

# **Impact of Extension Activities in Sensitizing Students to Social Issues and Holistic Development**

## **Case Study 3**

### **Clean and Green Village Campaign**

**Organized by:**

**Shobhit University, Gangoh, Saharanpur**

In line with the national missions of **Swachh Bharat Abhiyan** and **Sustainable India**, **Shobhit University, Gangoh** launched a transformative outreach program titled the **“Clean and Green Village Campaign”**. This initiative served as a proactive step towards raising awareness about environmental sustainability, sanitation, and community-driven eco-consciousness among students and rural communities in and around Gangoh. The campaign was designed as a **hands-on, student-led social responsibility initiative**, aiming to instil lifelong values of cleanliness, ecological responsibility, and community service.

#### **Purpose and Relevance:**

1. **Environmental Awareness and Action:** With growing concerns about waste management, deforestation, and unsustainable practices in rural and semi-urban areas, the campaign aimed to **educate and involve villagers in eco-friendly behaviour and hygiene practices**.
2. **Student Engagement in Sustainable Development:** The initiative provided students with an opportunity to **apply theoretical knowledge of environmental science, public health, and community mobilization** in real-world contexts.
3. **University-Community Collaboration:** The campaign fostered meaningful dialogue and joint action between the university and nearby villages, thereby creating a **mutually beneficial platform** for civic collaboration and rural development.



#### **Objectives of the Campaign:**

- **Promote Hygiene and Sanitation Awareness:** To educate villagers, especially children and youth, on **personal hygiene, clean drinking water practices, and safe waste disposal**.
- **Encourage Tree Plantation and Greening Drives:** To improve the **green cover** of adopted villages through large-scale plantation of trees and development of green zones.
- **Develop a Model for Clean Villages:** To set up pilot models in selected villages that showcase best practices in cleanliness and environmental conservation.

- **Inspire Student-Led Environmental Advocacy:** To nurture leadership among university students by encouraging them to **plan, execute, and lead clean-up and plantation drives**.
- **Support National Cleanliness Missions:** To contribute actively to the goals of **Swachh Bharat Abhiyan, Har Ghar Jal Yojana, and Mission LiFE (Lifestyle for Environment)**.

#### **Campaign Highlights and Activities:**

**1. Village Cleanliness Drives:** NSS volunteers and student leaders organized **door-to-door cleanliness awareness campaigns** in selected villages. Local youth and school children joined hands with university teams in collecting waste, segregating biodegradable and non-biodegradable materials, and disposing of them responsibly.

**Result:** Clean-up operations covered village lanes, ponds, marketplaces, and school compounds.

**2. Tree Plantation Program:** Hundreds of saplings—**neem, mango, peepal, amla, and flowering plants**—were planted in public spaces including schools, panchayat bhavans, temples, and road edges. Each plant was tagged and assigned to a local student or community member for regular care.

**Tagline Displayed:** *"One Tree, One Life: Adopt and Nurture."*

**3. Workshops on Waste Management and Composting:** Hands-on workshops were conducted by science faculty and environmental NGOs to teach villagers how to create **kitchen waste compost pits**, reduce plastic use, and reuse household waste effectively.

**4. Wall Painting and Eco-Graffiti:** Walls of government schools and village centers were painted with **eco-awareness slogans and visual murals** to create a lasting impact. Messages like **"Clean Village, Healthy Village"** and **"Plastic-Free Homes for a Better Future"** were displayed prominently.

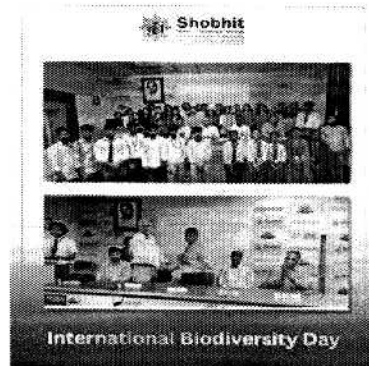
**5. Awareness Rallies and Pledge Walks:** Students and villagers marched through the streets with **eco-friendly banners and handmade placards**, chanting slogans promoting cleanliness, tree plantation, and water conservation. The rallies culminated with a **community pledge ceremony**.

#### **Sample Slogan:**

*"Na gandagi karenge, na karne denge."* (We will neither litter, nor let others litter.)

**6. Eco-Skit and Puppet Shows:** To effectively reach illiterate or semi-literate populations, cultural tools like **street theatre and puppet shows** were used to spread messages on waste segregation, importance of toilets, and plastic reduction.

**7. Green Ambassador Program:** Select students and local youth were designated as '**Green Ambassadors**' responsible for maintaining cleanliness, monitoring plantation health, and motivating their peers in continuing eco-friendly practices even after the campaign.



**Outcomes and Impact:**

- **Empowered and Engaged Students:** Students gained hands-on experience in environmental education, logistics, public interaction, and **event management**. They also developed empathy and leadership qualities essential for **holistic development**.
- **Visible Environmental Improvements:** Cleanliness levels improved in the adopted villages. **Over 300 trees were planted**, hundreds of kilograms of waste collected, and composting pits were established in at least **15 households**.
- **Community Participation and Ownership:** The campaign motivated villagers to take **collective ownership** of their environment. Women self-help groups and school students pledged long-term support for cleanliness and greenery.
- **Model Villages Identified:** A few villages demonstrated exceptional involvement and were identified as **Model Clean Villages**, which will serve as demonstration sites for replication.
- **Institutional Recognition and Replication:** The campaign was appreciated by local government authorities and environmental organizations, establishing **Shobhit University, Gangoh** as a leader in rural sustainability and social outreach.



#### Sustainable Impact Plans:

- The university plans to integrate this campaign annually with **National Service Scheme (NSS) activities**.
- Collaboration with **Forest Department, Swachh Bharat Mission**, and local **panchayats** is underway for continued plantation and solid waste management efforts.
- Plans to install **solar street lights** and promote **rainwater harvesting** in future phases of the campaign.

The **Clean and Green Village Campaign** organized by **Shobhit University, Gangoh** exemplifies the university's mission to promote **social equity, environmental stewardship, and student development**. It provided an immersive learning platform for students and instilled civic responsibility among villagers. As a **holistic community engagement model**, it holds immense potential for replication across institutions striving to align academics with sustainability and social transformation.

