Regular MSWM and Behavioral Change Communication (BCC) activities were conducted during the month:

Door-to-door awareness campaign was conducted in the Municipality on 28th December at Visvasu Nagar – Ward no: 13, wherein 106 households were sensitized on MSWM.
Awareness programme in commercial establishments was conducted near bus stand on 26th December, wherein 150 shops were sensitized on MSWM.

Awareness programme for pilgrims was conducted at Agni Theertham on 28th December, wherein 800 pilgrims were sensitized on MSWM.

Audio campaign programme was conducted around bus stand on 25th December. All arterial roads and street shops located around the bus stop were sensitized on MSWM during the programme.
Picking Litter campaign was conducted at Agni Theertham on 10th December involving staff of Hotel Daiwik, members of Yaathirai Paniyalar Sangam, HHIDS staff and Green Friends. About 3 tons of garbage was collected along the beach by the team during the campaign.