



Madras School of Social Work

32, Casa Major Road, Egmore, Chennai- 600008

Youth Resource Centre

Date: 15.11.2020

Youth Resource Centre (YRC) launched a campaign; **“Green Diwali”** to encourage healthy and pollution-free Diwali on 13th November 2020. The campaign was initiated by the Principal of Madras School of Social Work, Dr. Raja Samuel. He flagged off the initiative by sharing a message to spend this Diwali pollution-free in his Facebook handle with the hashtag **“Green Diwali Challenge”**, **“Responsible Citizen”**, **“Responsible Youth”** and the tagline **“Crackless and not be reckless”**. He also tagged Youth Resource Center to keep the campaign moving forward. Campaign proceeded victorious with manifold reposts and words of appreciation. The campaign concluded on the night of Diwali.

POSTER

