

Aakash BYJU'S students go Plogging at Juhu Beach in Mumbai; Highlight effects of Plastic on Environment

- *Nearly 200 students and faculty members of Aakash BYJU'S from Mumbai enthusiastically participated in removing unwanted plastic waste from the famous Juhu beach in the Metropolis*
 - *Initiative is part of Aakash BYJU'S "Junk the Plastic" campaign with the focus: Reduce, Reuse, Recycle*

Mumbai, December 10th, 2022: In its continuous efforts to give back to the society, Aakash BYJU'S, the national leader in test preparation services, today kickstarted its "Junk the Plastic" campaign at the Juhu Beach in Mumbai by removing unwanted plastic waste from the famous beach in the Metropolis. Plastic waste today is a major environmental hazard, more so for a place like Juhu, which sees an influx of thousands of visitors each day. The campaign intends to spread awareness about the effect the use of plastic has on the environment and how this can be mitigated by recycling wasted plastic into something useful.

The initiative, in collaboration with local NGO Khushiyaan Foundation, aims to instill behavioural change in the public while also inspiring young minds to recognize the importance of keeping the beaches clean through collective action.

Nearly 200 students, faculty members and branch staff from Aakash BYJU'S 14 branches in Mumbai participated in this cause as a small step towards protecting the seashore by raising awareness about how plastic usage is destroying our marine life.

Mr. Amit Singh Rathore, Regional Director, Aakash BYJU'S said, "At Aakash Byju's we feel a responsibility to help develop our students to become model citizens of tomorrow apart from helping them achieve their academic aspirations. To that end, we are delighted to be part of the efforts to clean Mumbai and contribute to the upkeep of our wonderful city while helping our students develop a love of nature."

Aakash BYJU'S intends to take this campaign to other coastal cities in India as well in days to come.

About Aakash BYJU'S

Aakash BYJU'S provides comprehensive test preparatory services for students preparing for Medical (NEET) and Engineering Entrance Examinations (JEE), School/Board Exams and Competitive Exams such as NTSE, KVPY, and Olympiads. The "Aakash" brand is associated with quality coaching and a proven student selection track record in various Medical (NEET) and JEE/Engineering Entrance Examinations, Scholarship exams & Olympiads.

With over 34 years of operational experience in the test preparatory industry, the company has a large number of selections in Medical & Engineering Entrance Exams and several Foundation level Scholarship exams/Olympiads, a pan India network of 295+ Aakash BYJU'S Centers (including franchisee), and an annual student count of more than 3,30,000.

PRESS RELEASE



The Aakash group has investment from Think & Learn Pvt Ltd (BYJU'S) as well as by world's largest Private Equity firm Blackstone.

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