

INSTITUTE OF INFORMATION MANAGEMENT & TECHNOLOGY

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Report on SHRAMDAAN- “SWACHHTA HI SEVA”

DATE: 30th September, 2023

TIME: 10 AM Onwards

NAME OF FACULTY INVOLVED: Dr. Indusingh (Head, department of management), Mr. SaketKulshreshtha & Mr. Amar Chandra (Assistant Professor, Department of management)

VENUE: Quarsi & Harduaganj, Aligarh

Total No. of Participants: 90 students of Department of Management, IIMT, Aligarh.

Introduction:

“Cleanliness is next to Godliness.”

It is the mantra of Mahatma Gandhiji, Father of Nation. He demonstrated, propagated and insisted for individual and community cleanliness throughout his life. Following his footprints, Swachhbharat Mission campaign achieved encouraging results. This vision will be translated into action by bringing in community participation for cleaning roads and make the surrounding clean and hygienic. Students of BBA, B.com & MBA have participated in Shramdaan to bring awareness to keep surrounding clean among community under the guidance of Dr. Indusingh (Head, department of management), Mr. SaketKulshreshtha & Mr. Amar Chandra (Assistant Professor, Department of management)

OBJECTIVE:

To contribute in swachhbharatabhiyan activity & undertake cleanliness drive ACTIVITIES: It is everybody's responsibility and one should keep themselves and their surroundings clean and hygienic. It also brings good and positive thoughts in the mind which slows down the occurrence of diseases. Students have organised rally to promote swachhbharat mission. Mass awareness created with various slogan: “ham sbkaaeknara- saaf sutra des hamara, sathi re hath batana- gandkiko he durbhagana, apnimittiapna des- swachhbharat swasthbharat...etc. Shramdan activities also been carried out at streets of Quarsi & Harduaganj. Students have encouraged community people to join in swachhta activity. They have participated in shramdan activity and shown their willingness and interest to keep surrounding clean.

CONCLUSION:

The Swachh Bharat Abhiyan is the most significant cleanliness campaign by the Government of India. Its responsibility of the entire citizens to keep their surrounding clean. Community people were encouraged to

maintain their surrounding clean. Thus the students of Department of Management, IIMT, Aligarh have initiated one steps towards- cleanliness". The C.O. & S.O. of Thana Quarsi&Harduaganj cooperate and supports us in this great initiative.