

SWACHHATA HI SEVA AT IIM TRICHY

Indian Institute of Management Tiruchirappalli scheduled a cleanliness drive as part of the Government of India's Swachhata Hi Seva' campaign on 1st October 2023. The 'Swachhata Hi Seva' movement was initially launched in 2018 by Prime Minister Narendra Modi to mark the 150th birth anniversary of Mahatma Gandhi. It is a nationwide awareness and mobilization campaign that promotes cleanliness and waste management practices.

The Swachhata Hi Seva 2023 campaign is organized as a prelude to Swachh Bharat Diwas, taking place from 15th September to 2nd October. The Department of Drinking Water and Sanitation, DDWS, and the Ministry of Housing and Urban Affairs, MoHUA, are leading the campaign under the theme 'Garbage Free India'. Apart from promoting the value of sanitation as a collective responsibility and highlighting the importance of a Sampoorna Swachh Village, this year's campaign also focuses on the welfare of Safai Mitras. Prime Minister Narendra Modi launched the Swachhata Hi Seva campaign for 2023 in the 105th episode of Mann Ki Baat on 24th September 2023. In his message, the Prime Minister called upon citizens to come together on 1st October 2023 and volunteer for the campaign for an hour at 10 A.M. He stressed the importance of volunteerism and community participation towards maintaining sanitation and cleanliness. In addition, the Prime Minister encouraged citizens to pay tribute to Mahatma Gandhi on the eve of Gandhi's birthday by participating in the collective effort to create a cleaner India.

The Students Affairs Office of IIM Trichy organized the Swachhata Hi Seva initiative at the Mandaiyur village near the Institute. This endeavor by IIM Trichy aimed to raise awareness about cleanliness and inspire the local residents to keep public spaces clean and beautiful. Participants in the cleanliness drive included students, teaching staff, and support staff. The volunteers removed garbage and cleaned the pathways in and around the Sri Murugan Temple at Mandaiyur. The event commenced at 10 A.M. and continued till 1:30 P.M. At the end of the drive, the collected garbage was disposed-off properly. The event demonstrated IIM Trichy's commitment to cleanliness and community engagement.