

	<p style="text-align: center;"><b>भारतीय प्रबन्धन संस्थान तिरुचिरापल्ली</b>  <b>Indian Institute of Management Tiruchirappalli</b>  <small>(An Autonomous Institute Under Ministry of Education 'Shiksha Mantralaya', Government of India)  Tiruchirappalli – 620024, Tamil Nadu, India</small></p>	<p style="text-align: center;"><small>IIM TIRUCHIRAPPALLI</small>    <b>Press Release</b>  <b>September 29, 2025</b></p>
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## **Swacchotsav: IIM Tiruchirappalli Students Lead Hygiene Awareness Drive in Local Schools and Colleges**

The festive spirit of Swacchotsav filled the air this week in Tiruchirappalli as the Indian Institute of Management Tiruchirappalli celebrated the Swachhata Hi Seva Campaign, truly embodying the spirit of this year's theme. As an institute that has consistently been an active participant in the Swachhata Hi Seva Campaign and remains deeply mindful of cleanliness and sustainability, IIM Tiruchirappalli once again reinforced its commitment through this year's celebrations with clean-up drives, space organisation efforts and awareness sessions. While the week-long initiative included extensive on-campus cleaning drives, its heart was a dedicated outreach to local students and community members, empowering them to become ambassadors of cleanliness in their own communities.

The flagship effort focused on conducting interactive awareness sessions at Bishop Heber College and the Govt. Higher Secondary School, Mathur. Moving beyond a simple lecture, the IIMT student volunteers designed engaging dialogues, paired with quizzes and a collective cleanliness oath. The goal was not just to inform, but to inspire a behavioural shift towards cleanliness.

The sessions were hosted by the student volunteers from IIM Tiruchirappalli, who were met with a warm and enthusiastic response. Reflecting on the session at Bishop Heber College, one IIMT student volunteer said, *"We focused on the need for cleanliness and how IIM Tiruchirappalli has championed this cause. The session was very interactive; it included a short quiz and concluded with a cleanliness oath that all the attending students and teachers took together."*

The spirit the student volunteers brought in was contagious, spreading to everyone who attended. *"The overall experience was great. The staff was welcoming, and the students were cheerful, creating a very warm and inviting atmosphere,"* another volunteer shared. *"Although it was a small classroom, the session stretched beyond the four walls as other students stopped by, curious to listen. Even the Head of the Botany Department joined in."*

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The learning didn't just stay in the classrooms. It spilt out into action, with clean-up drives across the IIMT campus, the Mandaiyur Primary Health Centre, and Chinna Sooriyur village. By the time Swacchotsav wrapped up, what really stuck wasn't just the shiny clean spaces, but the sense of togetherness it created. To the members of IIM Tiruchirappalli, cleanliness isn't just about tidy corners; it's about respect for each other. And this is a resolution the institute promises to follow through with discipline and a sense of responsibility.

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