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# Hyderabad student’s NGO Prijiva cleans 16,000 kg waste at Nayapul

 [Durga Prasad Sunku](#)    ⌚ 22 Jul 2026 4:11 PM

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**HYDERABAD:** What began as a college student's frustration with India's civic sense, or the lack of it, has grown into Prijiva, a student-led NGO that has mobilised over 1,500 volunteers, cleared more than 16,000 kg of waste from a single historic site, and taken civic education sessions into schools across Hyderabad.

Prijiva was founded by Poddutur Pavan Sai, now a second-year B.Tech student at CMR Technical Campus, who started the organisation at age 18. The name itself reflects its founding philosophy, Prithvi (Earth) plus Jiva (living beings), a combination meant to capture the group's dual focus on the planet and the people who live on it.

A screenshot of the Gemini Notebook interface. The top section features a presentation slide with a white background and a thin grey border. The slide has a title 'See your studies come to life' in bold black font, followed by a subtitle 'Start this school year with personalized presentations of your notes, articles and PD' in a smaller grey font. In the top right corner of the slide, there are two small blue icons: an information icon (i) and a vertical ellipsis (three dots). The bottom section of the interface is a dark grey bar with the text 'Gemini Notebook' on the left and 'Learn' on the right, both in white font.

In an exclusive conversation with **HyderabadMail**, Pavan Sai said the group initially experimented with conventional charitable work, donations and similar activities, but found it unsatisfying, since numerous other groups were already doing the same thing without addressing an underlying problem. That search led the team to a broader diagnosis, civic sense or its absence as a root cause behind a wide range of environmental and social issues. "If you are fixing the problem of civic sense, you can indirectly fix 50% of the problems," he said, explaining the reasoning behind Prijiva's specific focus, at a time when he says no other organisation was working fixedly on the issue.





Prijava's earliest work centred on school and college sessions aimed at educating younger students on civic responsibility, based on the belief that only the next generation can meaningfully shift long-term behaviour. After roughly five to six months of school sessions and organic volunteer growth, largely through Instagram and on-ground events, the group built up enough of a volunteer base to begin structured cleanup drives.

Prijava's most significant undertaking to date has been its restoration project at Nayapul, a roughly 2-kilometre bridge opposite Salar Jung Museum. According to Pavan Sai, the historic riverside location, despite scenic surroundings including water and coconut trees, had become heavily littered and saw little public footfall.

## Inspiring civic responsibility through youth action

Over five months, Prijava led more than 14 cleanup drives at Nayapul. The group mobilized over 1,500 volunteers and cleared more than 16,000 kg of waste. Later, Ramky Group and GHMC helped by providing vehicles for waste removal. Pavan Sai described the local response as mostly neutral, not supportive or hostile.



In roughly a year, Prijava has grown into a network of over 200 volunteers, coordinated by a core team of around 12 members handling functions including content and media, event planning, on-ground school and community engagement, documentation, and general research and event management, all on a voluntary, flexible basis.

Beyond cleanups and school sessions, the group has expanded into more unconventional formats, including flash mobs and street plays, as well as direct, informal conversations with strangers to raise awareness around civic behaviour.

Pavan Sai pointed to a broader concern about how India and Indians are perceived internationally, arguing that behavioural lapses in civic sense contribute to negative stereotypes abroad.



Prijava’s activities have continued to diversify. The group recently spent a morning with ninth-grade students at ZPHS, Hayathnagar, running sessions covering civic sense, personal hygiene, and age-appropriate conversations on consent, respect, and safety, with students holding signs reading “I AM A RESPONSIBLE CITIZEN” as part of the session.

## From awareness to meaningful civic action

In Erragadda, in collaboration with Nirvana Charitable Trust and Hyd Youth, Prijava volunteers converted two public walls into a “Wall of Kindness”, a space where residents can leave clothes they no longer need for others to take, reframing sustainability as not just waste management but also resource-sharing.

Pavan Sai identified three recurring challenges in building Prijava, mobilising volunteers for an unfamiliar activity like structured cleanup drives, securing funding for logistics, and sustaining documentation and content creation without volunteer burnout, in order to keep momentum for future participants.



Pavan Sai wants Prijava to restore more locations in Hyderabad. He also wants civic and ethics education included in school curriculums. He believes children between ages 6 and 10 are most open to these values. After that, attitudes are harder to change.

He advises young people to develop empathy for the environment, family, classmates, and community. He believes civic responsibility follows once empathy becomes genuine. He urges more youth to join civic organizations, saying real change must come from their generation.

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