

## 7.3.1. INSTITUTIONAL DISTINCTIVENESS

### Centre for Climate Literacy and Campaign

Our institution has established the **Centre for Climate Literacy and Campaign (CCLC)** as a pioneering initiative to promote environmental sustainability and community engagement. The center actively addresses critical environmental concerns through focused campaigns and awareness programs in both the campus and surrounding rural areas, particularly in the **backward districts of Tiruvallur, Tamil Nadu.**

The CCLC operates across six key areas:

1. **Water Conservation & Rainwater Harvesting** – Implementing sustainable water management practices on campus and educating communities on efficient water use.
2. **Energy Conservation** – Promoting renewable energy adoption and reducing carbon footprints through awareness campaigns.
3. **Air Pollution Control** – Conducting air quality assessments and advocating eco-friendly practices to mitigate pollution.
4. **Agriculture & Food Security** – Supporting sustainable farming techniques to enhance food security in rural areas.
5. **Waste Management** – Encouraging waste segregation, composting, and responsible disposal practices.
6. **Plastic Reduction & Green Campus Initiative** – Minimizing plastic usage and promoting tree plantation drives in and around the campus.

Through the **Community Development Practice**, the center engages with **local villages**, fostering socio-economic transformation by equipping communities with climate resilience strategies. The initiative not only enhances environmental literacy but also empowers rural populations with sustainable livelihood solutions, aligning with the institution's commitment to holistic development and environmental stewardship.



*G. Kalvikkarasi*

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An ITC Initiative

# Certificate of Appreciation

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Sincerely Thank

**DRBCCC HINDU COLLEGE - PATTABIRAM**

For partnering with WOW-Wellbeing Out of Waste, a Nationwide Recycling Initiative of ITC and Contributing 4416 Kgs of dry recyclable waste for recycling during FY 2023 - 2024

We look forward to your continued support in making India

**SWACHH & GREEN**

**RECYCLE MORE & PROTECT ENVIRONMENT**

**Sib Sankar Bandyopadhyay**  
Executive Vice President - HR & CSR  
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