



K L University

(Koneru Lakshmaiah Education Foundation)
Deemed to be University, Estd. u/s 3 of UGC Act, 1956

Accredited by NAAC as 'A' Grade University ✦ Approved by AICTE ✦ ISO 9001-2008 Certified

Campus: Greenfields, Vaddeswaram - 522 502, Guntur District, Andhra Pradesh, INDIA.

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REPORT ON AWARENESS CAMPAIGN FOR ECO-FRIENDLY PRODUCTS AND MATERIALS

Organized by: KL Business School, KLEF (Deemed to be University)

Date: 2nd October 2022

Location: Velaturu Village

Introduction

On the occasion of Gandhi Jayanti, KL Business School organized an awareness campaign in Velaturu Village to promote the use of eco-friendly products and materials. The initiative aimed to educate the community about the benefits of adopting sustainable practices and to incentivize the transition to environmentally friendly alternatives. This program reflects the institute's commitment to environmental sustainability and rural development.

Objectives

1. Raise awareness about eco-friendly products and their environmental and health benefits.
2. Encourage the reduction of single-use plastics and non-biodegradable materials.
3. Introduce incentives to motivate the adoption of sustainable products.
4. Collaborate with local businesses to make eco-friendly products accessible.

Participants

The program witnessed the active participation of 45 students from KL Business School. They facilitated workshops, distributed eco-friendly materials, and engaged with the community to promote sustainable practices. Faculty members and environmental experts provided additional guidance and insights.

Key Activities

1. Awareness Sessions:

- Educational talks on the impact of non-biodegradable materials on the environment.
- Discussions on the benefits of transitioning to eco-friendly alternatives.



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2. Workshops:

- Demonstrations on making compostable products and reusable bags.
- Tutorials on segregating waste and managing biodegradable materials.

3. Product Distribution:

- Free distribution of cloth bags, compostable cutlery, and reusable containers to 100 households.
- Discount vouchers for purchasing eco-friendly products from local vendors.

4. Survey:

- Collection of feedback and suggestions from villagers regarding eco-friendly practices.

Survey Details

Survey Questions:

1. What types of materials do you currently use for shopping, packaging, and daily needs?
2. Are you aware of the environmental impacts of plastic usage?
3. Would you consider switching to eco-friendly alternatives? If not, why?
4. What challenges do you face in adopting eco-friendly products?
5. What kind of incentives would encourage you to transition to sustainable materials?
6. How do you currently manage waste disposal in your household?

Survey Findings:

- **Material Usage:** 70% of households primarily used plastic products, while 30% used a mix of materials.
- **Awareness Levels:** 50% were aware of the negative impacts of plastic usage, but only 20% had adopted alternatives.
- **Interest in Transition:** 80% expressed willingness to switch to eco-friendly products if they were affordable and accessible.
- **Challenges Identified:** Cost and lack of availability were the primary barriers to adoption.
- **Incentive Preferences:** Most respondents favored discounts and buyback programs for used plastic materials.

Outcomes

1. Improved understanding of eco-friendly products and their benefits among villagers.
2. Distribution of sustainable materials initiated behavior change in 100 households.
3. Collaboration with local vendors laid the groundwork for long-term availability of eco-friendly alternatives.
4. Increased interest in reducing plastic use and adopting sustainable practices.

Future Steps

1. **Expand Accessibility:**
 - Partner with more local businesses to ensure the availability of eco-friendly products at affordable prices.
2. **Incentive Programs:**
 - Develop reward systems, such as discounts and loyalty points, for households adopting sustainable materials.
3. **Continuous Education:**
 - Organize regular workshops and awareness sessions to sustain interest and knowledge about eco-friendly practices.
4. **Monitoring and Feedback:**
 - Conduct follow-up surveys to track progress and address new challenges.

Acknowledgment

KL Business School extends its heartfelt gratitude to the residents of Velaturu Village for their enthusiastic participation. Special thanks to the students, faculty members, and environmental experts who dedicated their time and efforts to this initiative. Appreciation is also due to KLEF (Deemed to be University) for its unwavering support in promoting sustainability.

The eco-friendly awareness campaign in Velaturu Village marked a significant step toward reducing environmental impact and encouraging sustainable practices. By fostering education, community involvement, and practical support, KL Business School reaffirmed its dedication to environmental conservation. Continued efforts will ensure the long-term success of this initiative and inspire similar programs in other communities.



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