



**St. JOSEPH'S DEGREE COLLEGE, KURNOOL**  
**DEPARTMENT OF BOTANY**

**EK PED MAA KE NAAM**

**ORGANIZING COMMITTEE:** DEPARTMENT OF BOTANY

**NAME OF THE ACTIVITY:** EK PED MAA KE NAAM CAMPAIGN

**CHIEF GUEST:** Shri Rajendra Chaudary,

Addl. Director General Ministry of Information and Broadcasting, Govt. of India

**SUBJECT:** Environment Conservation

**PURPOSE OF ACTIVITY:** Awareness on Tree Plantation

**RESPONSIBLE PERSON:** Dr.K. Shantha,

Principal, St. Joseph's Degree College, Kurnool

**DATE & TIME** : 29/07/2024; 12:00 Noon

**VENUE:** St. Joseph's Degree College Campus

**NO. OF STUDENTS ATTENDED:** 206

**GIST**

St. Joseph's Degree College, Kurnool is proud to have been able to participate in "Ek PED MAA KE NAAM CAMPAIGN", a tree plantation drive launched by Prime Minister Narendra Modi on June 5<sup>th</sup> 2024 as a tribute to Mothers.

This auspicious occasion of promoting the green cover was graced by Shri Rajendra Chaudary, Addl. Director General Ministry of Information and Broadcasting, Govt. of India, Shri Murali, Director AIR, Kurnool & Shri Nagasai Suri, Field Officer, Kurnool.

The chief guest sensitized students that mother earth does not need any protection instead we should protect ourselves by sustainable living. He said that nature has ingenious ways to protect itself from any danger we bring. So, when the Earth exceeds its carrying capacity it brings calamities and brings balance to ecosystem.

Shri.Murali ,Director ,All India Radio ,Kurnool ,spoke about the motive behind “Ek PED MAA KE NAAM CAMPAIGN”campaign .

A Just A Minute (JAM) competition on the topic “Integrating Urban Plantation with Existing Infrastructure: challenges and opportunities” was conducted by Dept. of Botany in connection with this event and the chief guest distributed the prizes and certificates to the winners from Ministry of Information and Broadcasting, Govt. of India.

This program was followed by sapling plantation by chief guests, staff and students in our college premises.

### Objectives:

- To highlight the importance of trees in maintaining ecological balance and the need to conserve them.
- To emphasize the interconnectedness of living beings and the dependence of humans on trees for survival.

### Outcomes:

- Students adopted the campaigns agenda which emphasized that just like selfless love and care of a mother, trees also provide shelter and nourishment without expecting anything in return
- Students gained knowledge about the values of sustainable practices and the significance of trees in the ecosystem.





