



## **Report on Promoting Cleanliness through "Swachhta Hi Seva" Awareness Program by NSS**

<b>Date</b>	: 31 <sup>st</sup> September 2023
<b>Time</b>	: 11.30 am
<b>Venue</b>	: ASM's CSIT Campus, Pimpri, Pune.
<b>Collaboration (If any)</b>	: National Service scheme, CSIT College, Pune
<b>Coordinator</b>	: Asst. Prof. Lakshmi Kose

### **Introduction:**

The National Service Scheme (NSS) recently organized a comprehensive awareness program titled "Swachhta Hi Seva" with the aim of fostering a culture of cleanliness and hygiene among communities. The initiative sought to raise awareness about the importance of cleanliness and encourage active participation in cleanliness drives to create a cleaner and healthier environment.

### **Objectives:**

- 1 To raise awareness about the significance of cleanliness and hygiene in promoting health and well-being.
- 2 To encourage active participation in cleanliness drives and community sanitation activities.
- 3 To promote behavioral change towards adopting clean and sustainable practices in daily life.
- 4 To mobilize volunteers and community members to work together towards achieving the goal of a Swachh Bharat (Clean India).

### **Detailed Report:**

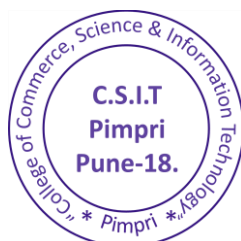
The program commenced with educational workshops conducted by experts in the field of sanitation and public health. These workshops aimed to educate participants about the importance of cleanliness, proper waste management, and sanitation practices.

NSS volunteers organized awareness campaigns in colleges, and local communities to disseminate information about the "Swachhta Hi Seva" initiative. Through posters, banners, and interactive sessions, participants were encouraged to take ownership of cleanliness and pledge their commitment to maintaining a clean environment.

Cleanliness drives were organized in various locations, including streets, parks, and public spaces, to promote hands-on participation in sanitation activities. Volunteers and community members worked together to clean up litter, remove debris, and beautify the surroundings.

Sessions focusing on health and hygiene were conducted to emphasize the connection between cleanliness and overall well-being. Topics such as personal hygiene, sanitation-related diseases, and the importance of clean water and sanitation facilities were covered to empower participants to take proactive measures to protect their health.

Innovative initiatives, such as waste segregation drives, composting workshops, and eco-friendly alternatives promotion, were implemented to promote sustainable waste management practices. These initiatives aimed to minimize the generation of waste and encourage the reuse and recycling of resources.



*Lakshmi Kose*

**Principal  
ASM's CSIT**

The program fostered community engagement through partnerships with local organizations, government agencies, and other stakeholders. By mobilizing collective action, the initiative sought to harness the collective efforts of the community towards achieving a cleaner and healthier environment.





**Outcomes:**

- 1 The "Swachhta Hi Seva" awareness program succeeded in raising awareness about the importance of cleanliness and hygiene among participants and the wider community.
- 2 The program facilitated positive behavioral change, with participants adopting cleaner and more sustainable practices in their daily lives.
- 3 The program mobilized significant community participation, with volunteers and community members actively engaging in cleanliness drives and sanitation activities.
- 4 The program contributed to the improvement of the environment through the removal of litter and waste, beautification of public spaces, and promotion of sustainable waste management practices.