



HERITAGE WALK AND SWATCHA BHARATH ABHIYAN

02nd May 2025 | 09.00 am to 05.00 pm

Beluru, Hassan



About the Program

The Heritage Walk and Swachh Bharat Abhiyan is an initiative aimed at fostering awareness of our rich cultural heritage while promoting cleanliness and civic responsibility. Participants embark on a guided walk through historically significant sites, learning about their cultural value and legacy. Simultaneously, they engage in cleanliness drives as part of the Swachh Bharat Abhiyan, contributing to a cleaner, more sustainable environment. This program not only educates participants about history and heritage but also instills a sense of pride and responsibility towards maintaining public spaces.

Objectives of the Program

- To promote the historic place and surrounding by creating videos, and taking photos to upload at social media platform.
- To write review at Google map about the place.
- Collecting the plastic trash using paper bag to create plastic free environment.

Expected Outcomes of the Program

- **Increased Visibility:** The promotion efforts through videos and photos uploaded to social media platforms are expected to enhance the visibility of the historic place and its surroundings, attracting more visitors and raising awareness about its beauty and significance.
- **Positive Reviews:** By encouraging participants to write reviews on Google Maps, the program aims to generate positive feedback and ratings for the historic place, improving its online reputation and attracting more visitors through online searches.
- **Plastic-Free Environment:** Through the collection of plastic trash, the program endeavours to contribute to the creation of a plastic-free environment around the historic place. This initiative not only helps in cleaning up the area but also educates participants and visitors about the importance of responsible waste management.

Target Audience: 6th semester students of Mechatronics Engineering

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Committee Members

ADVISORY COMMITTEE

- Dr. C K Marigowda, Principal, AIT
- Dr. Sanman S, NSS Programme Officer, AIT
- Dr. Atel Manjunath, IIC Coordinator, AIT

CONVENER

- Dr. Devarajaiah R M, Professor and Head, MTE, AIT

COORDINATORS

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