



**Koneru Lakshmaiah Education Foundation**  
(Category -1, Deemed to be University estd. u/s. 3 of the UGC Act, 1956)

❖ Approved by AICTE ❖ ISO 21001:2018 Certified

Campus: Green Fields, Vaddeswaram - 522 302, Guntur District, Andhra Pradesh, INDIA.

Phone No. +91 8645 - 350 200; www.klef.ac.in; www.klef.edu.in; www.kluniversity.in

Admin Off: 29-36-38, Museum Road, Governorpet, Vijayawada - 520 002. Ph: +91 - 866 - 3500122, 2576129

Ref: KLEF/SA/NSS Cell/2025-26

Date: 18-02-2026

**Orders of the Hon'ble Vice Chancellor dt.18-02-2026**

**CIRCULAR**

Sub: Conduction of Campaign on the Harmful Effects of Junk Food on 19-02-2026 at Atmakur Village – Reg.

Ref: Letter received from Mr. P.Srikanth Reddy, Programme Coordinator, KLEF NSS Cell and forwarded by Dr. K.R.S. Prasad, In-charge Dean (Student Affairs).

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This is to inform you that the National Service Scheme (NSS) of KLEF will be organizing Campaign on the Harmful Effects of Junk Food on 19-02-2026 at Atmakur Village.

**Event** : Campaign on the Harmful Effects of Junk Food  
**Date** : 19-02-2026  
**Place** : Atmakur  
**Timings** : 10:00 am to 04:30 pm

Interested students can participate in this event.

For further information regarding this event contact Mr. P.Srikanth Reddy (Mobile No. 8466011222), Programme Coordinator, KLEF NSS Cell and Mr. P.Suresh, NSS Coordinator, (Mobile No. 9493171719)



**REGISTRAR**

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(Deemed to be University)  
Green Fields, VADDESWARAM-522 302.  
Guntur District, Andhra Pradesh.



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### National Service Scheme (NSS)

“Campaign on the Harmful Effects of Junk Food”

**KL AI&DS**  
ARTIFICIAL INTELLIGENCE & DATA SCIENCE

**GUIDANCE ON JUNK FOOD AND  
HEALTHY HABITS TO STUDENTS**

**BE GENTLE WITH YOURSELF**

**BE KIND TO YOUR MIND**

**klef\_nss\_official**

**Event : Campaign on the Harmful Effects of Junk Food**

**Date : 19-02-2026**

**Place : Atmakur**

**Objective:**

The objective of the campaign on the harmful effects of junk food is to create awareness about the negative impact of unhealthy eating habits on health. It aims to educate people about issues such as obesity, poor nutrition, and lifestyle-related diseases caused by excessive junk food consumption. The program encourages individuals to adopt balanced diets and make healthier food choices. Overall, it promotes a healthy lifestyle and long-term well-being among the community.

**Description:**

As per the directions of the Ministry of Youth Affairs and Sports, Government of India, along with the Regional Directorate and State NSS, the NSS Unit of KL University in association with the Department of AI&DS organized an awareness program on the harmful effects of junk food on Thursday, 19-02-2026, in Atmakur village of Mangalagiri Mandal, as part of the special camp. Dean of Student Affairs, Dr. K.R.S. Prasad, stated that the program was conducted by NSS volunteers for the students of Zilla Parishad High School.

AI&DS Head of the Department, Dr. V.S.V. Prabhakar, explained the harmful effects of junk food, particularly the damage caused by high levels of fat, salt, and sugar. He stated that excessive consumption of junk food can lead to serious health problems such as obesity, heart disease, and diabetes.

NSS Program Coordinator, Dr. P. Srikant Reddy, said that students, youth, and parents were advised to adopt healthy food habits and to choose nutritious foods like fruits, vegetables, and nuts instead of fast food. He also emphasized that homemade food is more beneficial for health.

NSS Program Officer, V. Jonithin, explained that such awareness programs play an important role in developing a sense of responsibility toward health in society and help in promoting a healthier lifestyle for everyone. The event was coordinated by NSS Field Coordinator P. Suresh, who ensured its successful conduct.

The volunteers were appreciated for their service by University Vice-Chancellor Dr. G. Parthasarathi Varma, Pro Vice-Chancellors Dr. A.V.S. Prasad, Dr. N. Venkatram, and Dr. K. Rajasekhara Rao, along with Registrar Dr. K. Subba Rao, Principal Dr. V. Rajesh, Advisor Dr. Habeebullah Khan, and others.

**Outcome:**

The outcome of the program was effective as students gained awareness about the harmful effects of junk food on health. They understood the risks of diseases such as obesity, diabetes, and heart problems caused by unhealthy eating habits. The session encouraged them to adopt nutritious food choices and prefer homemade meals. Overall, the program promoted healthy eating habits and improved awareness about maintaining a balanced diet.

**Impact on Society:**

The program positively impacts society by promoting awareness about healthy eating habits and reducing the consumption of junk food. It helps in preventing lifestyle-related diseases such as obesity, diabetes, and heart problems. The initiative encourages families and communities to adopt nutritious diets and make better food choices. Overall, it contributes to building a healthier and more conscious society.

**Details of the Event:**

Name of the Event : Campaign on the Harmful Effects of Junk Food

Place of the Event : Atmakur

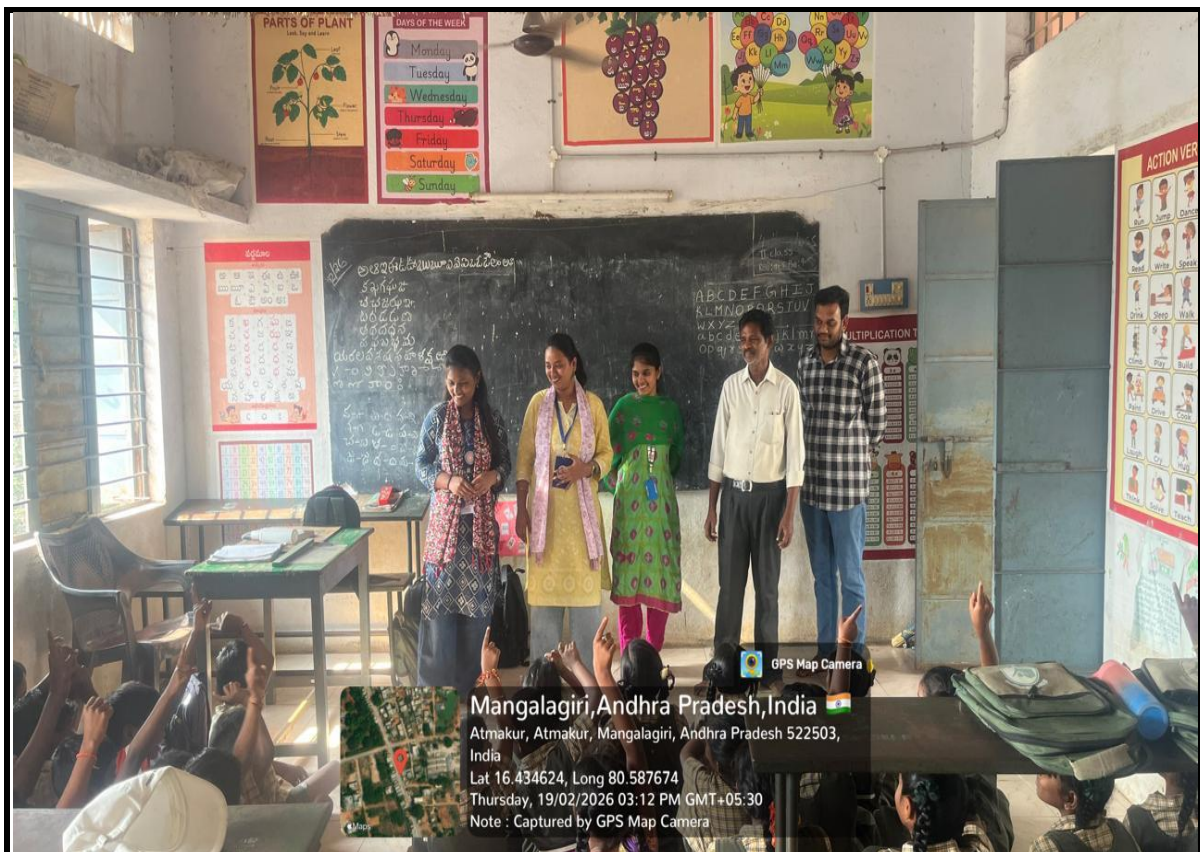
Date of the event : 19-02-2026

No. of Hours : 10:00 am to 04:30 pm

No. of Participants : Students: 50, Faculty: 02

No. of Beneficiary's : 186

**Event Photos:**





# సాక్షి

## జంక్ ఫుడ్ కు దూరంగా ఉండాలి

మంగళగిరి టౌన్: విద్యార్థులు జంక్ ఫుడ్ కు దూరంగా ఉండాలని కేఎల్ యూ ఎన్ఎస్ఎస్ ప్రోగ్రాం ఆఫీసర్ డాక్టర్ వి.జోనితినీ సూచించారు. మంగళగిరి మండలం ఆత్మకూరులో గురువారం ఎన్ఎస్ఎస్ ప్రత్యేక శిబిరంలో భాగంగా వడైరపాలంలోని ప్రాథమికోన్నత పాఠశాల విద్యార్థులకు జంక్ ఫుడ్ పై అనారోగ్య సమస్యల గురించి అవగాహన కార్యక్రమం నిర్వహించారు. ఈ సందర్భంగా ఎన్ఎస్ఎస్ ప్రతినిధులు మాట్లాడుతూ.. జంక్ ఫుడ్ లో అధికంగా ఉప్పు, కారం, చక్కెర, నూనె, మసాలా వంటి పదార్థాలు ఉంటాయని, వాటివల్ల అనారోగ్య సమస్యలు తలెత్తుతాయని పేర్కొన్నారు. జంక్ ఫుడ్ తీసుకోవడం వల్ల చిన్న వయస్సులోనే మధుమేహం, ఊబకాయం, రక్తపోటు, అధిక బరువు, ఫ్యాటీ లివర్ వంటి సమస్యలు వస్తాయని వివరించారు.



**పాఠశాలలో విద్యార్థులకు అవగాహన కల్పిస్తున్న ఎన్ఎస్ఎస్ ప్రతినిధులు**

చారు. పోషకాహారం తీసుకోవడం వల్ల ఆరోగ్యంగా ఉండవచ్చని సూచించారు. కార్యక్రమంలో ఎన్ఎస్ఎస్ ప్రోగ్రామ్ కోఆర్డినేటర్ డాక్టర్ పి.శ్రీకాంత్ రెడ్డి, విభాగాధిపతి డాక్టర్ వీఎస్వీ ప్రభాకర్, సమన్వయ కర్త సురేష్ తదితరులు పాల్గొన్నారు.

## జంక్ ఫుడ్ తో అనారోగ్య సమస్యలు



### సూర్య ప్రతినిధి, మంగళగిరి కేవీ నారాయణ

జంక్ ఫుడ్ లో అధికంగా ఉప్పు, కారం, చక్కెర, నూనె, మైదా, మసాలా వంటి పదార్థాలు ఉండటం వలన అనారోగ్య సమస్యలు కొనితెచ్చుకున్నట్లు అవుతుందని యూనివర్సిటీ ఎన్ఎస్ఎస్ ప్రోగ్రాం ఆఫీసర్ డాక్టర్ వి.జోనితన్ తెలిపారు. ఏఐ మరియు డీఎస్ విభాగం ఆధ్వర్యంలో ఆత్మకూరులో జరుగుతున్న ఎన్ఎస్ఎస్ ప్రత్యేక శిబిరంలో భాగంగా గురువారం వడ్డెరపాలెం ప్రాథమికోన్నత పాఠశాల విద్యార్థులకు ఎన్ఎస్ఎస్ వాలంటీర్లు అవగాహన కార్యక్రమం నిర్వహించినట్లు విభాగాధిపతి డాక్టర్ విఎస్ వి ప్రభాకర్ తెలిపారు. జంక్ ఫుడ్ వలన చిన్న వయసులోనే ఊబకాయం, మధుమేహం, రక్తపోటు గుండె, జీర్ణ, అధిక బరువు, ఫ్యాటీ లివర్, వంటి సమస్యలు వస్తాయని, పోషకాహారం తీసుకోవడం వలన ఆరోగ్యంగా ఉండవచ్చునని ఎన్ఎస్ఎస్ ప్రోగ్రాం కోఆర్డినేటర్ డాక్టర్ పి శ్రీకాంత్ రెడ్డి పేర్కొన్నారు. శిబిరానికి పి. సురేష్ సమన్వయకర్తగా వ్యవహరించారు.

## Press Clippings Translations:

### Sakshi E-Paper

#### **Stay Away from Junk Food**

**Mangalagiri Town:** KLU NSS Program Officer Dr. V. Jonathan advised students to stay away from junk food. As part of the NSS special camp held on Thursday at Atmakuru village in Mangalagiri mandal, an awareness program was conducted for the students of Vadderapalem Primary Upper Primary School on the health problems caused by junk food. Speaking on the occasion, NSS representatives explained that junk food contains high amounts of salt, spice, sugar, oil, and masala, which can lead to various health issues. They stated that consuming junk food can cause diabetes, obesity, high blood pressure, overweight, and fatty liver problems even at a young age. They suggested that students can stay healthy by consuming nutritious food. NSS Program Coordinator Dr. P. Srikant Reddy, Head of the Department Dr. VSP Prabhakar, Coordinator Suresh, and others participated in the program.

### Sureya E-Paper

#### **Health Problems Caused by Junk Food**

##### **Surya Representative, Mangalagiri – KV Narayana**

University NSS Program Officer Dr. V. Jonathan stated that junk food, which contains excessive amounts of salt, spice, sugar, oil, maida, and masala, can lead to serious health problems. As part of the NSS special camp being conducted at Atmakuru under the leadership of the AI & DS Department, NSS volunteers organized an awareness program on Thursday for the students of Vadderapalem Primary Upper Primary School, said Head of the Department Dr. VSV Prabhakar. NSS Program Coordinator Dr. P. Srikant Reddy explained that junk food can cause obesity, diabetes, high blood pressure, heart problems, digestive issues, overweight, and fatty liver even at a young age. He emphasized that maintaining a healthy diet with nutritious food can help people stay healthy. P. Suresh served as the coordinator for the camp.