



GOVT. DEGREE COLLEGE, CHENANI

DIST. UDHAMPUR, (J&K)-182141.

(Estd. 2019)

[Website: www.gdcchenani.in](http://www.gdcchenani.in)

NSS UNIT,
"PRAYATNA"
(GDC, CHENANI)



Govt. Degree College, Chenani
SAVE DEVIKA



MASS AWARENESS
CAMPAIGN

Cleanliness activity with special focus on rejuvenation of Devika River and adjoining water bodies (Bowlis) with involvement of local community along with NSS Volunteers.

UNDERTAKEN BY THE COLLEGE ON
6th DECEMBER 2021





Udhampur district popularly known as 'the land of Devika' lies within 32° 34' to 39° 30' N latitude and 74° 16' to 75° 38'E longitude. The area of Devika stream, selected for the present cleanliness and mass awareness campaign is located within the Udhampur City. The stretch of river Devika under consideration is near an ancient Shiv temple adjoining the cremation ground in the heart of Udhampur town. The area is regarded as a pilgrimage spot and is mostly thronged by people, during baisakhi and navratri festival, people from far-fetched areas visit this place to take holy dip in this stream. The water of this river is considered holy and people drink it and carry it for use during worshipping and other religious occasions. There is general practice of immersion of flowers, garlands and other worship waste materials into this water body. The stream once known for its quality water due to entry of large number of springs along its course has now become nothing less than a sewage sink.

Moreover, rapid growth of Udhampur city has laid pressure on its catchment areas and substantial deforestation for road widening and construction of buildings has caused reduced rain water infiltration and spring water discharge into the stream. This has also led to water quality deterioration. Other anthropogenic pressures include entry of the untreated sewage drains including biomedical waste from three hospitals and disposal of city's solid waste into the stream. Moreover, after burning the dead bodies at the cremation ground located at the bank of stream the ashes are directly immersed into the water body.

The students of Govt. Degree College, Chenani undertook an extensive one day mass awareness and cleanliness drive at the said location which is considered to be a cost-effective and sensitive measure to impact the rising pollution in the river Devika premises and adjoining water bodies. The students educated the masses; viz., the general public in the temple premise, local residents, temple priests and the vendors & hawkers outside the complex.

The College with its NSS volunteers is constantly providing help and assistance to the local administration and NGOs working towards the goal by undertaking such mass awareness programs to protect the sanctity of the water body under the Research Project **“Hydrochemical Impact Assessment, Study of Anthropogenic Pressure and Mass Public Awareness on Protection of Devika Stream and Adjoining Underground Sources of Water (Bowlis) at Dist. Udhampur, J&K”**. **The said Research Project is sponsored by the J&K Science, Technology and Innovation Council (JKSTIC), Department of Science and Technology, Govt. of J&K.**

The NSS Volunteers of the College raised public awareness about water conservation as a necessity to increase peoples' knowledge of water resources, water use, and the need to conserve water. Research has shown that the more people know about their water resources, the more likely they are to

participate in water conservation programs. Hence, education, outreach, and public awareness are the keys to reach the goal.

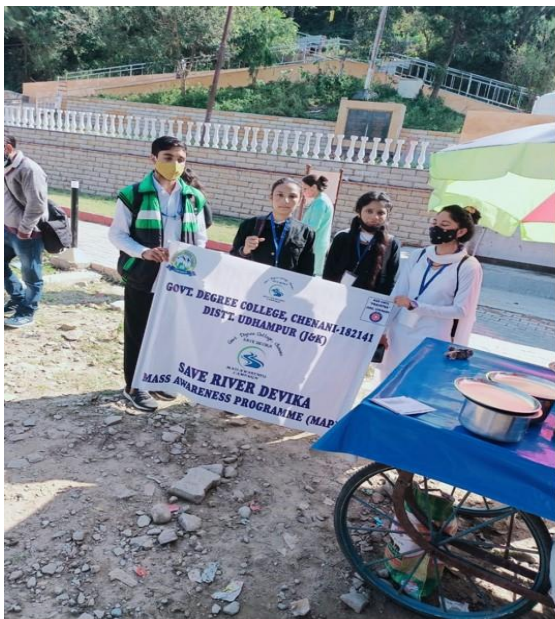
The event proved to be an effective outreach program by making use of MAP. Given the present conditions of Covid-19 Pandemic threat, only a limited number of participants (25) took part in the campaign on the river front while most of the others took it up online through the mass media on various Social Media Platforms, viz., Facebook, Twitter, Instagram, WhatsApp, which has produced extensive results.

GLIMPSES OF MASS AWARENESS CAMPAIGN



The Students educating the general public in the temple premise & the street vendors /hawkers







The students even interacted with the local shopkeepers and urged them to discontinue the use of plastic bags and to keep a dustbin near their shops so that the waste isn't littered around. The College also conducted the Mass Awareness Program on **SINGLE USE PLASTIC FREE ENVIRONMENT** to support the Cleanliness Drive, wherein the NSS Volunteers of the College participated by way of making posters, writing slogans, essays, photography of the locations with polythene and plastic littered around and campaigned against its use.



The poster is for the 'GOVT DEGREE COLLEGE CHENANI' and is organized under the 'AEGIS OF CLEAN INDIA DRIVE, AZADI KA AMRIT MAHOTSAV CELL, IQAC AND NSS UNIT (PRAYATNA)'. It is titled 'Organizes MASS AWARENESS PROGRAMME ON SINGLE USE PLASTIC FREE ENVIRONMET' and is scheduled for '2-4 Dec 2021'. The poster lists five activities: 1. POSTER DESIGN COMPETITION, 2. ESSAY CONTEST, 3. SLOGAN CONTEST, 4. IDEAS TO CONTROL PLASTIC POLLUTION, and 5. PHOTOGRAPHY COMPETITION. The patron is Dr. Pragya Khanna, Principal GDC, Chenani. All participants must share their entries on the college's Facebook and Instagram page. The organizing committee consists of Dr. Mohd Yousuf Rather, Ms. Shaguffa Saleem, and Mr. Pradeep Kumar. Online entries should be sent to 7006043115 or 7006720648.

GDC Chenani organizes programme on preservation of water

EARLY TIMES REPORT

JAMMU, Dec 3: Government Degree College, Chenani under the auspices of its NSS unit 'PRAYATNA' and Azadi Ka Amrit Mahotsav, in association with Nehru Yuva Kendra, Udhampur, Ministry of Youth Affairs and Sports, organized a programme related to the 'Catch the Rain Campaign' with an aim to spread awareness, regarding the conservation and preservation of water and to promote the nationwide campaign under the "Jal Shakti Abhiyan".

The students of the college enthusiastically took part in the painting competition on the theme "Catch the Rain" with the tagline "Catch the rain, where it falls, when it falls". They expressed their ideas through beautiful paintings, sketches, drawings re-



Students displaying painting during a programme on preservation of water organized by GDC Chenani.

garding the conservation of water by rain water harvesting measures.

Dr. Pragya Khanna, Principal of the college said that our country has just 4 percent of the world's fresh water, but is home to 18 percent of the glob-

al population. Along with its growing population and highly disproportionate and inefficient use of water and its rising pollution level, the overall water availability is running dry. Therefore, water security and water management is

crucial for the future of coming generations, she said.

The competition was judged by Dr. Nahila Sجاد, Lecturer Zoology and Saika Qayum, Lecturer Chemistry. The winners were felicitated with trophies.

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GDC, Chenani organized mass awareness programme on single-use plastic free environment



GY CORRESPONDENT
UDHAMPUR, DEC 04

Govt. Degree College Chenani under the aegis of Clean India Drive, AZADI KA AMRIT MOHATSAV cell, IQAC and its NSS Unit 'Prayatna' organized a Mass Awareness Programme on 'Single-Use Plastic Free Environment' from 2-4 December 2021. During the awareness programme various competitions were arranged for the students in both offline as well as online mode. The aim of the awareness pro-

gramme was to educate the general masses about the various negative impacts of single use plastics and generate some innovative ideas among the general public on how to reduce the use of single use plastics. The competitions in the awareness programme included poster design contest, essay writing contest, slogan contest, ideas to control plastic pollution and photography contest.

About 200 students from the College participated in the contests. Principal of the College, Dr.

Pragya Khanna congratulated the winners and also thanked all the participants for their active participation in various competitions with complete enthusiasm and zeal. She exhorted that single use plastic is one of the most prevalent causes of pollution including environmental as well as water pollution. It has devastating impact on oceans, sea animals and hydrophytes.

Therefore ban on single use plastic is very important. Governments in many countries including India has started campaign to stop using single use plastic and use environment friendly carry bags.

The programme was organised by Dr. Mohd Yousuf Lecturer Environmental science, Ms. Shagufta Saleem Lecturer Geography and Mr. Pradeep Kumar Lecturer Hindi of GDC Chenani. The winners of various completions were decided by Prof. Mir Hafeez, Head Department of Political science and Prof. Sunil Kumar, Head Department of Dogri, GDC Chenani.
