

6.5.3 WATER CONSERVATION OFF-CAMPUS

JSS Academy of Higher Education and Research (JSSAHER) is actively engaged in a wide range of water conservation initiatives, both at its off-campus locations and within the local community, as part of its community outreach and social responsibility. These efforts include various water management activities, with a particular focus on cleaning drives organized in collaboration with local communities through environmental conservation programs, NCC, and NSS.

One notable initiative is the annual Cauvery River cleaning drive, led by the Department of Environmental Sciences, JSSAHER, in partnership with EMPRI (Government of Karnataka), local authorities, and community members. This program holds great environmental and social significance, as it addresses the pollution—especially plastics and discarded fabrics left by pilgrims near Srirangapatna—that threatens the river's ecosystem. By removing these pollutants, JSSAHER plays a key role in restoring the ecological balance of the Cauvery River, a critical water source for millions. This initiative improves water quality and promotes biodiversity conservation.

In addition to the physical cleaning efforts, the program raises awareness among local communities about the importance of protecting natural resources. JSSAHER's work not only ensures the long-term sustainability of the Cauvery River but also benefits the health and well-being of both local residents and the pilgrims who depend on it.

JSSAHER has also adopted nearby villages, lakes, and ponds through its NSS and environmental programs, reinforcing water conservation efforts through awareness campaigns and restoration drives aimed at preserving and maintaining these vital water resources.



Swachata Abhiyan carried out by the NSS programs to cleaning water bodies at nearby villages and awareness to local community for water conservation

The Environment Education Programme (EEP) is a scheme under the Ministry of Environment, Forest, and Climate Change, Government of India. In Karnataka, the

Environmental Management and Policy Research Institute (EMPRI), Bengaluru, serves as the implementing agency for the EEP. In line with this initiative, EMPRI organized the “Swachhata Savaari” activity as part of the LiFE Mission campaign in collaboration with the Department of Environmental Science, JSS Academy of Higher Education and Research (JSSAHER), Mysuru, at the banks of the River Cauvery in Srirangapatna.

The event adopted a symbolic and focused approach to promoting sustainable lifestyles, aiming to inspire children, youth, and the public to think critically and form habits that promote harmony with nature, especially in reducing pollution of natural water bodies and their surroundings. The program emphasized experiential learning for the younger generation through direct engagement with nature and hands-on activities.

Key highlights of the event included psychological interventions to encourage behavior change, such as education, enablement, incentivization, modeling, persuasion, and training. The initiative sought to not only raise awareness but also motivate participants to adopt environmentally friendly practices that contribute to the preservation of natural resources and ecosystems.



The School of Life Sciences, Mysuru, and the Life Sciences Departments of JSS Academy of Higher Education and Research (JSSAHER) jointly organized a Students' Orientation Program on Climate and Environmental Education in collaboration with the Centre for Environmental Education (CEE) and UNICEF. The event took place at the Sri Rajendra Auditorium, JSS College of Pharmacy, Mysuru, with over 400 students in attendance.

The program aimed to raise awareness and educate students on the pressing issues of climate change and environmental sustainability. Key resource persons included Dr. Shruthi BV, Training Coordinator at CEE, and Dr. Susmitha, Assistant Professor, PG Department of Social Work, JSS College of Arts, Commerce & Science, Mysuru. Their expertise provided valuable insights into environmental education and social

responsibility, encouraging students to take an active role in environmental conservation efforts.



On 13th and 14th February 2024, the Department of Environmental Sciences, JSS Academy of Higher Education and Research (JSSAHER), in collaboration with the Environmental Management and Policy Research Institute (EMPRI), organized a nature walk and water conservation education program for undergraduate students from various colleges in Mysore at Kukkarahalli Lake. This lake, located in the heart of the city, served as the ideal setting for educating students on the vital role of local water bodies in supporting biodiversity and maintaining a healthy micro-environment.

Approximately 250 students from institutions such as SDM College, Yuvaraja College, Maharani's College, JSS Women's College Saraswathipuram, and JSS College Ooty Road participated in the program. The event also saw active involvement from the local community, enhancing awareness of water conservation and the significance of preserving natural resources for future generations.