

Mission Clean Sweep: Zero-Plastic Smart City

GK Gurukul is committed to making our city cleaner and greener by reducing single-use plastics. As part of our environmental initiative under the Swachh Bharat mission, we have created a simple yet powerful action plan that focuses on building connections, raising social awareness, organising clean-up drives, and promoting our cause. This plan will help us work together as a community to manage plastic waste effectively and create a lasting impact on our environment.

Topic: To undertake a campaign under the Swachh Bharat mission to enhance plastic waste management in our city and reduce the use of single-use plastics.

Actions	How	Who	When
Connections	<ul style="list-style-type: none">• Partner with local businesses, NGOs, and government bodies to create a strong support network.• Encourage students, parents, and teachers to participate and bring in their friends and family, creating a wider impact.• Establish connections with recycling centres to ensure proper disposal and recycling of collected plastics.	Students, with the help of school authorities	Every month
Social Awareness	<ul style="list-style-type: none">• Conduct awareness sessions in school and community centres to educate people about the harmful effects of single-use plastics.• Use social media platforms to share informative posts, videos, and infographics that highlight the importance of reducing plastic use.• Organise poster-making and essay competitions in schools to engage students in the cause.	Social Media, School Authorities, Local Governing Bodies, NGOs	Once every month
Clean-up Drive	<ul style="list-style-type: none">• Organise regular clean-up drives in different parts of the city, focusing on areas with high plastic waste.• Provide necessary tools like gloves, bags, and masks to all participants to ensure safety during the drives.• Record and share the progress of these drives through school newsletters and social media to inspire others to join.	School Authorities, Local Governing Bodies, NGOs	Every month
Promotion	<ul style="list-style-type: none">• Design and distribute eco-friendly merchandise like reusable bags and water bottles with the campaign logo to spread the message.• Run a school-wide competition where students can come up with creative slogans and posters promoting the reduction of single-use plastics.• Collaborate with local media to cover the initiative, increasing visibility and encouraging broader community participation.	Students, Local Governing Bodies, Startups, NGOs	Throughout the timeline of the action plan