



SRI RAMACHANDRA

INSTITUTE OF HIGHER EDUCATION AND RESEARCH

(Category - I Deemed to be University) Porur, Chennai

Swachhta Action Plan is a landmark initiative in mainstreaming Swachhta elements across all sectors of the Government to accomplish the Prime Minister's vision and Gandhiji's goal. With their vast reach and expertise base, higher education institutions can set the tone and pace for the Swachhta movement throughout the country. SRIHER's Social Entrepreneurship & Rural Engagement Cell was established on March 11th, 2021 to help achieve this goal.

<https://drive.google.com/file/d/1qR6GezcptJ9eh7LTbO5IDMbSzwOcoufC/view>

SESREC's vision and mission is to actively develop and promote initiatives aimed at creating awareness, facilitating the implementation and/or enhancing of existing sanitation, hygiene, waste management, water management, energy saving, and greenery inside the campus and adopted villages through mentoring, building environmental stewardship and creating social responsible individuals. Various efforts are carried out by the institution to promote Swachhta and Jal Shakti initiatives, including provision of clean toilets and safe drinking water; conducting awareness campaigns and Swachhta audits; waste management and implementing the ban on one time use plastic for protecting the environmental and ecosystem.

Greenery:

SRIHER is famous for its green campus. It is known for its beautiful biodiversity park which is bustling with fauna and flora including habitation of native plants. The Biodiversity Park gives the students an escape from the mundane hustle of everyday life. The institution is also actively taking efforts to set up a Miyawaki forest in the campus; one of its kind growing forests is short period.



An herbal garden with medicinal plants started as an initiative by the Faculty of Pharmacy is maintained with utmost care. Students are taken to visit the green house, which is stretched in an area of 1500 sq.ft housing around 100 species of plants of which 50 species are endangered and of rare collection.

Water Management:



Speech competition was conducted by the English Literary Club on 12th September, 2021 on the theme of Water Conservation. Pond restoration programme was organized at Samiyarkulam, Kolapakkam on 4th September, 2021. One of the uniqueness is the National Service Scheme students engage in restoration of the same pond towards sustainability.

Student volunteers from the NSS of the university coordinated and performed activities that includes cleaning the surroundings, strengthening boundaries, clearing weeds, draining water, sludge removal, etc. A team of 6 members from the Iyarkai Charitable Trust and 99 student volunteers from NSS units I and IV assisted to complete this activity.



SRI RAMACHANDRA

INSTITUTE OF HIGHER EDUCATION AND RESEARCH

(Category - I Deemed to be University) Porur, Chennai

SRIHER has a special waste water treatment plant which aims to conserve the quality of water. The treated water is filtered using the sand and carbon filters which is then chlorinated and treated using UV radiation. Around 80% of the treated water is used for AC system, gardening and agricultural purposes, 20% of water is pumped back to the artificial pond which serves as ground water recharge system.



The established rain water harvesting system, storm water collection, bore well recharge areas, tank, bunds and water distribution systems are maintained at periodical intervals throughout the year for effective water management. A separate water treatment system is in operation to date for distributing to toilet flushing thus conserving water by reusing a portion of treated water.



<https://drive.google.com/file/d/1EmP0IQ-nDHMC92fnaWnkjZzyH7tEw0CM/view>

Waste Management:

Biomedical Waste, E-Waste, Solid Wastes, Waste Water and Hazardous Wastes are disposed adhering to local regulations. The treated waste water from the combined effluent treatment system meets the waste water quality standards.

The Ad-design competition was conducted as a part of SWACHHTA PAKHWADA 2021 by the English literary club & Student council (SRIHER). In this event, students were encouraged to design an advertisement pamphlet depicting how a waste material can be transformed into innovative useful product-digitally or handmade. The theme for the event was “Wealth out of Waste”

Swachhta and Rural Engagement Cell (SES-REC) of Sri Ramachandra Institute of Higher Education & Research (DU) has organized an Institutional Level Competition for students on the following activities – Essay Writing, Poster making and Slogan writing competition on the theme waste management and energy conservation.

Sanitization and Hygiene:

SRIHER's Department of Periodontology and Implantology observed Oral Hygiene Awareness Week from August 2-7, 2021. Students taught patients and the broader public about dental hygiene and its relevance to overall systemic health.

The NSS organized a hand washing and sanitization camp for rural residents. Hand hygiene demonstrations and COVID kits were supplied to 50 homes. A cleanliness drive was held on September 14,

2021, at Vyasarpadi. Volunteers from the National Service Scheme planned and carried out mosquito-control activities in stagnant water. Community were emphasized that the breeding





SRI RAMACHANDRA

INSTITUTE OF HIGHER EDUCATION AND RESEARCH

(Category - I Deemed to be University) Porur, Chennai

places propagate mosquito-borne diseases like dengue, malaria, and filariasis.

<https://youtu.be/00yn7TqVuSc>

Energy Conservation

SRIHER has taken strong steps towards conserving water on campus to minimize its wastage. SRIHER has a conventional water treatment plant which uses a minimal amount of electricity, approximately 10 units per day by using energy efficiency pumps. Wood fuel using canteen has replaced with briquettes for cooking purposes as it is renewable and clean source of energy intended to curb the greenhouse gas emissions. As other canteens use LPG stove, the safety and utility committee oversees the safety of using and storing LPG cylinders within the campus.



Rural Entrepreneurship

On August 21, 2021, Sri Ramachandra Faculty of Management Sciences hosted a rural entrepreneurship development programme. The Rural Entrepreneurship Development Program assists SRIHER students in conducting Entrepreneurship Development Programs to improve entrepreneurial and activity-oriented skills among unemployed rural women seeking to start small or micro-businesses. Mrs. Vasanthi Shankar empowered women and encouraged them to start their own business, something she had learned from her own experience. She also assured to the rural women to teach beautician courses to interested women.



On June 12, 2021, the Department of Environmental Health Engineering sponsored a "Healing the Nature-Green Initiatives at Individual Level" environmental awareness education workshop for SRIHER students. In addition to solar energy and water conservation, Mr. Suresh stressed the need of waste food management and the utilization of associated trash for vegetation growth. He is identified as a resource person to be engaged in green initiatives of SRIHER

Corporate Social Responsibility (CSR)

The Department of Environmental Health Engineering is in discussion with industry to participate in rural development programmes using CSR funds. Few firms have come forward to invest in toilets and biogas plants. The NSS unit has created a village-level connection with the president and members for smooth functioning of the programs of SRIHER. An online meeting was held with the Foundation for Innovative Packaging and Sustainability (FIPS) to scope the objectives for their engagement with SRIHER. The MoU will aim to promote skill development courses in sustainable packaging and circular economy, as well as technical and advisory support for packaging research projects.

