

REPORT: PLASTIC-FREE LAKE PROGRAMME ON WORLD WATER DAY CELEBRATION

Date: March 23, 2024

Organizer: Action Aid Organization

Event: Plastic-Free Lake Programme

Venue: Chunchgatta Lake



Action Aid Organization spearheaded a significant initiative, the Plastic-Free Lake Programme, in commemoration of World Water Day celebrations on March 23, 2024, at Chunchgatta Lake. The event aimed to raise awareness about the detrimental effects of plastic pollution on water bodies and to encourage sustainable practices for preserving freshwater resources.

One notable participation in the programme was from The Oxford College of Arts NSS volunteers Coordinated by Hema.M (NSS Co-Ordinator). Their active involvement demonstrated the commitment of youth towards environmental conservation and community service. Their contribution added value to the event's objectives and helped in fostering a culture of environmental responsibility among the participants.



The Plastic-Free Lake Programme featured various activities designed to engage and educate attendees about the importance of reducing plastic usage and promoting eco-friendly alternatives. These activities included:

- Clean-up drives around Chunchgatta Lake to remove plastic waste and debris.
- Awareness workshops and presentations highlighting the impact of plastic pollution on aquatic ecosystems and human health.
- Distribution of reusable bags and bottles to encourage sustainable lifestyle choices.
- Interactive sessions on recycling and waste management practices.



The event garnered significant attention from the local community and media, leading to increased awareness about the pressing issue of plastic pollution in water bodies. Participants gained valuable insights into practical solutions for mitigating this environmental challenge and pledged to adopt more sustainable habits in their daily lives. The collaboration between Action Aid Organization and The Oxford College of Arts NSS volunteers showcased the power of collective action in addressing environmental issues and fostering positive change within communities.



The Plastic-Free Lake Programme organized by Action Aid Organization served as a commendable initiative to mark World Water Day celebrations. Through collaborative efforts and community engagement, the event successfully raised awareness, promoted environmental stewardship, and inspired individuals to take proactive steps towards preserving our precious water resources. Such initiatives underscore the importance of collective action in safeguarding the environment for future generations.