



Department of Environmental Science

Report on Awareness Programme

Title of the Activity: Plastic-Free Campaign and Awareness on Waste Segregation

Title of the Scheme: Swachh Bharat Mission & Mission LIFE

Session and Date of the Event: 18 April 2026

Venue: Paikramau Village, Lucknow

Organized by: Department of Environmental Science, Integral University, Lucknow

Name of the Collaborating Agency: NSS

Number of staff/faculty members involved: 08

Number of students participating from the Department: 83

The “Plastic-Free Campaign and Awareness on Waste Segregation” was conducted in Paikramau village with the aim of promoting environmental sustainability and educating the local community about responsible waste management practices. The excessive use of plastic has become a serious environmental issue, leading to soil degradation, water pollution, and health hazards for both humans and animals. To address these concerns, this campaign was organized under the guidance of **Prof. M.A. Khalid** and **Syed Naeem Akhtar**, **NSS Coordinator** whose valuable support and direction contributed significantly to the success of the initiative. The campaign focused on spreading awareness about reducing plastic usage and adopting proper waste segregation methods at the household level.

During the campaign, various activities were carried out to engage the villagers and enhance their understanding of waste management. Door-to-door visits were conducted to explain the importance of separating waste into biodegradable (wet waste) and non-biodegradable (dry waste). In addition, villagers were encouraged to avoid single-use plastics such as polythene bags and instead use eco-friendly alternatives like cloth or jute bags. Awareness was also created about the harmful effects of plastic on the environment, including its non-biodegradable nature and its impact on livestock and water bodies.

The campaign also included a cleanliness drive in public areas of Paikramau village, where participants actively collected plastic waste and other litter to promote the importance of a clean environment. Small group discussions were held to address the concerns of the residents and to provide practical solutions for effective waste management at the household level. These interactive sessions helped in building a sense of responsibility and active participation among the villagers.

Overall, the “Plastic-Free Campaign and Awareness on Waste Segregation” in Paikramau village proved to be a successful initiative in promoting environmental awareness and sustainable practices. The campaign effectively inspired the community to take small but meaningful steps toward a cleaner, healthier, and plastic-free environment.

A total of 83 participants registered from academic backgrounds including science and other department.

The programme was coordinated by Dr. Syed Saema and Dr. Swati Maurya, Department of Environmental Science, Integral University.





Figure.1 Awareness programme at Paikaramau Village, Lucknow

