



River Festival.

Date: 30th November 2025

Time: 07:00 am to 10:00 pm

Venue: Bhide Bridge to Mhatre Bridge

Introduction:

Pune's Own River Festival was a city-level environmental initiative organized by Pune Municipal Corporation (PMC) and Yuva For Action, in collaboration with Jeevit Nadi and Ecosan Services Foundation. The festival was conducted on 30 November from 7:00 AM to 10:00 AM, along the river stretch from Bhide Bridge to Mhatre Bridge. The event aimed to create mass awareness about river conservation, waste management, and sustainable environmental practices through collective citizen participation.

Students from ASM IPS College actively participated in this festival as both volunteers and participants, demonstrating their commitment towards environmental responsibility and community service. The festival was not limited to a clean-up activity but was designed as a platform for awareness, learning, and civic engagement. Through activities such as river cleaning, street plays, NGO interactions, health check-ups, and discussions with PMC officials, students gained practical exposure to environmental action and urban sustainability. Participation in Pune's Own River Festival provided students with an opportunity to contribute directly to the cleanliness and transformation of Pune's river while also understanding the importance of collective action in addressing environmental challenges. The event encouraged unity, discipline, and social responsibility among students, aligning with the institution's vision of holistic education and societal development.



Objective:

- To create awareness among students about river conservation and environmental protection.
- To actively involve students in Pune's largest river clean-up drive.
- To promote responsible waste management and cleanliness practices.
- To provide students with practical exposure to community-based environmental initiatives.
- To encourage interaction with environmental NGOs and civic authorities.
- To develop a sense of social responsibility, teamwork, and civic duty among students.

Report:

On Sunday, 30th November, students from our college actively participated in Pune's Own River Festival, a large-scale environmental initiative organized by Pune Municipal Corporation (PMC) in collaboration with Yuva For Action, Jeevit Nadi, and Ecosan Services Foundation. The event was conducted from 7:00 AM to 10:00 AM along the river stretch between Bhide Bridge and Mhatre Bridge. The festival witnessed enthusiastic participation from over 2000 citizens, including students, volunteers, environmentalists, NGOs, and PMC officials. Prior to the event, students completed the online registration process as instructed by the organizers. Students participated either as volunteers or participants. Volunteers reported early at 5:00 AM and were assigned responsibilities such as assisting organizers, guiding participants, distributing gloves and waste collection bags, and supporting waste segregation activities. Participants reported at 7:00 AM and joined the clean-up drive and awareness activities.



The program began with a brief orientation session conducted by PMC officials and representatives from partnering NGOs. During this session, students were educated about river ecosystems, the harmful impact of plastic and solid waste on aquatic life, and the importance of sustainable waste management. Safety guidelines were also explained to ensure disciplined and secure participation throughout the activity. Following the orientation, students actively engaged in the river clean-up drive. Wearing safety gloves and using collection bags, students worked in groups to collect plastic waste, glass bottles, cloth, thermocol, and other non-biodegradable materials from the riverbanks and nearby areas. Special emphasis was placed on segregation of waste into biodegradable and non-biodegradable categories, highlighting the importance of responsible disposal practices. Alongside the clean-up activity, the festival featured street plays (nukkad nataks) focusing on themes such as water conservation, waste reduction, and environmental protection. These performances attracted attention from the public and effectively communicated strong social messages. Students actively observed and interacted with performers, gaining a deeper understanding of creative methods used in environmental awareness campaigns. The event also provided an opportunity for students to interact with representatives from river-focused NGOs, who shared insights about ongoing river transformation projects, sustainable sanitation systems, and community-led environmental initiatives. Conversations with PMC officials allowed students to understand government efforts, policies, and challenges related to urban river management. In addition, free health check-up camps were organized at the venue, emphasizing the link between environmental cleanliness and public health. The presence of a drum circle added a festive and energetic atmosphere, encouraging unity and collective participation among citizens.

The festival successfully blended action with awareness, transforming a cleanliness drive into a community celebration. At the conclusion of the event, participants were appreciated for their efforts. Official PMC participation certificates were awarded to all students. Overall, the event



was well-coordinated, impactful, and educational, providing students with hands-on experience in environmental service and reinforcing the values of social responsibility, teamwork, and sustainable living.

Photos:





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 (Society Regd. No. Maharashtra/1330/Pune 83; Public Trust No. F-2451/Pune 83)
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Outcomes:

- Students developed a strong sense of environmental responsibility and civic awareness.
- The riverbank area witnessed significant improvement in cleanliness due to collective efforts.
- Students gained practical exposure to community service and environmental conservation.
- Interaction with NGOs and PMC officials enhanced students' understanding of sustainable development.
- Teamwork, discipline, and leadership qualities were strengthened among students.



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- The program successfully reinforced the importance of citizen participation in protecting natural resources.