

Indraprastha College For Women

National Service Scheme

Cleanliness Drive/Swachhta

Pakhwara

Report

The NSS Unit of Indraprastha College For Women observed a four days Cleanliness Drive under the Swachh Bharat Mission from 2 August to 4 August 2017. The main purpose of this program was to address the issues of personal hygiene, public sanitation conditions, lack of awareness and the general issue of public attitude that withholds the population in taking a proactive attitude towards the problem, i.e, the cleanliness. The campaign focused on gathering as much attention as possible towards this issue as it is taken rather lightly in Indian society.

The program began with an Oath Taking Ceremony by the NSS volunteers on 2nd of August in the presence of the NSS officer, Dr Supriya Saha. Inspired by the *Swachhta Shapath*, our energetic volunteers partook in cleaning up every nook and cranny of the college campus. The Drive continued for a fortnight which was further divided into phases for an effective campaign. During the first two phases, batches of 10 volunteers partook in the cleaning and sweeping of different areas within the college campus. Starting from August 8th, the campaign was taken beyond the walls of the college as the volunteers launched a door to door campaign, spreading awareness among the general public in the Civil Lines area. Following this, the members of NSS Unit visited a local slum- a camp of migrant workers, on 9th of August, where they explained the importance of cleanliness and underwent the motions of sweeping and garbage disposal along with the locals. On 11th August, the NSS volunteers took upon themselves to clean the Civil Lines metro station and the bus stops near College on the day after. As the last event of this mass awareness campaign, a group of 30 volunteers carried out an awareness rally on August 14th. Ingrained with the pure spirit of the Swachh Bharat, they avowed to keep up the efforts of clean environment on a personal level even after the Drive was over.

These mask and gloves clad volunteers, armed with brooms and garbage bags not only cleaned away the dirt and garbage from the campus but also the misconceptions about manual labour.

PHOTOGRAPHS FROM THE DRIVE ARE ENCLOSED



Oath Taking Ceremony (Swachhta Shapath)



Volunteers sweeping the College campus



A group of volunteers following a day of cleanliness drive



Volunteer explaining the importance of cleanliness to a passerby during the door to door campaign



Volunteers discussing the importance of cleanliness with slum residents before partaking in intensive cleaning



Volunteers sweeping at a bus stop near IPCW



Volunteers cleaning the Civil Lines metro station



Volunteers during the awareness rally



A group of volunteers after the rally