

International Day of Action for Rivers and World Water Day 2024

Outreach Program Report

The International Day of Action for Rivers is an annual event raising awareness about the importance of healthy rivers. It is a global event aimed at raising awareness about the importance of rivers and advocating for the sustainable management and protection of these vital water resources. As the campaign celebrates its 27th anniversary, this year's theme “Water For All” to guard water rights and ensure equal access to clean water resources.

Location: Adyar River, Saidapet, Chennai, India (13°01'03.6"N 80°13'02.6"E)

Organizer: REACH, Directorate of Research, SRM IST (Kattankulathur campus)

Date: March 14, 2024

Objective of the event: The outreach program conducted by REACH, Directorate of Research, SRM IST on the International Day of Action for Rivers aimed to raise awareness about the importance of rivers, particularly the Adyar river in Saidapet, Chennai. The program focused on educating the local community about the significance of these rivers, the threats they face, and the need for collective action to protect and preserve them.

Activities:

1. Clean-up Drives:

40 volunteers from REACH, the Department of Chemical Engineering, and Biotechnology, SRM IST participated in clean-up drives along the banks of the Adyar river.



Joining Hands for a cleaner Adyar: Dedicated volunteers from REACH, Department of Chemical Engineering, and Biotechnology of SRMIST, Kattankulathur campus uniting for impactful clean-up drives along the Adyar river's banks

The clean-up activities aimed to remove plastic waste, e-waste, debris, and other pollutants from the rivers and their surroundings, highlighting the importance of maintaining clean and healthy water bodies.



Our efforts towards the removal of plastic waste, e-waste, and debris from rivers and their surroundings, emphasizing the crucial need to preserve the health and cleanliness of our water bodies

2. Awareness Campaigns:

An awareness campaign about the importance of clean river water for environmental sustainability and public health, the factors contributing to river pollution, and its impact on ecosystems and communities, to promote individual and collective actions to protect and preserve clean river water was organized in nearby neighbourhoods to engage the wider community.



Awareness spread by SRMIST volunteers to locals at Chetty-thottam, saidapet related to Reduce Plastic Waste, Keep Trash Off the Rivers for Clean Water and Healthier Ecosystems

3. Tree Plantation Drives:

A tree plantation drive was executed to promote greenery and improve the riparian ecosystem, increase vegetation along the river banks to prevent erosion, and improve water quality, foster a sense of community pride and ownership in the conservation of natural resources. Saplings suitable for the riverbank ecosystem were planted with proper fencing. Saplings were also distributed to the residents.



Planting the seeds of change along riverbanks to nurture our environment, strengthen community bonds, and safeguard our precious natural resources. Prof. Paromita Chakraborty distributed the saplings to Mr. Murugan, the Councillor and residents. Sensor to detect the microplastics in the river.

Impact:

1. **Community Engagement:** The outreach program engaged a diverse range of community members, including students, residents, councillor, and local authorities from Great Chennai Corporations in discussions and activities related to river conservation.
2. **Awareness:** Participants gained a better understanding of the importance of rivers and the urgent need for collective action to address issues such as pollution and habitat degradation.

3. **Cleaner Environment:** The clean-up drives contributed to visibly cleaner riverbanks and the planting of saplings, improving the overall environmental quality.
4. **Sustainable Practices:** Through campaigns, locals were encouraged to adopt sustainable practices in their daily lives, such as reducing plastic usage and conserving water resources.



From raising awareness to fostering sustainable habits, together we're building a cleaner, greener future for our rivers and our communities