



Chetana's Ramprasad Khandelwal Institute of Management & Research

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Beach Cleanup Drive Report

Organized by: Vasundhara Green Club, Chetana's R.K. Institute of Management and Research in association with Legrand Group.



Location: Prabhadevi Beach and Dadar Beach, Mumbai

Date: 30th November, 2024. Time: 8 A.M.

Partner Organisation: Legrand Group

Number of Participants: 150-160 students, Green Club Members and Faculty members of CRKIMR

Faculty Present at Beach Clean drive

1. Dr. Balaji Sadavarte, Associate Professor & Green Club Faculty Co-ordinator
2. Dr. Siva Prasad Murugan, Associate Professor
3. Dr. Kavita Khadse, Assistant Professor & IT Co-ordinator
4. Prof. Meghana Patil, Assistant Professor

Green Club Office Bearers:

1. Santosh Gupta- President
2. Poojadevi Vaishya- VicePresident
3. Kalpita Gujrathi- Document Coordinator
4. Siddhant Sawant & Rahul Gupta – Campaign Coordinator

Students of Green Club at the Dadar & Prabhadevi Beach

Summary

Members of the Vasundhara Green Club participated in a beach cleanup initiative at Prabhadevi and Dadar beaches as part of our ongoing commitment to environmental conservation and community service. This activity aimed to address marine pollution and raise awareness about waste management in coastal areas.

The Vasundhara Green Club of Chetana's R.K. Institute of Management and Research, in collaboration with Legrand Group, successfully conducted a large-scale beach cleanup drive at Prabhadevi and Dadar beaches on November 30, 2024. The initiative brought together approximately 160 participants, including 155 dedicated students and 4 faculty members, demonstrating a strong commitment to environmental conservation.

This coordinated effort between an educational institution and a corporate partner represents a significant step toward addressing marine pollution in Mumbai's coastal areas. The participation of such many volunteers not only resulted in substantial cleanup coverage but also created a visible impact on the local community's awareness about marine pollution and waste management.



Students team ready for Beach Clean-up Drive



The cleanup drive served multiple purposes: immediate environmental impact through waste removal, educational value for participating students, and community awareness about coastal conservation. The partnership with Legrand Group added corporate social responsibility dimensions to the initiative, showcasing how industry-academia collaboration can contribute to environmental causes.



The successful mobilization of over 150 volunteers for this initiative demonstrates the growing environmental consciousness among youth and the effectiveness of organized environmental conservation efforts. This activity has set a precedent for future collaborative environmental initiatives between educational institutions and corporate partners.

Objectives:

1. Remove plastic waste and other debris from the beach areas
2. Create awareness about marine pollution
3. Document the types of waste found for future prevention strategies
4. Engage community members in environmental conservation



Faculty members and LeGrand executives briefing the students

Activities Conducted

Pre-Cleanup Briefing

- Safety instructions provided to all volunteers
- Distribution of cleaning equipment and protective gear
- Assignment of specific areas to teams

Cleanup Process

- Systematic cleaning of designated beach areas
- Segregation of collected waste into different categories
- Documentation of major types of waste found



Students while cleaning up the beach

Impact Assessment

Environmental Impact

- Removal of harmful waste from the marine ecosystem
- Prevention of waste from returning to the sea
- Improved beach cleanliness for local communities

Educational Impact

- Increased awareness about marine pollution
- Better understanding of waste management
- First-hand experience of environmental challenges

Recommendations:

1. Regular follow-up cleanups to maintain beach cleanliness
2. Implementation of awareness programs for local communities
3. Collaboration with local authorities for better waste management
4. Installation of more waste collection bins along the beach

**Conclusion**

The beach cleanup drive was a significant step toward maintaining the cleanliness of Mumbai's beaches and raising awareness about marine pollution. The experience provided valuable insights into the challenges of coastal waste management and the importance of community participation in environmental conservation efforts.

Report prepared by:

Mr. Santosh Gupta

President, Vasundhara Green Club

Chetana's R.K. Institute of Management and Research

