean Water and Sanitation
  - 6.1 Safe and affordable drinking water.
- 11 - Sustainable Cities and Communities
  - 11.6 Reduce the environmental impact of cities.
- 12 - Responsible Consumption and Production
  - 12.5 Sustainable reduce waste generation.
- 17 - Partnerships to achieve the Goal
  - 17.17 Encourage effective partnerships.

### Rotary Area of Focus

- Supporting the Environment
- Water and Sanitation
- Disease Prevention and Treatment

### Other focus Areas

- Green Earth

## Project Chairs

Name	Volunteer Hours
Mapa Mudiyansele Kevin Binal De Saram	18 Hours (Appox.)
Dhatchanya Suresh	18 Hours (Appox.)
Thevinu Kariyawasam	18 Hours (Appox.)

## Project Committee

Name	Volunteer Hours	Committee Role
Nadeesh Ilukkumbure	12 Hours (Appox.)	PR Work
Mapa Mudiyanselege Kevin Binal De Saram	18 Hours (Appox.)	Overall Guidance & Coordination with Interact Clubs & Purch
Dhatchanya Suresh	18 Hours (Appox.)	KMC & Kandy Police Department Permissions & Meeting Host
Ziony Dissanyake	18 Hours (Appox.)	Finance
Thevinu Kariyawasam	18 Hours (Appox.)	Water Bottle Selection & Coordination with Interact Clubs
Lashan Navindran	12 Hours (Appox.)	Video Edits
Mandakini Rathnayaka	6 Hours (Appox.)	Video Edits
	Total Hours	156 Hours

## Club Participation

Club Name	Count
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## Other Organization Participation

Organization Name	Organization Type	Count
Interact Club Of Dharmaraja College	interact	09
Interact Club Of Mahamaya Girls College Kandy	interact	19
Interact Club Of St. Anthony's College	interact	28
Interact Club Of Kingswood College Kandy	interact	7
Interact Club Of Vidyartha College Kandy	interact	7

## District Steering Committee Participation

Name	Designation
Sridharan Praveena	Joint Editor

# Budget

## Income

Description		Amount
Donation		56000 LKR
	Total Income	56000 LKR

## Expenses

Description		Amount
Water bottles		-40560 LKR
Stickers		-7200 LKR
Gloves		-2000 LKR
Garbage Bags		-4650 LKR
	Total Expense	54410 LKR
	Total	1590 LKR

## Project Planning

The first discussion to implement **Surakimu Nuwara 2024** took place on **July 12, 2024 at Café KOI**, among the Executive Committee and Board Of Directors, of which all parties agreed to include more interact clubs and to donate more no of water bottles when compared to year 2023. On **July 16** the club reached out to 05 Interact Clubs, namely :

- . Interact Club of Dharmaraja College ( ICDRC)
- . Interact Club of St. Anthony's College ( ICSAC )
- . Interact Club of Kingswood College ( ICKCK)
- . Interact Club of Mahamaya Girls College Kandy ( ICMGCK )
- . Interact Club Of Vidyarthi College Kandy. ( ICVCK)

While the Interact Clubs of Dharmaraja , St.Anthony's , Kingswood and Mahamaya Confirmed on their collaboration , Vidyarthi College requested more time.

A meeting, was held on **July 18, 2024 in google meet**, During which, the RACKR members, including President Rtr. Kevin Binal De Saram, Secretary Rtr. Dhatchanya Suresh, Treasurer Rtr. Ziony Dissanayake, and Community Service Director Rtr. Thevinu Kariyawasam, met with the Presidents of the four Interact Clubs, Int. Venuja Akwatta ( ICDRC), Int. Neha Balasooriya (ICMGCK) , Int. Oshan De Run ( ICSAC) and Int. Euka Herath for detailed planning, assigning responsibilities, and setting timelines for execution.

Responsibilities were assigned as follows:

1. **Identify Potential water bottle brands and pricing options** – Assigned to **Rtr. Thevinu Kariyawasam**.
2. **Obtaining KMC Permission and Police Department permission** – Assigned to **Rtr. Dhatchanya Suresh**.
3. **Project Paperwork - Proposals and Sponsorship letters**– Assigned to **Rtr. Dhatchanya Suresh**.
4. **Assigning Donation Jars at local businesses to collect funds** – Assigned to **Rtr. Thevinu Kariyawasam**.
5. **LKR 10,000 Sponsorship** – Interactors were tasked with finding sponsors for this amount.
6. **Gold, Silver, Bronze Sponsorships** – RACKR was responsible for securing sponsorships from local businesses.
7. **Public Relations (PR)** – Assigned to **Rtr. IPP Nadeesh Ilukkumbure**.

### A meeting was held on 24<sup>th</sup> of July in Google Meet

Updates on assigned responsibilities were provided:

1. **Research and Selection of Water Bottles** – **Rtr. Thevinu Kariyawasam** reported the following prospective water brands:

- Speed Water Bottles

- American Water
- Galaboda Water Bottles
- Kandyan Fresh Water Bottles

2. **KMC Permission and Police Department Letter** – **Rtr. Dhatchanya Suresh** successfully obtained permission on **July 19, 2024**, enabling the project to proceed with official support.

3. **Project Paperwork** – **Rtr. Dhatchanya Suresh** confirmed that all sponsorship letters were finalized and sent to relevant parties. Additionally, an invitation was sent to the Interact advisor of Vidyarthi College to join the initiative.

4. **Assigning Donation Jars** – **Rtr. Thevinu Kariyawasam** placed donation jars at **Café Koi**.

5. **Sponsorship Progress:**

#### **Interact Club**

- **ICDRC** successfully secured **LKR 10,000** in sponsorship.
- **ICMGCK** and **ICKCK** reported potential water bottle sponsors.

#### **RACKR**

**Gold, Silver, Bronze Sponsorships** – RACKR secured sponsorships from several local businesses, including:

- Café Koi
- Café Mantra
- SL Chop Shop - Transportation
- Nagalingam Bhavan

6. **Public Relations** – **Rtr. IPP Nadeesh Ilukkumbure** launched the project's first social media post on **July 19**, and planned future posts to promote sponsorship for water bottles and casings.

**Meeting on the 27<sup>th</sup> of July 27** was held in person at **Café Koi** on **July 27**,

Updates on responsibilities .

1. **Interact Club Logos** – Logos from the ICDRC, ICMGCK, ICKCK, ICSAC were received for PR work . The interact Club Of Vidyarthi College Kandy Informed that the logo will be shared once they receive permission from school.

2. **Sponsorship Letters – Rtr. Dhatchanya Suresh** confirmed that emails requesting sponsorship had been sent to:

○ Nestle , Kandos , Spa Ceylon , Gunasena Bookshop ,HNB Bank , Sampath Bank, Ceylon Bank, Seevali Bookshop ,Champa Stores, ICBT Kandy Campus, among which Spa Ceylon declined sponsorship, while ICBT Campus requested more time to review the proposal and no response were obtained from other organizations.

3. **Water Bottle Selection – Rtr. Thevinu Kariyawasam** confirmed that **Kandyan Fresh Water Bottles** would be used, but the club would need to facilitate transportation of the bottles. Apart from this , the club got donations in the form of bottles from the general public and club members .

#### 4. **Update on sponsorships from Interact Clubs.**

- **ICMGCK** - Approached sponsors namely, DSI , Oak Ray , Sriyani , Laxman studio , LSB mineral water , Gunasena bookshop ,Samudra bookshop and Seevali bookshop, but couldn't gain any sponsorships . However the Interact Club members gave a donation of LKR 2500.
- **ICDRC-** Approached sponsors namely, singer , Queen's hotel and Dialog , but couldn't gain any sponsorships. However The Club made a donation of LKR 10,000.
- **ICSAC** – Approached Sponsors namely, Lasitha Pujabanda, Soflogic , royal pharmacy, lavisco, but couldn't gain sponsorships . However the club members made a donation of LKR 3000.
- **ICKCK-** Approached sponsors namely , Gunathilake batiks , Emico, Kandy chocolate house , Red chillies, Xiang ang yun ,Flowersong restaurant, of which only Gunathilake batiks Came through with a sponsorship of Rs.5000 .

**As of July 26<sup>th</sup> the Interact Club of Vidyarthi College Kandy** confirmed their collaboration in Surakimu Nuwara.

**Final Meeting was held on the 7<sup>th</sup> of August via google meet.**

1.

**Water Bottle Distribution Plan** – It was decided that water bottles would be distributed on five of the ten project days, with **600+ bottles per day**, while garbage collection would occur daily.

2. **Volunteer Commitments** – Interactors were instructed to ensure **at least three members** from their club would participate each day. **Volunteers from SLIT Pallekelle** also confirmed their participation.

3. **Meetups** – Daily meet-ups at **Café Koi at 3:00 PM** to coordinate the route for water bottle distribution , and garbage collection .

4. **Teams** – it was decided that 3 Rotaractors would join each Interact Club and focus on a particular street.

#### **Execution and Outcomes**

- **Day 01:** 600+ water bottles, 25kg of garbage collected, 30 Interactors, 15 Rotaractors.
- **Day 02:** 20kg of garbage, 20 Interactors, 9 Rotaractors.



- **Day 03:** 600+ water bottles, 25kg of garbage, 20 Interactors, 14 Rotaractors.
- **Day 04:** Cancelled due to extreme weather conditions.
- **Day 05:** 25kg of garbage, 30 Interactors, 10 Rotaractors.
- **Day 06:** 600+ water bottles, 30kg of garbage, 25 Interactors, 8 Rotaractors.
- **Day 07-10:** Continuous efforts led to 250kg of total garbage collected and 6,000+ water bottles distributed.

PR work, managed by **Rtr. IPP Nadeesh Ilukkumbure**, promoted the event effectively across social media. The project also received invaluable support from **Guide Club Coordinator PHF Rtr. PP Praveena Sridharan**, who offered key **PR ideas** and overall guidance.

This planning process resulted in the successful execution of **Surakimu Nuwara 2024 with great appreciation from the general public, interactors and foreigners.**

## Public Relations Plan

**Pre-pr phase**, began with an introductory post on the 19th of July 2024, Following this, a series of calling for donation posts and videos were shared across social media platforms on the 01st and 04th of August.

The **during the event PR**, began with A "Happening Today" post that was released on the 10th of August, followed by a preparation video on the 11th of August. Throughout the event, daily "Happening Now" stories were shared across social media, keeping followers engaged. At the end of Day 01, a video summarizing the project's progress was posted, and daily statistics posts highlighting the garbage collection and water distribution were shared from the 10th to the 20th of August. On Day 04, when the event was cancelled due to bad weather, a post was shared to keep the community informed. A recap post featuring images from the project were posted on the 18th of August

In the **post-event phase**, on the 21st of August, a project completion and gratitude post was shared, thanking everyone involved and acknowledging the success of the initiative.

## Key Execution Team Members:

- **PR and Strategy:** Rtr. IPP Nadeesh Ilukkumbure
- **Social Media Videos:** Rtr. Lashan Navindran
- **Preparation Video:** Prospective Member . Mathakini Rathnayaka
- **Photography and Edits :** Rtr. Kevin Binal

## PR links

<https://www.instagram.com/p/C9mj2SaoZF4/?igsh=dTVhZTBmenMxMWVp>

<https://www.facebook.com/share/p/7fZxksJesTJ2aYtH/?mibextid=WC7FNe>

<https://www.instagram.com/p/C-ZwAo9oskj/?igsh=MWNxYmVneGc2OGdhbg==>

<https://www.facebook.com/share/p/g5rUwXWqTVGbkmqV/?mibextid=WC7FNe>

<https://www.instagram.com/p/C-ZwAo9oskj/?igsh=MWNxYmVneGc2OGdhbg==>

<https://www.facebook.com/share/p/EokUHoQKS2C8DSSw/?mibextid=WC7FNe>

<https://www.instagram.com/reel/C-HxNsVIZ99/?igsh=MXFIbnp1Mjl3aHhtdA==>

<https://www.instagram.com/reel/C-eQ7nvoveD/?igsh=bW55cHJ0bWs0bHo3>

<https://www.instagram.com/p/C-exTO0oS9p/?igsh=Z3FpZDRhMGdzaWJo>

<https://www.facebook.com/share/p/7Tcmdm6JnmTqSVq7/?mibextid=WC7FNe>

<https://www.instagram.com/reel/C-HxNsVIZ99/?igsh=MXFIbnp1Mjl3aHhtdA==>

<https://www.instagram.com/reel/C-eQ7nvoveD/?igsh=bW55cHJ0bWs0bHo3>

<https://www.instagram.com/p/C-exTO0oS9p/?igsh=Z3FpZDRhMGdzaWJo>

<https://www.facebook.com/share/p/7Tcmdm6JnmTqSVq7/?mibextid=WC7FNe>

<https://www.instagram.com/reel/C-f1DL3IQvI/?igsh=cnJtNmdudjJvcmc4>

<https://www.instagram.com/p/C-iiAQZB3FI/?igsh=MTkzYzlydnk4N3AxbA==>

<https://www.facebook.com/share/p/sU5rjmAVC7VyGVkt/?mibextid=WC7FNe>

<https://www.instagram.com/p/C-koWFFoBB8/?igsh=NThmY2M1dTnhM3hs>

<https://www.facebook.com/share/p/DqGDz2B1D4ambtoV/?mibextid=WC7FNe>

<https://www.instagram.com/p/C-ne5OUofzN/?igsh=MWRJmZlibjBuZzhjeA==>

<https://www.facebook.com/share/p/C7psiqfWN2NEq1Li/?mibextid=WC7FNe>

[https://www.instagram.com/p/C-p4\\_CJoU-j/?igsh=MWt3YWx2aXgzbjQ0MQ==](https://www.instagram.com/p/C-p4_CJoU-j/?igsh=MWt3YWx2aXgzbjQ0MQ==)

<https://www.facebook.com/share/p/isCjn7VZb4QbmCR3/?mibextid=WC7FNe>

<https://www.instagram.com/p/C-sytOmoMLu/?igsh=MWk2ZmpqbzMzODBkNA==>

<https://www.facebook.com/share/p/hnDT3k8yrJvDVyQX/?mibextid=WC7FNe>

<https://www.instagram.com/p/C-vlvs4IH3A/?igsh=MXFtMG42ejl3czZtYw==>

<https://www.facebook.com/share/p/yb1PYirzZ7UEpaZi/?mibextid=WC7FNe>

[https://www.instagram.com/p/C-x\\_D-Vo3J7/?igsh=MXZxODRmYTBoMHBrdA==](https://www.instagram.com/p/C-x_D-Vo3J7/?igsh=MXZxODRmYTBoMHBrdA==)

<https://www.facebook.com/share/p/z9xf6t2qwKFyPWNV/?mibextid=WC7FNe>

<https://www.instagram.com/p/C-0YkJ3oTIN/?igsh=c2UyZjZvenB0azFs>

<https://www.facebook.com/share/p/MzSfmEtXJbU1MNcr/?mibextid=WC7FNe>

<https://www.instagram.com/p/C-3Cg03lhyV/?igsh=anc5YmZndDFkMGto>

<https://www.facebook.com/share/p/eGNPnYBpSM4kVtbX/?mibextid=WC7FNe>

<https://www.facebook.com/share/v/1H1z34J2Hr6gnNMP/?mibextid=WC7FNe>

<https://www.instagram.com/p/C-7PUDRIQbR/?igsh=MXN0d3l5cXRma245OQ==>

<https://www.facebook.com/share/p/rePyrMD2cZgNvrkb/?mibextid=WC7FNe>

<https://www.instagram.com/p/C-f0bPIoVm6/?igsh=NGlVb3NvZHZ0MmF2>

<https://www.facebook.com/share/p/Lmfw9gyxGBN1Z6yb/?mibextid=WC7FNe>

<https://www.facebook.com/share/p/FdDy6Vkg6GW5yP3s/?mibextid=WC7FNe>

## **Benificiaries**

- Spectators Of Perahera

## **Partners**

- Cafe Mantra
- Cafe koi
- SL CHOP SHOP
- Nagalingam Bawan

# Outcomes

## Short-Term Outcomes:

1. **Increased Hydration and Comfort:** Spectators receive adequate hydration through the distribution of over 6,000 water bottles, improving their overall comfort and well-being during the Kandy Esala Perahera.
2. **Enhanced Cleanliness:** The streets and event routes are kept clean, with over 250 kg of garbage collected and properly disposed of, creating a more pleasant environment for attendees.
3. **Effective Volunteer Engagement:** Over 60 Interactors, 35 Rotaractors, and additional volunteers actively participate, demonstrating effective management and teamwork throughout the 10-day event.
4. **Successful Sponsorship Acquisition:** Secured funding and support from sponsors and donors cover the costs of water bottles and waste management, ensuring the project's smooth execution.
5. **Raised Public Awareness:** Spectators are educated about the importance of waste disposal and hydration, leading to increased public awareness and responsible behavior during the event.

## Long-Term Outcomes:

1. **Sustained Environmental Practices:** The project fosters ongoing environmental responsibility, encouraging the community to adopt sustainable waste management and recycling practices beyond the event.
2. **Broadened Community Engagement:** The project's success leads to increased involvement from local schools, organizations, and sponsors in future initiatives, strengthening community ties and collaboration.
3. **Enhanced Public Health:** Continued emphasis on hydration and cleanliness contributes to improved public health and well-being during large-scale events.
4. **Ongoing Educational Impact:** Educational programs and awareness campaigns inspired by the project promote long-term understanding and commitment to environmental and public health issues.
5. **Established Project Continuity:** The development of a sustainable model for the project ensures its continuation and growth, securing consistent funding and maintaining robust partnerships for future success.

## Areas of Improvements

- Broaden outreach efforts beyond the event period through year-round educational campaigns, social media engagement, and community workshops to increase public awareness and support for environmental stewardship and the project's goals.
- Develop a strategic plan for securing long-term sponsorships and early funding to ensure financial stability and resource availability, facilitating a well-supported execution of the project.

Gallery



