



# CLEAN KURNOOL MOVEMENT

## Civic Action Drive 2025

Organised by Impact in collaboration with Unified Spartan Nexus

<b>Organised By</b>	Impact in collaboration with Unified Spartan Nexus
<b>Guided By</b>	T. G. Bharath, Minister for Industries, Commerce and Food Processing, Andhra Pradesh
<b>Chief Guest</b>	Deputy Collector, Kurnool
<b>Sponsored By</b>	Ananya Group of Interiors
<b>Date</b>	10 October 2025
<b>Time</b>	10:00 AM - 1:00 PM
<b>Venue</b>	Government General Hospital (GGH) surroundings and nearby public areas, Kurnool, Andhra Pradesh

# 1. Introduction

The Clean Kurnool Movement was organised as a major civic action initiative aimed at promoting cleanliness, environmental awareness, and active youth participation in community service. The programme was conducted as a practical continuation of the civic awareness conference “My City – My Role”, which focused on public responsibility, environmental protection, and citizen participation in urban development.

While the conference created awareness among students and citizens, the Clean Kurnool Movement transformed those ideas into real action by involving students directly in sanitation and public cleanliness activities.

The initiative reflected the belief that awareness alone is not enough unless citizens actively contribute towards creating positive social change.

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## 2. Vision of the Programme

The vision of the Clean Kurnool Movement was to encourage youth to become responsible citizens and active contributors towards building a clean, healthy, and environmentally conscious society.

The programme aimed to create a culture where cleanliness becomes a shared responsibility between the government, institutions, and the general public.

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## 3. Objectives of the Project

The major objectives of the programme were:

- To promote cleanliness and hygiene in public spaces.
- To encourage youth participation in civic activities.
- To spread awareness regarding environmental responsibility.
- To support the mission of a cleaner and greener Kurnool.
- To educate students about sanitation and waste management.
- To develop empathy and respect towards sanitation workers.
- To encourage public participation in maintaining cleanliness.
- To spread awareness regarding the importance of dustbins and proper waste disposal.
- To strengthen teamwork, leadership, and volunteerism among students.

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## 4. Background of the Initiative

The Clean Kurnool Movement was launched after the successful organisation of the “My City – My Role” awareness conference, which brought together students, educational institutions, youth organisations, and civic leaders to discuss issues related to:

- cleanliness,
- civic awareness,
- environmental sustainability,
- youth responsibility,
- and public participation in city development.

Following the conference, the organisers believed that social awareness should be followed by direct community action. Therefore, the Clean Kurnool Movement was introduced as an action-based programme to involve students physically in sanitation and cleanliness activities.

The initiative focused on transforming awareness into responsibility and responsibility into action.

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## 5. Organising Bodies

The programme was jointly organised by:

### Impact

A youth-driven student initiative that focuses on leadership, community engagement, youth empowerment, and civic responsibility.

### Unified Spartan Nexus

A student and youth organisation actively involved in educational programmes, leadership development, social service initiatives, and networking activities.

Both organisations worked together in planning, volunteer mobilisation, coordination, and successful execution of the event.

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## 6. Guidance and Leadership

The initiative was organised under the guidance and inspiration of:

### T. G. Bharath

Minister for Industries, Commerce and Food Processing, Andhra Pradesh

The programme was honoured by the presence of the:

### Deputy Collector of Kurnool

who attended the event as the Chief Guest and appreciated the efforts of students and volunteers towards promoting cleanliness and public responsibility.

The dignitaries encouraged youth to actively participate in community development and continue contributing towards social welfare initiatives.

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## 7. Participation and Volunteer Involvement

The Clean Kurnool Movement witnessed enthusiastic participation from students of St. Joseph's Degree College and various student organisations.

The participating clubs and groups included:

- NCC
- NSS
- Red Cross Youth
- Eco Club
- English Club
- Student Volunteers
- Youth Coordinators
- Social Service Teams

A large number of students actively participated in the cleanliness drive and demonstrated commitment towards community welfare and environmental protection.

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## 8. Sponsorship and Institutional Support

The programme received sponsorship support from:

### Ananya Group of Interiors

The organisation supported the successful implementation of the programme and encouraged youth-led civic initiatives promoting social responsibility and environmental awareness.

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## 9. Support from Municipal Corporation

The Municipal Corporation played an important role in supporting the programme by providing essential sanitation and safety materials required for the cleanliness drive.

The materials provided included:

- Gloves
- Masks
- Trash bags
- Water bottles
- Broom sticks
- Cleaning and sanitation equipment

The support provided by the Municipal Corporation ensured the smooth functioning of the event and helped volunteers carry out activities safely and effectively.

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## 10. Activities Conducted During the Programme

Several activities were conducted during the Clean Kurnool Movement as part of the civic action drive.

### Public Area Cleaning

Students and volunteers cleaned roadsides, public surroundings, and selected areas around Government General Hospital (GGH).

### Waste Collection

Plastic waste, paper waste, litter, and other unwanted materials were collected and disposed of responsibly.

### Awareness Campaign

Volunteers conducted awareness activities among the public regarding cleanliness, sanitation, and environmental responsibility.

### Dustbin Awareness

Students educated shopkeepers, stall owners, and local vendors around the GGH area about:

- the importance of using dustbins,
- proper waste disposal practices,
- and maintaining cleanliness around commercial areas.

### Community Interaction

Volunteers interacted with the public and encouraged citizens to actively participate in maintaining a clean and healthy city.

## Team-Based Volunteer Activities

Students worked in organised groups to efficiently manage sanitation activities across different locations.

## 11. Student Learning and Social Awareness

One of the most meaningful outcomes of the programme was the practical social awareness gained by students.

Through direct participation in sanitation activities, students understood:

- the difficulties and hard work of sanitation workers,
- the importance of dignity of labour,
- the value of teamwork and discipline,
- and the need for public cooperation in cleanliness efforts.

The initiative helped students develop:

- leadership skills,
- communication abilities,
- social responsibility,
- environmental awareness,
- and practical civic engagement experience.

The programme also created empathy among students towards municipal workers and sanitation staff who contribute daily towards maintaining public hygiene.

## 12. Impact of the Programme

The Clean Kurnool Movement created positive social, educational, and environmental impact within the community.

### Social Impact

The programme encouraged responsible citizenship and promoted active public participation in cleanliness initiatives.

### Educational Impact

Students gained practical exposure to community service and civic responsibility beyond classroom learning.

### Environmental Impact

The drive contributed towards cleaner surroundings and increased awareness regarding proper waste management.

### Community Impact

The awareness activities conducted around GGH encouraged local businesses, stall owners, and the general public to maintain hygiene and use dustbins responsibly.

## 13. Challenges Faced

During the execution of the programme, certain challenges were observed:

- Managing large volunteer groups.

- Coordinating sanitation activities in public areas.
- Waste segregation during collection.
- Creating awareness among all members of the public.
- Maintaining cleanliness in heavily crowded zones.

Despite these challenges, the programme was completed successfully through teamwork, coordination, and volunteer dedication.

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## 14. Outcome of the Initiative

The Clean Kurnool Movement successfully transformed awareness into action by actively involving students in public sanitation and civic responsibility activities.

The programme strengthened:

- youth participation,
- community engagement,
- environmental responsibility,
- and collaboration between educational institutions and civic authorities.

The initiative also inspired students to continue participating in social service and community welfare activities in the future.

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## 15. Conclusion

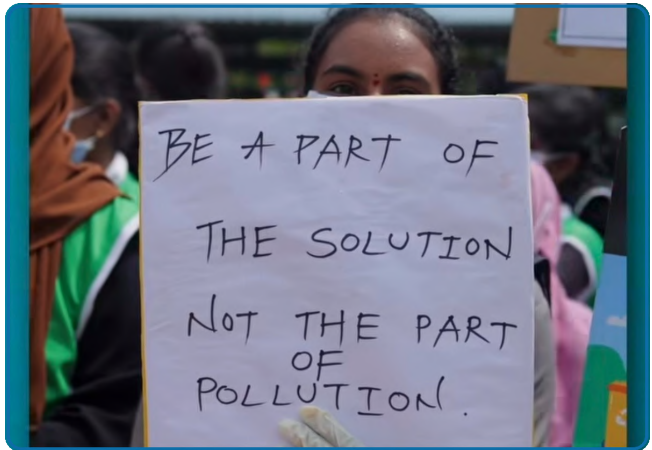
The Clean Kurnool Movement became a successful example of how awareness, leadership, and community participation can work together to create meaningful social impact.

By combining youth energy, institutional support, civic leadership, and public participation, the initiative contributed towards building a cleaner, healthier, and more responsible Kurnool.

The programme demonstrated that real change is possible when citizens move beyond discussion and actively participate in improving their community through action and responsibility.

## Event Gallery

Selected visuals from the Clean Kurnool Movement sanitation drive, volunteer mobilisation, awareness interactions and public participation.



# Event Gallery



## Event Gallery





**“Be a part of the solution, not the part of pollution.”**

