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Report on Participation in World Environment Day 2025 – Clean-Up Drive Organised by CII Mysuru Zone

On the occasion of World Environment Day 2025, the Confederation of Indian Industry (CII), Mysuru Zone, in collaboration with various civic bodies and academic institutions, organized a large-scale plastic clean-up drive across Mysuru city. The event was held on Saturday, 14th June 2025, and was part of the broader 'Clean Mysuru' initiative. The objective of the campaign was to eliminate plastic waste, raise environmental consciousness, and promote sustainable practices among citizens, institutions, and industry stakeholders. The **NSS (National Service Scheme) unit and the Women's Cell at ATME College of Engineering, Mysuru**, have been actively involved in driving such socially and environmentally impactful initiatives, including this campaign. They regularly engage in “go-greener” movements, outreach programs, and also support cultural activities such as musical concerts that align with awareness-building efforts. This event was held under the convenorship of **Dr. S R Bhagyashree** Dean-Research and Professor, Department of Electronics & Communication Engineering, who also serves as the Coordinator of the Women's Cell, and was organized and coordinated by **Mr Rudresh A N**, Assistant Professor, Department of Civil Engineering, and **Mr Manikanta**, Assistant Professor, Department of MCA, ATMECE, Mysuru.





The clean-up drive was conducted along the Outer Ring Road (ORR) and other identified public spaces in the city. **ATME College of Engineering** was invited to take part in this impactful campaign. Responding positively, a team of thirty student volunteers from the college, accompanied by two faculty members, actively participated in the clean-up efforts. The assigned location for the ATMECE team was the stretch between **RT Nagar and Aditya Circle**, which is approximately 1.2 kilometers in length. This area had been identified as one of the plastic dumping hotspots, and the student volunteers enthusiastically engaged in

The event commenced early in the morning, with participants reporting at the site by 7:00 AM. The clean-up activity continued until 9:00 AM. Volunteers were equipped with gloves, biodegradable waste bags, and other essential tools for safe and efficient plastic collection. The collected waste was then prepared for processing using zero-waste segregation methods, ensuring an eco-friendly disposal process. This hands-on experience allowed students to understand the magnitude of plastic pollution and the importance of adopting eco-conscious behavior.





Following the field activity, all participants proceeded to Maharaja's College Grounds, where an awareness session was held from 10:30 AM to 11:30 AM. During the session, distinguished guests and environmental advocates addressed the audience. **Mr. Utsav Agarwal**, Vice-Chairman of CII Mysuru Zone, highlighted the importance of collective civic responsibility in ensuring a cleaner and greener future for Mysuru. **Mr. Shaikh Tanveer Asif**, Commissioner of the Mysuru City Corporation (MCC), along with MCC officials, was also present during the session. Students and cadets from various schools and colleges, including NCC took part in the event.

A pledge was administered to all attendees, reaffirming their commitment to reducing plastic consumption and preventing further pollution. The event also served as a platform to urge authorities and citizens alike to strengthen long-term environmental management practices. As part of the campaign's outcome, the CII submitted a memorandum to the MCC, requesting sustained support for the maintenance and protection of lakes, desilting of stormwater drains, and prevention of sewage inflow. They also proposed identifying regular dumping zones and developing better waste collection and segregation infrastructure, especially in industrial and peripheral areas.

The participation of ATMECE in such a large-scale and meaningful event is a reflection of the institution's commitment to environmental sustainability and social responsibility. A total of **30 student volunteers** from the college took part in the campaign, along with two faculty coordinators. The event offered these students a valuable opportunity to be part of a community-driven initiative and to contribute actively to the betterment of the environment. Through their participation, the students gained not only awareness but also a sense of responsibility toward ecological balance and urban cleanliness.

The college thanks CII Mysuru Zone for inviting and supporting our students and staff to take part in this meaningful event. We also appreciate MCC, schools, NGOs, and others for their efforts and hope to join more such activities in the future.