



Swachhata Hi Seva' 2023

Date : 15 September-2 October, 2023

Venue : ITL Public School and the area nearby school (1500 sq mt)

Conducted by : Environmental Club (Anthelia)

Swachhata Hi Seva (SHS) campaign was observed from 15th September to 2nd October undertaking shramdaan activities aiming to generate Jan andolan through community participation and to provide impetus on implementation of Swachh Bharat Mission to disseminate the importance of Sanitation as everyone's business and as a prelude for the Swachh Bharat Diwas (2nd October).

The **Swachhata Hi Seva (SHS) campaign**, which kicked off on September 15, reached its culmination on the eve of Mahatma Gandhi's birth anniversary. This nationwide initiative, also known as the 'Swachhata Hi Seva' campaign, led by Prime Minister Narendra Modi and garnered widespread participation from citizens across India. The campaign was not just a standalone effort but a precursor to the grand celebration of 'Swachh Bharat Diwas' or 'Swachhta Diwas,' observed on October 2 each year. Prime Minister Narendra Modi's call for cleanliness and sanitation resonated with students and staff of ITL Public School. The day after concluding the mega cleanliness drive, India observed '**Swachh Bharat Diwas**' on October 2, marking the birth anniversary of Mahatma Gandhi, who was a staunch advocate for cleanliness and sanitation. This special day serves as a reminder of the significance of maintaining cleanliness in our surroundings. Students took part in a cleanliness drive on October 1 beginning at 10 am. As Swachh Bharat mission is a shared responsibility, and every effort counts, the teachers and students of the school along with the MCD team participated in the Swachhta mission. Around 1500 sq. mts was cleaned by the students and teachers.

The theme of SHS-2023 is 'Garbage Free India' focuses on visual cleanliness and welfare of SafaiMitras. Various cleanliness activities were organised by students and teachers in the community to make the campaign a grand success.



