



AL JAMIA ARTS & SCIENCE COLLEGE

POOPALAM, VALAMBUR (PO) PERINTHALMANNA 679325

(affiliated to university of calicut)

Ref:

Date: 18/2/2020

Circular

Dear Students and Faculty,

We are delighted to announce the 'Ardram' campaign organized by Aljamia Arts and Science College in association with the Food Safety Department Malappuram. The campaign aims to promote food safety and reduce food wastage.

As part of 'Ardram,' our theatre club will perform street plays and mime acts at Perinthalmanna and Koottilangadi. These performances will highlight the importance of responsible food practices.

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20/02/2020

REPORT

'ARDRAM' MASS CAMPAIGN IN COLLABORATION WITH THE FOOD SAFETY DEPARTMENT OF MALAPPURAM

In a commendable effort to raise awareness about food safety and combat food wastage, Al Jamia Arts and Science College, in collaboration with the Food Safety Department of Malappuram, organized a comprehensive mass campaign titled 'Ardram' in 2020. The campaign included various impactful activities aimed at educating the public on the importance of food safety practices and strategies to minimize food wastage.

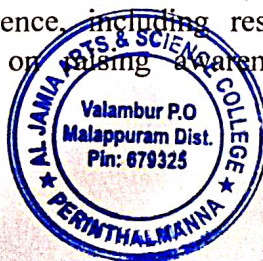
The highlight of the campaign was a series of street plays organized by the college's theater club. These plays were strategically performed in public spaces in Perinthalmanna and Koottilangadi on 19 th February 2020., engaging local communities and spreading vital messages about the significance of safe food handling practices and the adverse effects of food wastage on both individuals and the environment. The street plays, through their creative narratives and interactive elements, effectively communicated practical tips and guidelines for consumers to adopt in their daily lives.

Additionally, the campaign featured mime performances that further reinforced its messages. The mimes, characterized by their silent yet powerful storytelling, captivated audiences and emphasized the need for responsible consumption and disposal of food. These performances not only entertained but also educated spectators on sustainable practices that can help reduce food waste, thereby contributing to a healthier and more environmentally conscious community.

Speaking about the initiative, AP Riyas Principal of Al Jamia Arts and Science College, expressed their satisfaction with the community's response to 'Ardram'. They highlighted the importance of such campaigns in fostering a sense of responsibility among citizens towards food safety and sustainability. The collaboration with the Food Safety Department of Malappuram was instrumental in ensuring that the campaign's messages were aligned with official guidelines and best practices in food management and safety.

The 'Ardram' campaign underscored the college's commitment to social responsibility and community engagement. By utilizing creative mediums like street plays and mimes, the campaign successfully reached a wide audience, including residents, students, and local authorities, thereby maximizing its impact on raising awareness and inspiring positive behavioral change.

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In conclusion, 'Ardram' stands as a testament to the power of collaborative efforts in addressing societal issues such as food safety and waste reduction. Through innovative approaches and community participation, Al jamia Arts and Science College and the Food Safety Department of Malappuram have set a precedent for future initiatives aimed at building a more conscious and sustainable society.



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PERINTALMANNA

IN ASSOCIATION WITH
FOOD SAFTY DEPARTMENT
MALAPPURAM

'AARDRAM'

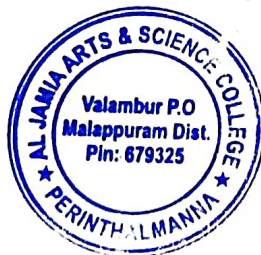
Mass Campaign
FOOD SAFTY AWAERENESS

- @ PERINTHALMANNA
- @ KOOTILANGADI

*STREET PLAY
&
MIME*

19/02/2020

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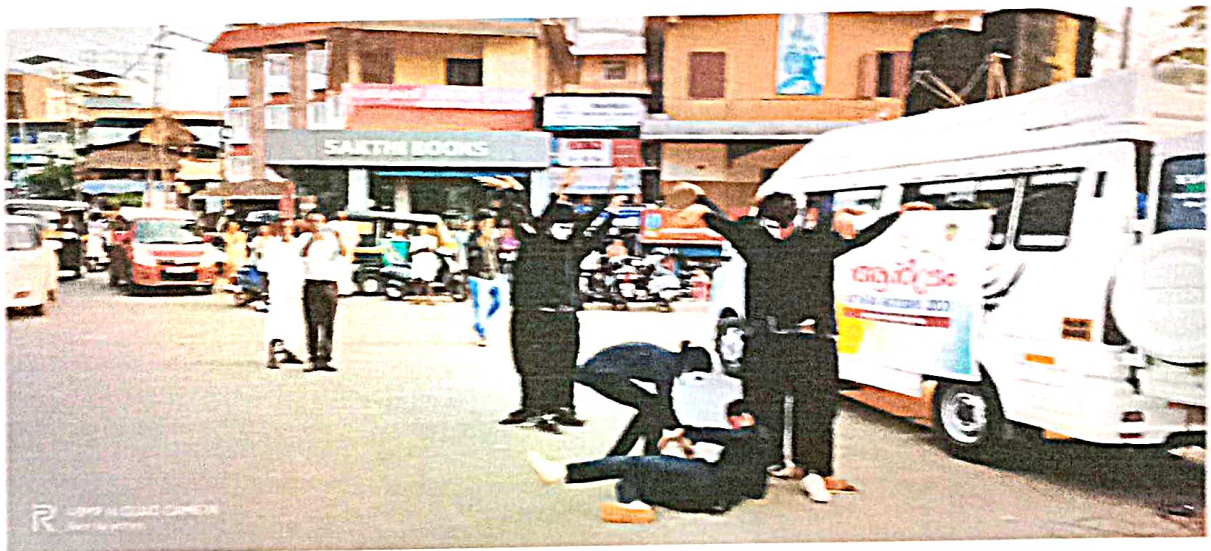
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19/02/2020

PARTICIPANTS LIST EVENT: ARDRAM MASS CAMPAIGN

NO:	NAME	CLASS	SIGNATURE
1	MUHAMMED ALTHAF HUSSAIN	BA ENGLISH	
2	VISHNU JAYASURYA.P	BA ENGLISH	
3	AGFER K.P	BA ENGLISH	
4	ATHIL AZEEZ	BA ENGLISH	
5	ADEEF O.P	FOOD TECHNOLOGY	
6	FASAL P.P	FOOD TECHNOLOGY	
7	AMAL JITHU	FOOD TECHNOLOGY	
8	MUHAMMED THANSEEH	FOOD TECHNOLOGY	
9	AMEEN K.M	FOOD TECHNOLOGY	
10	ANEER K	FOOD TECHNOLOGY	
11	ASHEAQ ALI V.P	FOOD TECHNOLOGY	
12	MUHAMMED BASIM P	FOOD TECHNOLOGY	
13	MUHAMMED NISHAL C	FOOD TECHNOLOGY	
14	AHAMMED SHAMIL K.V	FOOD TECHNOLOGY	
15	HANANURAHMAN	BCOM	

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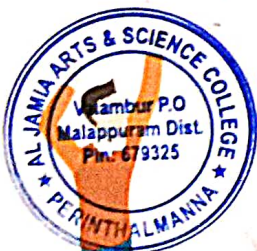
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Organised By Students Union

ARDRAM MASS CAMPAIGN ABOUT IMPORTANCE OF FOOD AND WASTAGE OF FOOD



01 OCTOBER 2020

TIME 2:00PM

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