



# ISLAMIC UNIVERSITY OF SCIENCE & TECHNOLOGY AWANTIPORA, KASHMIR

OFFICE OF THE NSS PROGRAMME COORDINATOR



## Report on "Swachhata Hi Seva" Campaign Conducted by NSS Unit of IUST

The Islamic University of Science and Technology (IUST) Awantipora, Kashmir witnessed a remarkable display of environmental consciousness as the National Service Scheme (NSS) IUST organized "**Swachhata Hi Seva**" campaign from 15<sup>th</sup> of September, 2023 to 2<sup>nd</sup> October, 2023 as per the guidelines issued by the Ministry of Youth Affairs and Sports, Govt. of India.

Dr. Tariq Ahmad Ganaie, Coordinator NSS briefed the gathering about the genesis and spirit behind the "**Swachhata Hi Seva**". He also briefed all participants as well as guests about this particular campaign and its importance.

As per the guidelines, following events were conducted as a part of "Swachhata Hi Seva" :

- **Swachhata Pledge:** Prof. Naseer Iqbal, Registrar of IUST administered the '**Swachhata Pledge**' to the gatherings which included All Deans, Directors, Heads, Officers of the university and NSS volunteers. The pledge emphasized the importance of individual responsibility in achieving a clean and healthy society.
- **Cleanliness Drives:** NSS volunteers, along all Deans, Directors, Heads, Officers of the university and the NSS volunteers engaged in Cleanliness drives within the university premises, ensuring a clean and green campus environment. The drive not only cleaned the surroundings of the campus but also underlined the NSS's role in fostering sustainable practices.
- **Social Media Campaign:** NSS, IUST carried out the sustained Social Media Campaign for enlightening all stakeholders about the essence of campaign laying emphasis on cleanliness, hygiene, sanitation etc.
- **Awareness Workshops:** The NSS Unit conducted awareness workshops on sanitation and hygiene in nearby communities. These workshops focused on the importance of clean surroundings, personal hygiene, and proper waste management.
- **Distribution of Cloth Bags:** The distribution of cloth bags was carried out with the aim to minimise the use of plastic bags in day-to-day chores.

This initiative of "**Swachhata Hi Seva**" taken by NSS IUST is based on the progressive outlook of Honourable Vice Chancellor, Prof. Shakeel Romshoo were in campus has to be the models of sustainable development and follow the vision our founding father Mahatma Gandhi.

The "**Swachhata Hi Seva**" campaign conducted by the NSS Unit of IUST was a resounding success in promoting cleanliness, hygiene, and sanitation. It not only contributed to the larger Swachh Bharat Abhiyan but also instilled a sense of responsibility and civic consciousness among the participants. Such initiatives play a crucial role in building a cleaner and healthier India and encourage active participation in nation-building activities.