



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

National Service Scheme (NSS)

"Campaign on Cleanliness for Healthy Living"

**KL**
(DEEMED TO BE UNIVERSITY)

KONERU LAKSHMAIAH
EDUCATION FOUNDATION
(KL DEEMED TO BE UNIVERSITY)



NATIONAL SERVICE SCHEME (NSS)



CAMPAIGN
on
CLEANLINESS
for
HEALTHY LIVING

Clean Surroundings • Healthy Community • Better Tomorrow



**A Cleaner Environment,
Leads to a Healthier Life.**

**Prevents
Diseases**

**Promotes
Good Health**

**Protects Our
Environment**

**Builds a Better
Community**

**Segregate Waste
Keep Surroundings
Clean**

**DATE :**
10-08-2026

**PLACE :**
REVENDRAPADU

Event : Campaign on Cleanliness for Healthy Living
Date : 10-08-2026
Place : Revendrapadu

Objective:

The objective of the Campaign on Cleanliness for Healthy Living is to create awareness about the importance of personal hygiene, household cleanliness, and clean public surroundings. It aims to encourage proper waste disposal, regular cleaning, sanitation, and hygienic habits to prevent the spread of diseases. The campaign also seeks to motivate people to actively participate in cleanliness activities and maintain a healthy environment. Overall, it promotes responsible community participation in building a cleaner, healthier, and safer society.

Description:

As per the directions of the National Service Scheme (NSS) under the Ministry of Youth Affairs and Sports, Government of India, and in accordance with the guidelines of the Regional Directorate of NSS, Hyderabad, and the Andhra Pradesh State NSS, KL University NSS and the Department of Biotechnology jointly organized a Social Responsibility and Community Service Programme on Monday, 10 August 2026, at Atmakur village, Duggirala Mandal, Guntur District. As part of the Campaign on Cleanliness for Healthy Living, KL University Biotechnology NSS volunteers formed teams and conducted door-to-door awareness activities among the local residents, informed University Student Affairs Dean Dr. K.R.S. Prasad.

The volunteers educated the public about the importance of cleanliness and a healthy lifestyle. They emphasized keeping the surroundings clean, avoiding littering, segregating wet and dry waste and disposing of it properly, reducing plastic usage, preventing stagnant water around households, and maintaining good personal hygiene. NSS Programme Coordinator Dr. P. Srikant Reddy stressed the importance of adopting these practices to create a clean and healthy living environment.

The public was also informed that unhygienic surroundings can encourage the spread of mosquitoes, flies, and disease-causing microorganisms, increasing the risk of various health problems. The NSS Programme Officer highlighted that clean surroundings are the foundation of a healthy life and urged every individual to take responsibility for maintaining cleanliness in their homes and neighborhoods.

NSS Field Coordinator Mr. P. Suresh coordinated the programme and ensured its successful implementation. The University Vice-Chancellor Dr. G. Parthasarathi Varma, Pro Vice-Chancellors Dr. N. Venkatram and Dr. K. Rajasekhara Rao, Student Affairs Registrar Dr. I. Pavan Kumar, Principal Dr. T.K. Ramakrishna Rao, Advisor Dr. Habibulla Khan, Associate Dean Dr. Shantisri, and others appreciated the

NSS volunteers for their active participation and contribution to the community awareness initiative.

Outcome:

The programme increased public awareness about the importance of cleanliness, sanitation, waste segregation, and personal hygiene for healthy living. Residents were encouraged to avoid littering, reduce plastic use, and prevent stagnant water around their homes. The door-to-door campaign motivated community members to adopt responsible cleanliness practices and help prevent the spread of diseases. Overall, the initiative promoted healthier lifestyles, cleaner surroundings, and greater community participation in maintaining a hygienic environment.

Impact on Society:

The campaign positively influenced the community by encouraging residents to adopt better cleanliness, sanitation, and personal hygiene practices. It helped people understand the health risks associated with unhygienic surroundings, stagnant water, improper waste disposal, and excessive plastic use. The door-to-door awareness activities strengthened community participation and encouraged families to take responsibility for maintaining clean neighbourhoods. Overall, the programme contributed to healthier living conditions, improved environmental cleanliness, and a more responsible and health-conscious society.

Details of the Event:

Name of the Event : Campaign on Cleanliness for Healthy Living

Place of the Event : Revendrapadu

Date of the event : 10-08-2026

No. of Hours : 01:00 pm to 04:00 pm

No. of Participants : Students: 85, Faculty: 02

No. of Beneficiary's : 1624

Event Photos:



