



MADRAS SCHOOL OF SOCIAL WORK

No.32, Casa Major Road, Egmore, Chennai - 08



(Affiliated to University of Madras)

THE NATIONAL SERVICE SCHEME (NSS) UNIT

(01-15th August, 2019)

Organized

**ONE DAY SEMINAR ON VARIOUS ISSUES OF
SWACHHTA**

Date: 06.08.2019

Venue: MSSW Auditorium

Programme Schedule

- Tamilthai Valthu
- Welcome Address by Prof. S. Sudarmathy
- Felicitation by Dr. S. Raja Samuel
- Introduction of Chief Guest
- Chief Guest Address – Ms. Cauvery Devika Dharmaraj
- Felicitation and Pledge Administer by Principal
- Vote of Thanks
- National Anthem

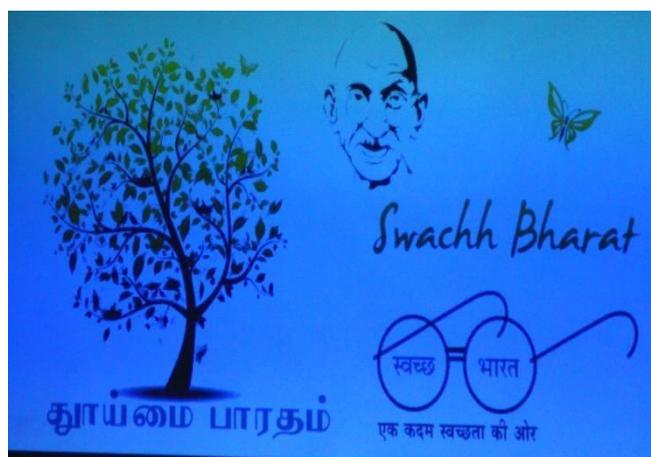
ONE DAY SEMINAR ON VARIOUS ISSUES OF SWACHHTA

On 6th August 2019, The National Service Scheme (NSS) and Eco club of MSSW conducted a seminar on issues of Swachhta in observance of Swachhta Pakhwada -15 day cleanliness drive over the country. It is a program initiated under Swachh Bharath mission which envisions on sanitation and clean drinking water. 100 NSS volunteers (BSW and B.Sc. Psychology) of Madras School of Social Work participated and benefited.

The programme was started with Tamizh Thaaai Vaazhthu. **Mrs. S.Sudarmathy, Assistant Professor** welcomed the gathering and highlighted the need for the programme.

Need of the programme

Hon'ble Prime Minister Sh. NarendraModi urged the people of India to keep their surroundings clean during his first address to the nation on the eve of Independence Day.



NSS have been conducting various activities under the cleanliness drive in the past.

To observe the Swachhta Pakhwara in befitting manner NSS organizations propose to conduct various activities during the observance of Swachhta Pakhwara. All the NSS Units will ensure due publicity of the

activities/programmes to be conducted through all possible electronic and print media, so that the involvement of general public is also ensured in the celebration of this event.

Mrs. Sanila Assistant Professor introduced the chief guest Ms. Cauvery Devika Dharmaraj, Member of Namma Oru Foundation.

Chief Guest Address:

Ms. Cauvery Devika Dharmaraj, briefed on Swachh Bharath. She explained with statistical data of waste generated globally and nationally. Chennai city alone produces 5000 tons of garbage every day Single use and reusable plastic accounts for 1,250



tonnes (25 percent) of the total waste generated by Chennai every day. 60 percent of our daily waste is organic, while 10 per cent is biomedical waste and 5 % is electronic waste.

The waste comprises of

- Organic waste that can be composted,
- Dry waste that can be recycled
- E-waste that can be recycled or carefully destroyed and
- Sanitary Waste (Rejects)

All these are mixed and collected together. The mixed waste that is collected is dumped in dump yards and sometimes burnt, resulting in gross pollution of land, water and air. The mixed waste dumped will release toxic substances which not only spread through air, also contaminate the ground water. She discussed on ill- effects of piling up of landfills.



To minimize hazardous ill-effects segregation of waste is important right from household to schools, colleges, offices etc. Following ways to segregate waste are:

- Disposal of organic /wet waste in **green bin**
- Disposal of recyclable waste in **blue bin**
- Disposal of medical and sanitary waste in **Red bin**
- E-waste

She demonstrated the segregation with the colour bins. She also recommends the ways to reduce the waste. She emphasised upon 4R's,

1. Refuse,
2. Reduce,
3. Reuse &
4. Recycle

Mr. Natarajan said solid waste management would

work only when both sides — residents and government agencies — come together. Local bodies must ensure that compost yards are revived and wet waste is segregated and collected from residents, because not everyone has space for composting. There should be composting facilities at the ward level.



Over the years, there have been several efforts to implement “source segregation”, an oft-cited phrase that never took off. Inculcating the habit of segregating waste at home, and work place is the need of the hour. People must be made to realise the dangers of not segregating waste. Conservancy workers too need to be encouraged to ensure segregation.



He presented a video of the present waste disposal system in Chennai and the hazards created in the environment. He also shown a documentary emphasis the impact of change created by single person in the society.

Ms.Priya, member Namma Ooru Foundation explained on different types of Government banned plastics, its chemical name and daily usage of it. She also explained the consequences of usage of those plastics on daily routine. Burning of plastic is another major threat to the society is case of waste management. Only effective method of plastic waste management is recycling or reuse as much as possible there by delaying the land disposal.



Felicitation Address:

Dr. S. Raja Sameul appreciated the effort taken by Namma Ooru Foundation in



transforming Chennai a green city. He mentioned the initiative taken by MSSW – A Green campus in joint venture with Namma Ooru Foundation. Through a small activity he made the students to understand the importance of practice. It is the responsibility of every citizen to keep the environment clean and safe; with this note he administered the Oath to the NSS Volunteers.



NSS Volunteers taking Oath

The seminar came to an end with vote thanks followed by National Anthem.

Resource Person Profile

Mr. P. Natarajan – Founder Namma Ooru Foundation

In line with the Swachh Bharat mission of creating clean communities and preserving the environment, Namma Ooru Foundation has taken up ‘community building in harmony with the environment’ as our prime initiative among others. Namma Ooru Foundation is run by a group of passionate individuals who care about the environment. It was founded by P. Natarajan, an IT professional turned social entrepreneur, who gave up a successful career in the US to follow his passion of setting up a social enterprise. He created a network of like-minded citizens to charter a mission for transforming communities.

The organization focusses on environmental related projects like waste management, community building, conserving water bodies, ground water recharge, increasing green cover, reducing carbon footprint.

Ms. Cauvery Devika Dharmaraj – Member Namma Ooru Foundation

Ms. Cauvery Devika Dharmaraj is co-founder and Director, Kelsa Solutions - an HR consulting firm. Devika Dharmaraj is a Human Resources specialist with ~27 years experience across the entire spectrum of HR functions. Devika has worked in both managerial and independent consulting roles, across manufacturing, FMCG, Financial Services, IT and ITES, social enterprise and the not-for-profit sectors. Her specific areas of

focus include organization design, competency assessment and leadership development. She has been an active member of industry and social initiatives in Chennai including the founding team of Joy of Giving Week (now called DaanUtsav), committee of NHRD Network Chennai, and Namma Ooru Foundation, an environmental NGO. She is currently exploring corporate India's response to increasing issues of emotional wellness and mental health at the workplace.

Devika completed her post-graduation in management from XLRI, Jamshedpur in 1992; and is a certified executive coach and PoSH Internal Committee member. She has trained in non-violent communication and is a certified HR competency assessor and a trained Mental Health First Aid instructor.