



**CHELLAMMAL WOMEN'S COLLEGE
OF THE PACHAIYAPPA'S TRUST
UNIVERSITY OF MADRAS AFFILIATED
NATIONAL SERVICE SCHEME**



**Event: International Coastal Cleanup Day – Mass Beach
Cleanup Drive**

Date: 20.09.2025

Time: 6:00 AM to 10:00 AM

Venue: Besant Nagar Beach, Chennai

Organized by: COMMUNITREE (Environmental NGO)

The Mass Beach Cleanup Drive was organized by COMMUNITREE, a reputed environmental NGO, on 20th September 2025 at Besant Nagar Beach, with the active participation of 32 NSS volunteers from Chellammal Women's College, Guindy, Chennai. Conducted in observance of International Coastal Cleanup Day, the initiative aimed to raise awareness about coastal pollution and promote marine ecosystem conservation. Volunteers were provided with protective equipment including gloves, masks, and garbage bags, and were briefed on safety protocols prior to the activity.

Under the guidance of NSS Programme Officers and COMMUNITREE representatives, participants systematically collected and segregated solid waste such as plastics, bottles, wrappers, and fishing nets, totalling approximately 30 kilograms, which were responsibly handed over to municipal authorities. Volunteers also engaged with the public to disseminate information on environmental protection and sustainable practices. The programme enhanced environmental awareness, fostered teamwork, leadership, and organizational skills, and reinforced civic responsibility. The initiative exemplified the NSS motto, "Not Me But You," reflecting selfless service and ecological stewardship. Overall, the drive was successfully executed, contributing significantly to community welfare and institutional social responsibility.

NSS Programme Officers

1. Dr. S. SUSA – Unit II 

2. Dr. Ananda Priya – Unit III 

3. Dr. J. Velankanni Sumathi – Unit I 



PRINCIPAL

**PRINCIPAL
CHELLAMMAL WOMEN'S COLLEGE
OF THE PACHAIAPPA'S TRUST
GUINDY, CHENNAI - 32.**





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PHOTO GALLERY: International Coastal Cleanup Day – Mass Beach Cleanup Drive

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