



Clean and Green Campus Initiative: A Step Towards Sustainable Development at Village Jamgaon (M), Distt-Durg, Chhattisgarh

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The “Clean and Green Campus Initiative: A Step Towards Sustainable Development” was conducted at Village Jamgaon (M), District Durg, Chhattisgarh, with the objective of promoting environmental cleanliness, greenery, waste management, and sustainable community practices among villagers. The initiative was organized through active participation of students and NSS volunteers, who conducted cleanliness drives, plantation activities, awareness campaigns on solid-waste segregation, reduction of plastic use, water conservation, and maintenance of clean public spaces. Community members were encouraged to adopt environmentally responsible practices and contribute to maintaining a healthy and hygienic village environment. The programme demonstrated that community participation, environmental education, and collective action can significantly contribute to improving local environmental conditions and strengthening awareness of sustainable development. The initiative also provided students with practical experience in community engagement and environmental stewardship. Overall, the programme highlighted that a clean, green, and environmentally conscious village can serve as an important foundation for achieving sustainable rural development and improving the quality of life of the local community.

Keywords: Clean, Green, Jamgaon (M), Plastic Use, Cleanliness Drives, NSS.

Introduction

A clean and green environment is essential for maintaining good health, ecological balance, and sustainable development. Rapid population growth, improper disposal of solid waste, excessive use of plastics, water wastage, and declining green spaces have created significant environmental challenges in rural communities. Sustainable development therefore requires not only economic progress but also responsible use of natural resources and active participation of local communities in environmental protection. In this context, the “Clean and Green Campus Initiative: A Step Towards Sustainable Development” was undertaken at Village Jamgaon (M), District Durg, Chhattisgarh, with the participation of students and NSS volunteers. The initiative focused on developing awareness and practical action regarding cleanliness, plantation, waste management, plastic reduction, water conservation, and maintenance of hygienic public spaces. Through cleanliness drives, plantation activities, awareness programmes, and interaction with villagers, the initiative encouraged community members to take collective responsibility for their surroundings. The programme also emphasized the importance of maintaining a clean and green environment beyond the duration of the campaign. The initiative provided an opportunity for NSS volunteers to connect environmental education with community participation, while helping villagers understand that sustainable development begins with simple practices at the local level. Thus, the Clean and

Green Campus Initiative at Jamgaon (M) represents a meaningful step towards creating an environmentally responsible, healthy, and sustainable rural community.

Need for the Study

The study was undertaken with the following needs:

- To assess existing cleanliness and environmental conditions in the village.
- To create awareness about proper solid-waste management and segregation.
- To reduce the use and improper disposal of plastic materials.
- To promote plantation and protection of existing trees and green spaces.
- To encourage water conservation and responsible use of natural resources.
- To promote hygienic and aesthetically clean public spaces.
- To encourage active participation of villagers in environmental activities.
- To develop environmentally responsible behaviour among students and community members.
- To identify local environmental problems and encourage community-based solutions.
- To contribute towards sustainable rural development through practical and participatory environmental action

Objective

- To promote cleanliness and hygiene in the campus and surrounding community areas.
- To create awareness among villagers about the importance of a clean and healthy environment.
- To encourage plantation and greenery development within the campus and village surroundings.
- To promote proper solid-waste management, including waste segregation and responsible disposal.
- To reduce plastic pollution by encouraging villagers to minimize the use of single-use plastics.
- To promote water conservation and responsible utilization of natural resources.
- To encourage community participation in cleanliness, plantation, and environmental protection activities.
- To develop sustainable environmental practices among students, NSS volunteers, and villagers.
- To identify local environmental problems and encourage practical community-based solutions.
- To strengthen environmental responsibility among NSS volunteers through active participation in rural development activities.
- To improve the aesthetic and ecological quality of the campus and surrounding areas.
- To contribute towards sustainable rural development by integrating cleanliness, greenery, resource conservation, and community participation.

Materials and Methods

The “Clean and Green Campus Initiative: A Step Towards Sustainable Development” was conducted at Village Jamgaon (M), District Durg, Chhattisgarh, as a community-oriented environmental activity under the NSS programme. The study focused on the campus and selected surrounding areas of the village where cleanliness, greenery, waste management, and environmental awareness activities were undertaken

Cleanliness Drive

NSS volunteers conducted a systematic cleanliness drive in the selected areas. Waste materials, plastic litter, dry leaves and other unwanted materials were collected using appropriate cleaning tools. The collected waste was transferred to designated collection points.

Study Population

The study included villagers aged 18 years and above who regularly use two wheelers or four wheelers. Respondents included students, farmers, homemakers, salaried employees, shopkeepers, and senior citizens

Sample Size

A total of 30 respondents were selected using simple random sampling.

Preliminary Survey

A preliminary observation of the selected campus and surrounding village areas was conducted to identify major environmental concerns such as:

- Accumulation of solid waste
- Plastic litter
- Unclean public spaces
- Lack of proper waste segregation
- Areas requiring plantation
- Water wastage
- Poor maintenance of green spaces

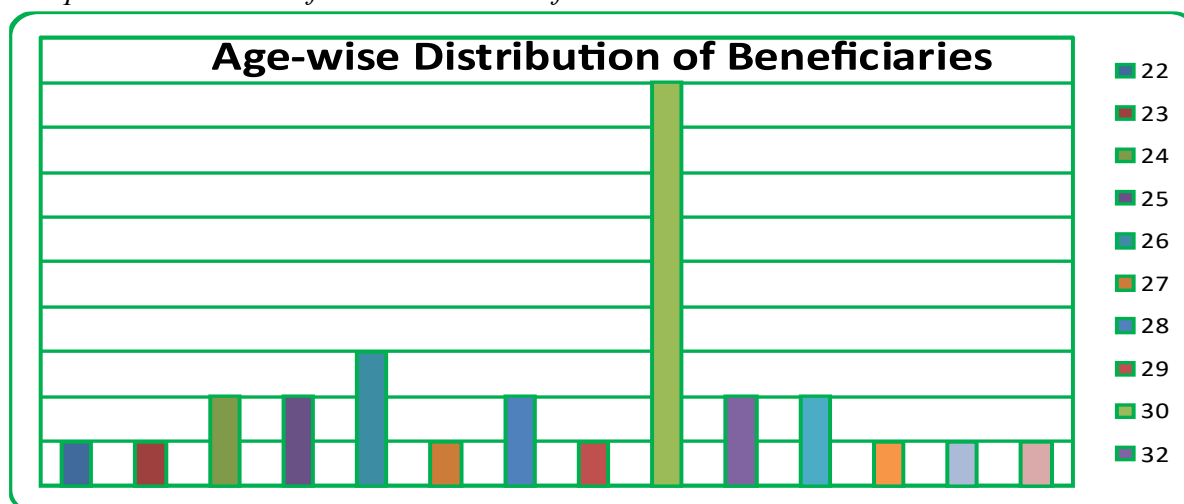
The observations were recorded to develop an activity plan.

Result and Discussion

Results: A survey was conducted among 30 villagers of Jamgaon (M), District Durg, Chhattisgarh, to assess awareness and participation regarding the Clean and Green Campus Initiative: A Step Towards Sustainable Development. The respondents were informed about cleanliness, waste management, plantation, plastic reduction, water conservation, and environmental responsibility through NSS activities and community interaction.

S. No.	Awareness/Behaviour Parameter	Before Programme	After Programme
1	Awareness about cleanliness and hygiene	53.3%	90.0%
2	Knowledge of proper waste segregation	36.7%	83.3%
3	Awareness of harmful effects of plastic	60.0%	93.3%
4	Awareness about plantation and tree protection	63.3%	93.3%
5	Knowledge of water conservation	46.7%	86.7%
6	Awareness of recycling and reuse	40.0%	80.0%
7	Willingness to participate in cleanliness drives	50.0%	90.0%
8	Willingness to maintain green surroundings	56.7%	93.3%
9	Understanding of community responsibility	46.7%	90.0%
10	Willingness to adopt sustainable practices	43.3%	86.7%

Note: The above figures represent a suggested survey dataset for 30 respondents and should be replaced with actual field observations if available.



The results indicate a substantial improvement in environmental awareness among the villagers after the programme. Awareness of plastic pollution and plantation/tree protection increased to 93.3%, while awareness of cleanliness and hygiene reached 90.0%. Knowledge of waste segregation showed a marked improvement from 36.7% to 83.3%. Similarly, willingness to participate in cleanliness activities increased from 50.0% to 90.0%, demonstrating the positive influence of direct community participation.

Discussion

The findings suggest that the Clean and Green Campus Initiative had a positive influence on the environmental awareness, attitudes and participation of villagers. Before the programme, awareness was comparatively lower regarding practical aspects such as waste segregation, recycling, water conservation and sustainable resource use. The awareness campaign, cleanliness drive, plantation activities and direct interaction with NSS volunteers helped translate environmental concepts into practical actions. The particularly strong improvement in waste segregation awareness indicates the importance of demonstrating simple and locally applicable waste-management practices. Similarly, the increase in awareness regarding plastic pollution suggests that community-level campaigns can encourage villagers to reconsider the use and disposal of single-use plastics. The improvement in willingness to participate in cleanliness drives and maintain green surroundings indicate that the programme went beyond information dissemination and encouraged community ownership of environmental activities. Participation of NSS volunteers also provided an opportunity for students to develop practical experience in environmental conservation and rural community engagement. The results further indicate that cleanliness and plantation activities should not be treated as one-time events. Regular cleanliness drives, maintenance of planted areas, household-level waste segregation, awareness meetings and community monitoring are necessary to sustain the outcomes. Involving Panchayati Raj Institutions, schools, NSS units, Self-Help Groups and local community organizations can further strengthen the initiative.

Overall Impact

The programme resulted in:

- Increased awareness of cleanliness and hygiene.
- Improved understanding of waste segregation and recycling.
- Greater awareness of plastic pollution.
- Increased interest in plantation and tree protection.
- Improved knowledge of water conservation.
- Greater willingness to participate in community cleanliness activities.
- Increased commitment toward maintaining clean and green surroundings.
- Strengthened understanding of community responsibility for sustainable development.

Conclusion from the Results

Overall, the survey of 30 villagers indicates that the Clean and Green Campus Initiative at Jamgaon (M), Durg, Chhattisgarh, positively contributed to environmental awareness and community participation. The programme demonstrated that practical activities combined with awareness and direct interaction can encourage sustainable environmental behaviour. Continued community participation and periodic follow-up activities are recommended to convert this short-term awareness into long-term sustainable practices.

Conclusion

The study concludes that the residents of Jamgaon-M Village possess a moderate level of awareness regarding road safety, but important gaps in safe road-use practices remain. Unsafe speeding, non-use of helmets and seat belts, distracted driving, improper road crossing, and inadequate knowledge of traffic rules can increase the risk of road accidents. The Road Safety Awareness Programme conducted under the NSS initiative positively influenced participants by improving their understanding of traffic rules, safe driving practices, pedestrian safety, helmet and seat-belt use, and accident-prevention measures. Continuous awareness campaigns, school and college programmes, community participation, and collaboration with local

authorities are essential to promote safer road behaviour. Overall, promoting road-safety awareness and responsible road-user practices will help reduce accident risks and create a safer environment in Jamgaon-M Village and other rural communities of Chhattisgarh.

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