

Social Club Activity – Swachh Bharat Abhiyaan

Social Activity: Swachh Bharat Mission

Date: 14/08/2018

Time: 10:00 A.M. -04:00 P.M.

Venue: Bhailamau Village, Bhauti, Kanpur

Swachh Bharat Abhiyan or Swachh Bharat Mission is a campaign in India that aims to clean up the streets, roads and infrastructure of India's cities, smaller towns, and rural areas. On the same lines we encouraged our students to participate in the mission wherein we decided to cover a rural area close to our college and spent some time doing the same.

The objectives of Swachh Bharat include eliminating open defecation through the construction of household-owned and community-owned toilets and establishing an accountable mechanism of monitoring toilet use. This has indeed brought a wave of change in the nation where people who were struggling to get basic amenities sometimes due to lack of facility and sometimes due to lack of knowledge of understanding the health problems related to open defecation.

Students of JIM PGDM second year conducted cleanness drive to create awareness under PM Modi`s Swachh Bharat initiative. They organized rally with the students of primary school. Cleaned the roads and drains, collected garbage from household and also conducted survey to understand the behavior, habits and needs. Members of faculty also accompanied them. The activity drew appreciation from local community and students were also sensitized for the problem of rural population.



