

SWACHHATA HI SEVA 2025 FINAL REPORT

IIM VISAKHAPATNAM

As part of Swachhata hi Seva 2025 Campaign, this institute has organized various events. The details of the events are below: -

1. As part of the *Swachhata Hi Seva 2025* campaign, a **Swachhata Pledge** ceremony was organized on **17th September 2025**. Approximately **50 students, staff, and faculty members** came together to solemnly affirm their commitment to cleanliness and sustainable living by taking the official Swachhata Pledge.

The pledge served as a formal declaration of individual and collective responsibility towards maintaining cleanliness in one's surroundings, promoting hygiene, and actively contributing to the vision of a *Swachh Bharat* (Clean India). By taking the pledge, participants reinforced their dedication to maintain personal and community hygiene, discouraging littering and promoting proper waste management etc.,



2.Beach Cleaning: As part of the *Swachhata Hi Seva 2025* campaign, the Institute organized a beach cleaning activity on **19th September 2025**. A total of **40 participants**, including students, staff, and faculty members, actively took part in the initiative. The event aimed to promote environmental awareness, firmly established a sense of responsibility towards cleanliness, and contribute to the broader national mission of a cleaner India. Participants enthusiastically engaged in cleaning the shoreline, collecting plastic waste and other litter, thereby making a tangible impact on the local environment.

By visibly engaging in cleaning efforts, the activity raised awareness among local residents and beachgoers about the importance of keeping public spaces clean. It served as a live demonstration of responsible citizenship and the need to reduce plastic usage and littering. On the other hand, students involved in the activity gained practical insights into environmental issues such as marine pollution and waste management. This hands-on learning experience goes beyond the classroom and fosters a deeper understanding of sustainability and civic duty.



3. Transformation of Cleanliness Target Units: As part of the *Swachhata Hi Seva 2025* campaign, the **Village Health Centre at Gambheeram** was identified as a **Cleanliness Target Unit (CTU)**. In alignment with the objective of transforming key public spaces into cleaner, healthier environments, a cleanliness drive was conducted at the location on **21st September 2025**.

A total of **40 students and staff members** actively participated in the initiative. The team undertook various activities including cleaning the surroundings, removing waste and debris, and promoting hygiene awareness among the local population.

Health canters serve as critical touchpoints for community healthcare. By ensuring the cleanliness of the Village Health Centre, the initiative contributes directly to a safer and more hygienic environment for patients from the local area and medical staff.

The Village Health Centre now stands as a model for how community-driven efforts can lead to tangible improvements in public service infrastructure.

Through this initiative, the Institute has not only supported the *Swachh Bharat* vision but has also contributed meaningfully to improving community health standards and building a culture of responsibility and care.



4. Ek Din, Ek Ghanta, Ek Saath: As part of the *Swachhata Hi Seva 2025* initiative and under the banner of “**Ek Din, Ek Ghanta, Ek Saath**”, a volunteer **Shramdaan** activity was organized on **25th September 2025** at the **Government High School, Boyapalem**. The objective of this campaign was to promote the value of collective responsibility for cleanliness and to inspire citizens to dedicate at least one hour towards cleaning efforts in their surroundings.

A total of **55 students, staff, and faculty members** enthusiastically participated in the event. The team engaged in cleaning the school premises, which included sweeping pathways, clearing litter, removing weeds, and disposing of accumulated waste in an environmentally responsible manner.

A clean school environment contributes significantly to better health, focus, and morale among students. This initiative created a cleaner, safer, and more welcoming space for the students of the Government High School. The active participation of faculty and staff alongside students served as a strong example of unity and commitment, inspiring local community members and school authorities to maintain cleanliness on a regular basis.



5. Safai Mitra Suraksha Shivir: As part of the *Swachhata Hi Seva 2025* campaign, a **Safai Mitra Suraksha Shivir** (Health and Safety Camp for Sanitation Workers and Support Staff) was organized on **29th September 2025**. The camp was conducted in **collaboration with reputed corporate hospitals**, with the aim of promoting the health and well-being of individuals who play a vital role in maintaining public hygiene and sanitation.

The preventive health check-up camp offered a range of essential diagnostic services, including:

- **Blood Pressure (BP) Monitoring**
- **Blood Sugar Testing**
- **Eye Examination**
- **Dental Check-up**
- **Electrocardiogram (ECG)**

A total of **125 individuals** availed the services provided at the camp. Participants included sanitation workers, support staff, and other community members.

The camp specifically focused on those often overlooked in public health efforts — sanitation and support workers. By providing accessible health screenings, the initiative acknowledged and supported their vital role in society.



6. Distribution of re-usable Cotton Bags: In line with the objectives of the *Swachhata Hi Seva 2025* campaign and the broader goal of reducing plastic pollution, the Institute organized a **distribution drive of reusable cotton bags** on **1st October 2025**. The initiative aimed to promote environmentally responsible behaviour and encourage the shift away from single-use plastic.

Reusable cotton bags were distributed to the **Security and Housekeeping staff**, who play a crucial role in maintaining the cleanliness and operations of the campus. This gesture was both symbolic and practical recognizing their contributions while also involving them in sustainable practices.

By promoting reusable alternatives, the initiative contributes to reducing the environmental burden of plastic waste, especially in and around the campus community.

The distribution drive served as an awareness campaign, subtly encouraging others on campus to adopt eco-friendly habits in their daily routines.

