

உன்னால் முடியும்

BYC

தேடுவோம் மாற்றத்தை



Mission for Eradicating Pollution

Joint Venture of Seek Foundation and Maaruvom Maatravom

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Seek Foundation is a Non-Governmental Organization founded by Mrs. Vimala Britto to address issues affecting human life such as health care, environment, socio-economic aspects, women and children issues and bring consciousness towards basic health, education and to stimulate work towards welfare activities to empower every citizen, to create a better nation.

A concern and care for the society is most pivotal for any human being. Hence through the schools and the college along with SEEK, the founder carries this mission of preserving the goodness of the environment and also promotes scientific solutions for initiating the changes needed to bring back the earth to become a better place to live in. Hence activities are carried out throughout the year to instil in the minds of the young generation to preserve and protect environment through various modes –be it competitions, rallies, service, seminars, project to preserve our Mother Earth.

Our Initiatives are

Village adaption - self-sustainability

Promotion of Education & Sports

Women & Children Empowerment

Health & Hygiene Care

Environment Sustainability

Socio Economic Projects

Support for Para Sportsmen

Vocational Skill Development

Disaster Management Training

Believe You Can (Talent Search)



Maaruvom Maatruvom's is a registered NGO working for the Farmers Its Vision Naanum Oru Vivasayi is to raise awareness on saving agriculture, saving our native seeds and opt for natural seeds, through ecologically sustainable and economically

viable production of food rather than high cost chemically intensive artificial agricultural practices. It's now an appropriate time to take steps for conserving our health as well as create a better and healthier environment for the future. We wish to bring out a small change as individuals and as a group, which we hope shall garner massive awareness and support by promoting terrace garden, where we will not be just implementing natural methods of gardening, make ourselves self-sufficient to grow and utilize healthy food, by initiating and implementing these programs in old age home and orphanages in nearby localities, and then to slowly scale up across entire Tamil Nadu, thereby creating a massive awareness and self-sufficiency for a healthy lifestyle.

Our Initiatives are

Naanum Oru Vivasayi

Terrace Gardening

Heirloom Seed Bank

Workshops For Farming

Mission of Eradicating Pollution

Pollution is the introduction of harmful substances or products into the environment

Types of pollution

Water Pollution

Air Pollution

Soil Pollution

Biological Pollution

Nuclear Pollution

Noise Pollution

Water Pollution

Causes of Water Pollution

Industrial Waste

Sewage & Waste Water

Mining Activities

Marine Dumping

Accidental Oil Leakages

Burning of Fossil Fuels

Chemical fertilizers and Pesticides

Global Warming

Animal Waste

Leakage from Landfills

Urban Developments

Oil wells



This infected water makes its way to our water bodies and sometimes to the seas endangering the flora, fauna and humans that use it along its path. The current scenario has led to a consciousness about water preservation and efforts are being made on several levels to redeem our water resources. Industries and factory set-ups are restricted from contaminating the water bodies and are advised to treat their contaminated waste through filtration methods.

People are investing in rain water harvesting projects to collect rainwater and preserve it in wells below ground level. Water Pollution is common, and is an area of high alert. Water needs to be preserved and respected today, for us to live a tomorrow.

Air Pollution

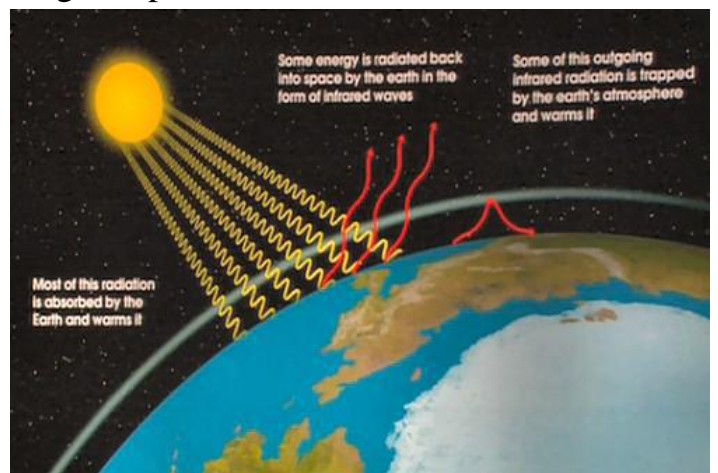
Causes of Air Pollution

- Emissions from Industrial Plants
- Combustion from Fossil Fuels
- Chemicals and Household Products
- Natural Causes of Air Pollution
- Smoke from wild fires
- Methane released from live stock
- Volcanic eruptions
- Other Causes



Unwanted Air Pollutants

- Carbon dioxide -Deforestation and fossil fuel burning
- Sulfur dioxide - burning of sulfur containing compounds of fossil fuels.
- Chloro - fluorocarbons (CFCs) from the burning of plastic foam items
- Hydrocarbons-from Petrol Engines
- NOx-from burning of fossil fuels
- Suspended particulate matter-by diesel engines, thermal power plants

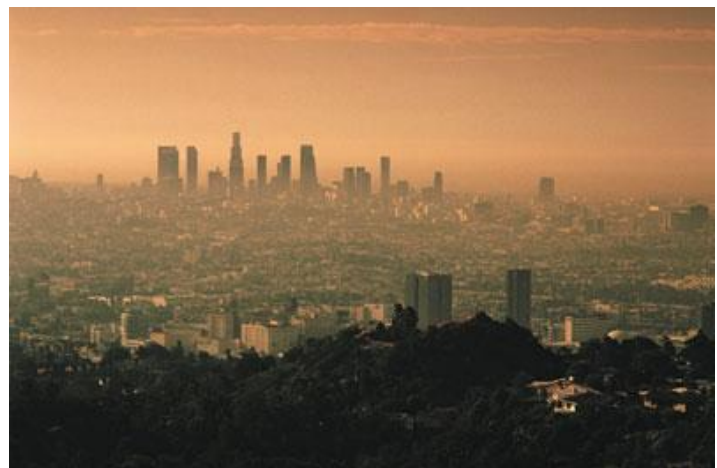


Consequences of Air Pollution

- Accelerated Global Warming
- Human Respiratory and Heart Concerns
- Wildlife Endangerment
- Acid rains

Solutions

- Minimize the Use of Fossil Fuel Powered Automobiles
- Become an Advocate for Clean Energy
- Be Mindful of Energy Consumption
- Recycle



Land Pollution

Sources of land pollution:

Deforestation and soil erosion

Agricultural activities

Mining activities

Overcrowded landfills

Industrialization

Construction activities

Nuclear waste

Sewage treatment

Effects of Land Pollution

Soil pollution

Change in climate patterns

Environmental Impact

Effect on human health

Cause Air pollution

Distraction for Tourist

Effect on wildlife

Solutions for Land Pollution

1. Make people aware about the concept of Reduce, Recycle and Reuse
2. Reduce the use of pesticides and fertilizers in agricultural activities
3. Avoid buying packages items as they will lead to garbage and end up in landfill
4. Ensure that you do not litter on the ground and do proper disposal of garbage
5. Buy biodegradable products.
6. Do Organic gardening & eat organic food that will be grown without pesticides.
7. Create dumping ground away from residential areas.

Several creatures survive under the land too. Disrupting the harmony of the land, is disrupting their habitat. This has led to several creatures reaching the endangered status.

We walk and survive on land. It is literally the base of our ecosystem. It is in our good interest to take care of it and nurture it.



Plastic Pollutions

As the world's population continues to grow, so does the amount of garbage that people produce. On-the-go lifestyles require easily disposable products, such as soda cans or bottles of water, but the accumulation of these products has led to increasing amounts of plastic pollution around the world. As plastic is composed of major toxic pollutants, it has the potential to cause great harm to the environment in the form of air, water and land pollution.

தூக்கியெறியப்படும் பிளாஸ்டிக் பைகளும், பிளாஸ்டிக் கழிவின் மற்ற வடிவங்களும் கடலில் வந்து கலந்து கடல் உயிரினங்களுக்கும் மீன் வளத்திற்கும் அபாயத்தை ஏற்படுத்துகின்றன. வாழ்விடம் இன்மை, பிராண வாயு பற்றாக்குறை மற்றும் உள்ளருந்தும் உணவு ஆகிய பிரச்சினைகள் காரணமாக நீர்வாழ் உயிரினங்கள் பாதிப்புக்குள்ளாகின்றன.

Plastic pollution is when plastic has gathered in an area and has begun to negatively impact the natural environment and create problems for plants, wildlife and even human population. Often this includes killing plant life and posing dangers to local animals. Plastic is an incredibly useful material, but it is also made from toxic compounds known to cause illness, and because it is meant for durability, it is not biodegradable.



Causes of Plastic Pollution

Plain Old Trash

Overused

Fishing Nets

Disposing of Plastic and Garbage

Effects of Plastic Pollution

It Upsets the Food Chain

Groundwater Pollution

Land & Air Pollution

It Kills Animals

It is Poisonous & Expensive



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UNNAL MUDIYUM (BYC)

Worldwide awareness: To bring worldwide awareness on the cause and effect of Pollution, the steps to eradicate pollution and to propagate the knowledge of healthy living, free from pollutants of land, water and air by the joint effort of “SEEK FOUNDATION” an NGO run by Mrs. Vimala Britto and “Maaruvom Maatruvom” and NGO run by Actor Aari.

Common forum: To gather like-minded people like Corporates, Educational Institutions, Hospitals, Hospitality Industry, Malls & Entertainment places, Marriage halls, Event management groups etc. with similar vision into a common forum to make “ERADICATE POLLUTION” into a big movement to create a greater impact by the positive transformation of the present society to provide a **cleaner, Greener and Healthier Future**.

Five years Action Plan: To create an action plan for the activities, branding, extending to more areas in Tamil Nadu and promoting it to international arenas

Awareness in Educational Institutions- Regional, National & International Level:

- Conducting competitions for paper presentations for positive solutions through science and technology to alleviate pollution
- Short film competitions to induce the theme and rewarding the best by sending it to Cannes and the likes for Award, producing the winning director’s film to encourage the best director.
- Movement of Eradicate Pollution in schools, colleges all over Tamil Nadu and creating a movement to spearhead ERADICATING POLLUTION.
- District-wise representatives to be identified from among the college students who will lead /coordinate the cause in their district.

Inculcating practice by children in schools and in their homes:

- Promoting use of paper/cloth bags and making the premises “PLASTIC FREE ZONE”
- Installing Plastics recycler machine in our school, college and in village schools
- Learn to segregate waste-bio-degradable /non-degradable at source.
- Developing Student Ambassadors to lead the change in villages during Venture
- To erect steel banners, rear to the corporation dustbins themed with pictorial representation of eradicating pollution and treating the people involved with clearing / cleaning the garbage with humanity

Methods of addressing the problem:

The reality is that the only way this problem can be addressed is by individuals and companies around the world agreeing to implement practices that reduce waste on every level. The top tips for reducing plastic waste are:

Shop Friendly

Plastic bags were once a modern convenience but can be efficiently replaced by reusable bags, many of which fold up compactly in order to be portable.

Get Rid of Bottled Water

Most of these are only recommended for single use, and that means that every time someone finishes a bottle it goes into the trash. Many companies now sell reusable water bottles as a substitute, reducing plastic waste and exposure to leaking bottles.

Forget to-go Containers

Plastic food containers, lids, and utensils are all easily replaced by reusable containers, which will cut down significantly on even a single meal's waste.

Educate Businesses

Speak to local restaurants and businesses about options that they can switch to for packaging, storing, and bagging items. Many companies are starting to come up with excellent low-cost replacements, such as bamboo utensils in place of plastic ones.

Get Involved

Speak to lawmakers and get involved with government on any level, and you'll see how many special interest groups have made it so that we are dependent on plastic without needing to be. Encourage development of items, and propose alternatives when applicable.

Recycle Everything

Try and select items that come in non-plastic recycled and recyclable packaging, to do your best to properly handle items that can't be reused. Check everything before you put it in the trash, as more and more items are able to be recycled these days.

