



## **INTRODUCTION**

• "Swachhata Divas" (Cleanliness is Service) is a nationwide campaign launched in India to promote cleanliness and hygiene across communities. Initiated by the government, this initiative emphasizes the importance of sanitation and encourages citizens to participate actively in keeping their surroundings clean. The campaign not only aims to enhance public health but also fosters a sense of responsibility among individuals to contribute to a cleaner environment. By organizing various activities, workshops, and awareness programs, "Swachhata Hi Seva" seeks to mobilize citizens towards a collective effort in achieving a cleaner and healthier nation.



## **PURPOSE**

 "Swachha Divas" is an initiative launched on October 2, Gandhi Jayanti, to promote cleanliness and sanitation in India. The campaign aligns with Mahatma Gandhi's vision of a clean and hygienic environment, emphasizing community participation and individual responsibility

• . It aims to mobilize citizens to engage in cleanliness drives, raise awareness about sanitation issues, and reinforce the importance of maintaining clean surroundings for public health and well-being.





## **EVENT SUMMARY**

On October 2, the Swachhata Divas event focused on cleanliness and community engagement. The activities conducted by NSS of Govt. college Sundargarh and that includes:

• <u>Clean-Up Drive</u>: Participants gathered at Medical Chowk to clean the area, picking up litter and promoting environmental awareness.







- <u>Slogan Creation</u>: Attendees created and shared impactful slogans to inspire ongoing cleanliness efforts, reinforcing the importance of hygiene.
- <u>Drama Skit</u>: A skit was performed to highlight the significance of cleanliness and motivate the community to participate in maintaining a clean environment.



- <u>Certificates</u>: Participants were awarded certificates recognizing their contributions and commitment to the cleanliness initiative.
- <u>Tiffin Sharing</u>: The event concluded with a communal tiffin, fostering a sense of community and celebration among all participants.

This event not only promoted cleanliness but also encouraged community bonding and









