ANURAG UNIVERSITY

SDG-15 LIFE ON LAND 2025

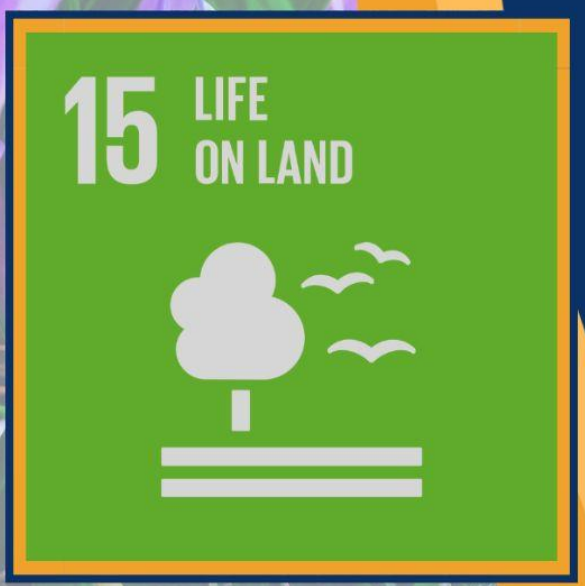


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Executive Summary 2025

Promoting Greenery through Tree Plantation

Van Mahotsav celebrations at Pillapally village and the School of Agricultural Sciences, Aushapur, encouraged tree plantation and highlighted the importance of increasing green cover, conserving soil and protecting natural ecosystems.

Pollution Prevention

Initiatives such as Eco-Friendly Vishwa Vinayaka, Mana Matti Vinayaka and the Eco-Friendly Ganesh Idol Distribution Programme promoted the use of natural clay idols, reduced dependence on Plaster of Paris and chemical-based materials, and encouraged environmentally responsible festive practices.

Through NSS-led activities, students and volunteers engaged with local communities to spread awareness about biodiversity conservation, pollution prevention and the sustainable use of natural resources.

Research Contributions

Research activities supporting environmental sustainability addressed areas such as sustainable agriculture, soil and water resource management, climate resilience, biodiversity and ecological conservation. These academic contributions support the development of knowledge and practices relevant to protecting terrestrial ecosystems.

Promoting Greenery through Tree Plantation

VANMAHOTSAV- 2025

Date: 07/08/2025

On 7th August 2025, Anurag University's NSS Cell Unit-1 successfully organized the Van Mahotsav celebrations at Pillapally village, Bhoodan Pochampally Mandal, Yadadri Bhuvanagiri District — the adopted village of NSS Cell Unit-1. As part of the initiative, volunteers actively participated in planting saplings and contributing to the greening of the village.

The Programme was graced by Dr. J. Rajendra Kumar, Programme Officer of NSS Cell Unit-1, and Mr. B. Tirupathi, Pharmacy Department Coordinator. Special guests included Mr. Bhaskar, MPDO Officer of Pillapally, and Dr.C.Mallesha, NSS Cell Programme Coordinator of Anurag University, who addressed the gathering on the importance of trees in environmental conservation and the positive impact of large-scale plantation drives. They also appreciated the efforts of the volunteers in making the event a success. The activity aimed to raise environmental awareness and contribute towards creating a healthier environment for future generations.





Van Mahothsav a 'Forest festival’

Date: 05-07-2025

Van Mahothsav 'Forest festival’ is an annual one-week tree-planting festival in India which is celebrated in the first week of July. The program was organized by the NSS cell of Anurag University at school of agricultural sciences, Aushapur. It is a great traditional Indian festival that reflects Indian culture and heritage to honour and love mother earth by planting trees, by creating awareness of nature's beauty and by fostering an environment to promote the concept of reduce, reuse, and recycle.



Planting trees on van mahotsav day

The Van mahotsav's primary goal is to increase the country's green cover, combat climate change, and promote environmental conservation at the grass root level. Boost the nation's forest and tree cover to mitigate deforestation and help achieve sustainable goals, prevent soil erosion, improve soil fertility and improve carbon sequenstration through large-scale community planting drives, boost ground water recharge rates, create and restore habitats for local wildlife while providing natural windbreaks and shade.



Pollution Prevention

Eco -friendly Vishwa Vinayaka programme

Date: 25-08-2025

On August 25th, 2025, the NSS cell of Anurag University organized Eco friendly Vishwa Vinayaka programme at school of agricultural sciences and school and college of Nursing, Aushapur. The event aimed to raise awareness about selling Eco friendly idols and reduce the polluted made idols associated with it. As part of the awareness initiative, students created idols to effectively convey messages about eco-friendly idols awareness. NSS volunteers, under the guidance of Unit VII Program Officer Dr.P. Divakar Reddy and Department Coordinator Mrs. Kamala, actively participated and contributed to success of the program.



Mana Matti Vinayaka- 2025

Date: 26/08/2025

As part of the 2025 Ganesh Chaturthi celebrations, —Mana Matti Vinayak, an auspicious event of devotion and reverence towards Lord Ganesha, was organized by the Anurag University Students' Innovation Club (AUISC) in collaboration with the NSS Cell Unit-1, Anurag University. The event was graced by the esteemed presence of Dr. C. Mallesha, Programme Coordinator, NSS Cell, Anurag University, Dr. J. Rajendra Kumar, Programme Officer, Unit-1, and Department Coordinators, Mr. B. Thirupathi & Mr. K. Hajarath. The dignitaries appreciated and applauded the enthusiasm, creativity, and active participation of the students.



The programme primarily aimed to create awareness about the harmful effects of using synthetic idols painted with chemical colors and the wastage of resources in purchasing them. Instead, the initiative encouraged students and volunteers to embrace eco-friendly practices by making Lord Ganesha idols using natural clay and wet soil. With immense patience and

dedication, participants shaped their idols, reflecting both artistic skill and spiritual devotion. The process not only nurtured environmental responsibility but also brought smiles and a sense of inner satisfaction to the faces of the students as their clay idols gradually took perfect form. The event successfully combined devotion, creativity, and environmental consciousness, reinforcing the message of celebrating Ganesh Chaturthi in a sustainable and meaningful way.









Eco-Friendly Ganesh Idol Distribution & Awareness Programme

Date: 25th August 2025.
Venue: Maktha Anantharam Village
Organized by: NSS Cell, Unit – II and Unit – V.

As part of Anurag University's ongoing environmental conservation initiatives and in alignment with national efforts to promote sustainable festive practices, NSS Unit–II organized an Eco-Friendly Ganesh Idol Distribution & Awareness Programme on 25th August 2025 at Maktha Anantharam Village, Bibinagar Mandal, in collaboration with the Pollution Control Board. The programme aimed to encourage the community to celebrate Ganesh Chaturthi in an environmentally responsible manner.

Representatives from the Pollution Control Board and NSS Programme Officers addressed the gathering and sensitized villagers about the environmental hazards caused by Plaster of Paris (PoP) idols, chemical colors, and plastic decorations. They explained that PoP idols do not dissolve easily in water and release toxic substances during immersion, leading to water pollution and harm to aquatic ecosystems.

As a practical step toward pollution-free festivities, NSS volunteers distributed eco-friendly clay Ganesh idols to households in the village. The volunteers interacted with families and explained that natural clay idols are biodegradable, non-toxic, and dissolve harmlessly in water, thereby preserving lakes, ponds, and groundwater quality. Villagers were also guided on safe immersion practices, including home immersions and the use of designated community immersion points.

To enhance awareness further, volunteers conducted an interactive session focusing on:

- Reducing plastic and thermocol decorated items.

- Using natural colors and traditional materials.
- Encouraging simple and culturally rooted celebrations.
- Participating in post-immersion clean-up activities.

The local community responded with great enthusiasm and actively supported the initiative. Many villagers pledged to adopt eco-friendly practices not only for this festival but in future celebrations as well.

This impactful programme demonstrated how religious traditions can flourish in harmony with environmental protection, inspiring the community to safeguard nature for future generations. The initiative showcased the true service spirit of NSS — "Not Me, But You" — by fostering social responsibility, environmental awareness, and community participation in sustainable development efforts.



Research Contributions

Research activities cover a range of interdisciplinary areas, including Agricultural Technology, Plant Health, Environmental Sustainability, Ecology, Healthcare, Artificial Intelligence, and Engineering. The research focuses on addressing practical challenges through scientific investigation, technological innovation, predictive modelling, and sustainable solutions.

Title	Journal	Home Authors
Plant Health and Disease Detection Using Yolo	International journal of engineering innovations and management strategies	Dr. D Ramana Kumar; A Karthikeya; S Sony; G Pardha Saradhi
Multimodal Deep Learning Framework for Proactive Plant Disease Diagnosis	Metallurgical and Materials Engineering	V Rama Krishna
Exploring the Dynamics of a Three-Species Eco-Epidemiological Model with Holling Type-II and Type-IV Functional Responses	Mathematics and Computer Science: Research Updates	Srinadhuni Hari Prasad; Dr. D Manohar
Obesity Health Risk Prediction using Random Forest and SVM Algorithms	2025 8th International Conference on Trends in Electronics and Informatics (ICOEI)	M Basha

Dynamics of a three species syn-ecological ammensalsim model: A stochastic approach	Theoretical and Mathematical Physics	G Ranjith Kumar; K Ramesh
The effect of agricultural runoff on freshwater biodiversity and ecosystem functioning	International Journal of Aquatic Research and Environmental Studies	Dheeravath Raju
Enhancing Medicinal Plant Identification with Deep Learning: A Data-Centric Approach	Communications in computer and information science	D Lakshmi Padmaja; Akash Reddy Busa; Manideep Anchuri; Mahati Gorthi
Development of a virtual reality system for aquatic ecosystem exploration and education	International Journal of Aquatic Research and Environmental Studies	Mekala Ishwarya
Microplastics in aquatic ecosystems: sources, impacts, and mitigation strategies	International Journal of Aquatic Research and Environmental Studies	Lokesh Ravilla
Addressing economic and emission dispatch challenges in combined heat and power systems with a multi-objective liver cancer algorithm for large-scale virtual power plants	2025 7th International Conference on Energy, Power and Environment (ICEPE)	Swathi Polasa; Harish Pulluri
A dual-head cnn-lstm framework for simulating and analyzing plant disease	Journal of Theoretical and Applied	Raghu Nallamothu; Pardeep Kumar

progression using synthetic temporal sequences	Information Technology	
Dynamics of the Three-Species Synecological Model of Ammensalism	Journals personalities conference organizations seminars video library amsbib package	G Ranjit Kumar; K Ramesh
Impact of Emotional and Psychological Issues on Hematologic Cancer Patients Undergoing Stem-Cell Transplants	Health Leadership and Quality of Life	Dheeravath Raju
Assessing Antimicrobial Resistance in Microbial Species from Infected Wounds: A Retrospective perspective View on cancer patients	Health Leadership and Quality of Life	Kollathur Sudheer
Optimization of Permeable Concrete for Large-Scale Applications: Integrating Structural Integrity and Hydrological Performance for Enhanced Soil Infiltration Rates	Journal of Civil and Environmental Engineering	Venkata Rao; M Madhukar; Prasad B; Arun K; Sai Keerthan M
Preventing Data Leakage Risks from ddos and Phishing Attacks using Random Forest Algorithm	2025 4th International Conference on Innovative Mechanisms for Industry	K Venkateshwarlu

	Applications (ICIMIA)	
Cotton Plant Disease Detection: A Deep Learning Approach	2025 5th International Conference on Intelligent Technologies (CONIT)	Sambaram Poojitha; Saggam Ganesh; Rudra Abhishek; Medikonda Asha Kiran; Ramesh Babu Pittala; Lakshmi Prasanna Byrapuneni
Bell Pepper Plant Disease Detection using Deep Learning Models	2025 5th International Conference on Intelligent Technologies (CONIT)	Thota Akshaya; Ganji Shruthi; Pavan Sai Mohan Arige; Medikonda Asha Kiran; T Manyam; Pravin Ramesh Gundalwar
A review of pathogenetic hypotheses, therapeutic role of phytoconstituents and plant extracts in alzheimer's disease	Pharmacological Research - Natural Products	Dr P Naveen; D Ramya Sree
Android-Based Plant Leaf Disease Prediction Using CNN mobilenet Model	2025 3rd World Conference on Communication & Computing (WCONF)	Thanda Supriya; A Anitha; S Sai Chand Goud; Ilavani Sheshank Mudhiraj; Motriga Pavan; K Shruthi Reddy
Impacts of pharmaceutical and personal care products contamination as emerging contaminants in urban ecosystem: emerging risks and future challenges	Environmental Sciences Europe	Dr.Rajeshwar. V

India Semi-Arid Settings Examine the Relationship between Planting Dates, Irrigation, and Nitrogen Stress on the Grain Quality of Different Maize Cultivars	Salud, Ciencia y Tecnologia	Kotte Navya
Development of nano-based systems for aquatic ecosystem management	International Journal of Aquatic Research and Environmental Studies	Puli Lavanya
Green-Synthesized zno nanoparticles from plant extracts: Characterization, photo catalytic activity, and antibacterial activity	Ionics	Bandari Lavanya; M Venkat Ramana
Effects of Microbeads and Cadmium on plant development and Arbuscular Mycorrhizal Organisms in Soil	Salud, Ciencia y Tecnología	Mekala Ishwarya
The Regulation of Soil Organic Carbon Sequestration in Calcareous Soil by Long-Term Organic Amendments and Nitrogen Fertilization	Salud, Ciencia y Tecnología	Banothu Vijay
Precision agriculture for medicinal plants: Enhancing crop yield with CNN and iot-driven soil moisture predictions	Applications of AI in Smart Technologies and Manufacturing	D Saidulu
Predicting the mechanical properties of concrete from waste glass through the use of boost and random forest	Research on Engineering Structures and Materials	Bhavana R; K R C Reddy

From Soil to Smart: agritech's New Frontier	Grenze International Journal of Engineering and Technology	Dr. Biksham V
Soil Structure Interaction Analysis on Raft Foundation	International Journal of Research and Scientific Innovation	Mahesh Reddy B; Madhusudan Reddy K
Hybrid Grey Wolf Optimization and Random Forest Framework for Scalable Intrusion Detection	2025 9th International Conference on I-SMAC (iot in Social, Mobile, Analytics and Cloud) (I-SMAC)	M Madhavi