



## SASMIRA'S BUSINESS SCHOOL

Sasmira Marg, Worli, Mumbai – 400 030

### Report on Cleanliness Drive

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**Title/ Theme of Event:** Cleanliness drive: “Swachhta Hi Seva“

**Duration & Date:** 4.5hrs & 29/09/2018

**Time:** 09.00 a.m. to 01.30p.m

**Venue:** Worli Sea Face

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#### Introduction:

Clean environment is an indicator of progress of human being and with the motto of clean environment Government of India has initiated ‘Swaccha Bharat Abhiyan’. On September 12, this year, Prime Minister, Narendra Modi announced the launch of “Swachhta hi seva” campaign, commemorating the 150th birth anniversary of Mahatma Gandhi. It is a part of the Swachh Bharat campaign and will go on for two weeks (September 15-October 2), concluding on Gandhi’s birth anniversary, as well as the fourth-year anniversary of Swachh Bharat.

#### Objectives:

- To encourage participation in the Swachh Bharat Movement
- To create awareness among the students regarding Cleanliness and its benefits

#### Programme Schedule:

##### Programme Schedule of HR Seminar

**Venue:** Sasmira and Worli Sea Face

**Day:** Saturday

**Date:** September 29, 2018

**Time:** 09: 00 am to 01:30 pm

Time	Details of the Programme
9:15am	Assemble at the entrance
09:30am to 11:30am	Cleanliness Drive at Worli Sea Face & Drawing Competition In the College campus
10:00am to 1:30am	Drawing Competition

**Guest Speakers:** (None)

#### Brief Programme Details:

The Government of India launched an initiative in the important sphere of Swachhta named "Swachhta Hi Seva", where Educational Institutions have a key role to perform. Thus with

this objective in mind Sasmira in order to further contribute their role in the existing measures being undertaken in ensuring hygiene so that mission mode pursuit leads to a mindset of zero tolerance towards anything unhygienic organized a cleanliness drive from Sasmira to Worli Sea face.

Infact, a drawing competition along with the cleanliness drive was held on 29<sup>th</sup> September, 2018. The theme for the same was “Swachhta Hi Seva“. The competition was open for all SIMSR, SBS and SICS students, wherein 15 students from SBS, 2 students from SIMSR and 12 students from SICS participated.

It was a day where we saw creativity exploding in every piece of art. It was a wonderful opportunity to think out of the box. The competition gave a platform to students to display vivid ideas focusing on the said theme. This competition was an attempt to enhance awareness amongst students so that the compatibility with nature and mother Earth becomes their motto in life. Students participated enthusiastically and their drawings were displayed at the entrance of the college, which further made it easier for the Judges Ms. Karishma and Mr. Pratik Solanki to decide the winners. The following were declared best entries:

- 1) Sahil Shaikh – 2<sup>nd</sup> year BMS
- 2) Vignesh Parab – 2<sup>nd</sup> year BMS
- 3) Shreya S. Berde – 1<sup>st</sup> year BMS

The cash prize decided for the above winners are Rs. 750, Rs. 500 and Rs. 250 respectively.

**Conclusion:**

The Swachh Bharat Abhiyan, and consequently, Swacchta hi Seva are both key movements by the government of India to succeed in its “clean India” aim.

**Quote:**

"The Earth is what we all have in common."

—Wendell Berry.

## Photographs

