

SWACHHTA DRIVE

1ST – 31ST AUGUST 2025



The NSS Unit of Gitarattan International Business School (GIBS) observed Swachhta Drive from 1st to 31st August 2025, aligning with the Government of Delhi’s initiative “Delhi Ko Kude Se Azadi”. The month-long program emphasized cleanliness, hygiene, and sustainability while engaging students, volunteers, and community members in awareness and service-based activities.

The event schedule combined internal drives such as document sortation, data room cleaning, and furniture repair with external outreach activities like poster competitions, cleanliness drives, and awareness sessions. The highlight of the program was the Poster Competition at a local school and the Cleanliness Drive (Shramdaan) near Rohini Metro Sector 17-18, organized in collaboration with Hara Jeevan Foundation, both of which witnessed enthusiastic participation and meaningful outcomes.

1. Swachhata Pledge (15th August 2025, Friday)

One of the biggest highlights of the month-long campaign was the Swachhata Pledge, taken on *Independence Day* at the GIBS campus. Over 150 students, faculty members, and NSS volunteers gathered together to solemnly commit themselves to the cause of cleanliness and sustainability. The pledge focused on maintaining cleanliness in the campus and surrounding areas, dedicating at least 100 hours in a year towards Shramdaan and hygiene-related activities.

The collective participation created a powerful atmosphere of unity and responsibility. Everyone present pledged not only to keep their personal surroundings clean but also to inspire others to join the mission of a cleaner and greener India. This mass pledge reflected the spirit of the national campaign and reinforced the NSS motto of *“Not Me, But You.”*

2. Poster Competition (20th August 2025, Wednesday)

As part of Swachhata Drive, the NSS Unit conducted a Poster Making Competition at Sarvodaya School, Sector 15, Rohini for students of Class V. The theme revolved around cleanliness, hygiene, and environmental care.

Children enthusiastically showcased their creativity through colorful posters and slogans, highlighting their understanding of the importance of a clean and green environment. NSS volunteers guided and motivated the children throughout the activity, ensuring every participant felt encouraged.

At the conclusion of the competition, certificates and gifts were distributed to the winners, while all participants were appreciated for their effort. The event created a joyful and competitive spirit, leaving the children inspired to continue spreading the message of cleanliness in their everyday lives.

3. Cleanliness Drive – Shramdaan (23rd August 2025, Saturday)

Another major highlight of the month was the Cleanliness Drive near Rohini Metro Sector 17-18, organized as part of *Shramdaan* and held in collaboration with Hara Jeevan Foundation. The road stretch and nearby surroundings were cleaned through the combined efforts of volunteers, coordinators, and foundation members

Armed with brooms, gloves, and garbage bags, the volunteers worked collectively to clear litter, ensuring the area was restored to a hygienic condition. The collaboration with Hara Jeevan Foundation amplified the impact, as the activity not only improved the environment but also raised awareness among local residents about the importance of community participation in cleanliness.

The drive instilled pride and discipline among volunteers, demonstrating how Delhi Ko Kude Se Azadi can only be achieved when citizens and institutions come together for a collective cause.

OTHER ACTIVITIES (1st – 31st August 2025)

In addition to the main highlights, several internal activities were carried out within the college premises, many of which were documented through photographs. These activities, though smaller in scale, played an important role in reinforcing the overall theme of cleanliness, discipline, and sustainability.

- **Document Sortation Drive:** An organized effort was undertaken to de-clutter and streamline institutional records. Volunteers and faculty worked together to sort, arrange, and file documents systematically. This activity not only ensured neatness but also helped improve accessibility of records, thereby strengthening institutional efficiency.

- **Repair and Reuse of Furniture:** To promote sustainability and reduce waste, broken furniture and equipment within the institution were identified and repaired for reuse. This initiative extended the life cycle of resources while teaching participants the importance of recycling and responsible consumption, aligning with the idea of waste-to-wealth.
- **Dustbin Documentation:** Volunteers engaged in documenting the placement of twin bins (wet and dry) across the campus. By photographing and recording the usage of bins, the activity highlighted the importance of waste segregation and raised awareness among students and staff about their role in environmental responsibility.
- **Data Room Cleaning:** Special attention was given to decluttering and reorganizing the data storage rooms of the institution. Old files, unused materials, and unnecessary items were removed or properly arranged, creating a cleaner and more efficient working space for faculty and staff.
- **Handwashing & Cleanliness Awareness Reels:** To spread hygiene practices beyond the campus, NSS volunteers created short videos and reels demonstrating proper handwashing techniques and cleanliness routines. These were shared on social media to encourage peers and the larger community to adopt healthy and hygienic practices.

The Swachhta Drive observed by NSS Unit, GIBS was a month-long, action-oriented initiative under the Delhi Government's campaign "Delhi Ko Kude Se Azadi". The Poster Competition gave young children a platform to express their views creatively, while the Cleanliness Drive with Hara Jeevan Foundation demonstrated the power of collective action in transforming public spaces. The supporting internal activities further strengthened the culture of cleanliness and discipline within the institution. Volunteers learned the importance of empathy, teamwork, and sustainability, while students across schools and the community benefited from awareness and engagement. The program ended on a strong note, reminding everyone that cleanliness is not a one-time effort but a continuous responsibility.

TYPE OF EVENT	Extra-curricular
VENUE	GIBS Campus, Sarvodaya School Sector 15 Rohini, Rohini Sector 17-18 near metro station
CONDUCTED BY	NSS Unit, GIBS
NAME OF THE COORDINATOR	Ms Muskan Grover, Dr. Purna Jain
ATTENDANCE	120 volunteers
RESOURCE PERSON	NA
OBJECTIVES OF THE EVENT	<ol style="list-style-type: none"> 1. To spread awareness about cleanliness, hygiene, and sustainable practices. 2. To actively engage students and volunteers in cleanliness drives and creative competitions. 3. To inculcate the value of Shramdaan (voluntary labor) among participants. 4. To promote resource conservation through repair, reuse, and documentation activities.
LEARNING OUTCOME	<ol style="list-style-type: none"> 1. Students gained awareness about cleanliness and hygiene through creative expression. 2. Volunteers experienced the impact of Shramdaan and community service. 3. Teamwork, leadership, and responsibility were strengthened among participants. 4. Sustainable practices such as reuse and waste segregation were promoted. 5. Awareness drives helped spread hygiene practices beyond the campus.

	6. The program reinforced the importance of continuous efforts towards a clean and healthy environment.
SHORTFALL DURING EVENT	NA
LINK TO YOUTUBE VIDEO	NA

PREPARED & SUBMITTED BY: DR. PRERNA JAIN, ASSISTANT PROFESSOR, GIBS