



# K.S. INSTITUTE OF TECHNOLOGY

## National Service Scheme

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# 14, Raghuvanahalli, Kanakapura Main Road, Bengaluru - 560 109.

## SWACHHATA HI SEVA

**Date of conduction:** 27.09.2024

**Time:** 10:00 AM – 02:00 PM

**Venue:** Starting point- Quadrangle, Old building, KSIT Bangalore.

Ending point- Bangalore One, Ward 1980, Hemmigeपुरa.

**Participants:** AEE of BBMP, BBMP officials, Marshals, B B M P Volunteers, NSS Program officer and NSS Volunteers.

### OBJECTIVE OF THE PROGRAM:

- **Raise Awareness on the Harmful Effects of Plastic:** To educate the public about the environmental dangers of plastic pollution and promote sustainable alternatives like cloth bags.
- **Promote Effective Waste Management:** To encourage proper waste segregation at the source, responsible disposal methods, and recycling to reduce environmental damage.
- **Foster Civic Responsibility and Community Engagement:** To instill a sense of civic duty among NSS volunteers and the broader community, ensuring their active participation in cleanliness initiatives.
- **Support the Swachh Bharat Mission:** To contribute to the national goal of making India cleaner, greener, and open defecation-free, aligning with the broader Swachh Bharat Abhiyan objectives.
- **Encourage Hands-on Cleaning Activities:** To engage volunteers and community members in practical, on-ground clean-up drives that foster teamwork, cooperation, and collective action.
- **Promote Sustainable Alternatives to Plastic:** To advocate for the use of eco-friendly alternatives like cloth bags, reducing plastic waste and contributing to a sustainable environment.
- **Educate on Waste Segregation and Disposal:** To spread awareness about the importance of proper waste segregation and responsible disposal methods for healthier surroundings.
- **Collaborate with Government and Local Bodies:** To strengthen partnerships between government authorities, local bodies, and citizens for sustained efforts towards sanitation and waste management.

## **HISTORY OF SWACHHATA HI SEVA:**

**Swachhata Hi Seva (SHS)** is a significant national initiative, launched in 2017 as an extension of the broader **Swachh Bharat Abhiyan**. The **Swachh Bharat Abhiyan**, which commenced in 2014 under the leadership of Prime Minister **Narendra Modi**, was a transformative mission aimed at revolutionizing cleanliness and sanitation practices across India. The overarching objectives of the campaign include achieving universal access to sanitation, eliminating open defecation, and enhancing hygiene standards across both rural and urban regions of the country.

Swachhata Hi Seva specifically focuses on mobilizing communities nationwide to actively engage in cleaning activities and spread awareness about the critical importance of cleanliness and hygiene. As an annual event, SHS brings together a diverse range of stakeholders, including government bodies, non-governmental organizations (NGOs), educational institutions such as schools and colleges, and the general public. The initiative involves large-scale clean-up drives, workshops, and awareness campaigns, with the aim of embedding cleanliness into the fabric of society.

At the core of **Swachhata Hi Seva** is the philosophy that "cleanliness is service," highlighting the role of citizen participation as a key driver in achieving the broader vision of the **Swachh Bharat Mission**. By fostering a sense of personal responsibility and encouraging collective action, the campaign seeks to build a sustainable culture of cleanliness. It aims to inspire every individual to contribute to the maintenance of a clean and healthy environment, which is vital for public health, societal well-being, and the overall development of the nation.

Through this concerted effort, **Swachhata Hi Seva** continues to play a pivotal role in reinforcing the ideals of the **Swachh Bharat Abhiyan**, ensuring that the movement remains deeply rooted in community participation and collaborative action, thereby steering the country toward a cleaner, healthier, and more sustainable future.

### ➤ **Background**

On 15th August 2014, speaking from the ramparts of the Red Fort, Hon'ble Prime Minister gave a clarion call for Swachhata to become a national priority and to achieve it through jan bhagidaari. Subsequently, the Swachh Bharat Mission was launched on 2nd October 2014 under a 'Whole of Government' approach, making sanitation 'everyone's business'. Thereafter, the whole world saw, as the nation came together and created what is known as the world's largest jan andolan for swachhata.

Over the past decade, continuous efforts as part of Swachh Bharat Mission have led to improved dignity of women, better health outcomes, enhanced school attendance for girls, increase of small and micro entrepreneurs, and overall higher quality of life across the country in both rural and areas.

To offer tribute to the Mahatma on his Jayanti, 2nd October is observed as Swachh Bharat Diwas. As a prelude to that, to strengthen voluntarism and collective action for Swachh Bharat, a fortnight of 'Swachhata Hi Seva' (SHS) has been observed since 2017. During his Mann Ki Baat address on 27th August 2017, the Hon'ble Prime Minister called for citizen participation and volunteerism for swachhata.

Since then, the annual 'Swachhata Hi Seva' (SHS) campaign is held from 15th September to 2nd October (Swachh Bharat Diwas) to mobilize widespread citizen action & ownership for swachhata. The themes for SHS over the years have been the following:

SL.NO	YEAR	Theme
1	2017	Swachhata Hi Seva-Cleanliness is Service
2	2018	Swachhata
3	2019	Plastic Waste Management
4	2020	Not organized due to COVID-19 Pandemic
5	2021	Azadi Ka Amrit Mahotsav
6	2022	Visual Cleanliness
7	2023	Garbage-Free India

### **The Campaign - Swachhata Hi Seva 2024:**

This year, the 'Swachhata Hi Seva' fortnight will be observed from 14th September to 1 st October with the theme of 'Swabhav Swachhata - Sanskaar Swachhata' (स्वभाव स्वच्छता - संस्कार स्वच्छता) as a prelude to Swachh Bharat Diwas on 2nd October 2024.

The objective of SHS 2024 is to facilitate large-scale advocacy and citizen participation for swachhata, mega cleanliness drives & clearing of dirty and difficult garbage spots (black spots), recognize the contribution of sanitation workers, celebrate the achievements over the past decade, and also reaffirm our commitment to the future of sanitation and sustainable waste management in India. This year also marks the 10th anniversary of the launch of the Swachh Bharat Mission, making the campaign even more significant.

### **SCOPE OF THE PROGRAM:**

The scope of the **Swachhata Hi Seva (SHS)** event extends beyond simple clean-up efforts, focusing on raising awareness about plastic waste management and promoting environmental sustainability within local communities and businesses. The event educates the public on the harmful effects of plastic pollution and advocates for sustainable alternatives like cloth bags.

In addition to awareness-raising, the event emphasizes practical demonstrations of effective waste segregation and responsible disposal methods. For NSS volunteers, it provides a platform to enhance their leadership and community service skills through hands-on cleaning activities.

The event also fosters meaningful discussions on waste reduction strategies and strengthens collaboration between educational institutions like KSIT and local government bodies, including **BBMP**. This joint effort aims to implement long-term, community-driven waste management practices that contribute to the broader goals of the **Swachh Bharat Mission**.

### **IMPORTANCE OF THE SWACHHATA HI SEVA:**

- It is a fortnightly campaign that is launched every year, ending on 02 Oct, to commemorate the birth anniversary of Mahatma Gandhi.
- It does a signal service in generating the importance of cleanliness in the minds of rural India.
- Various activities like the Shramdam that is also organized generate the understanding of maintaining cleanliness as everybody's responsibility.
- A large number of villages have declared themselves as Open Defecation Free.
- It improves the visual cleanliness of the villages.
- It led to the construction of waste collection and segregation sheds.
- Door-to-Door collection of non-biodegradable wastes like plastics is encouraged.
- SUPs (Single Use Plastic) are banned.
- Visual signage of "No Littering" is visible at most of the prominent places that endowed the public with the 24\*7 duty of maintaining cleanliness.

## Swachhata Hi Seva Campaign from September 17 to October 2, 2024:

*October 03, 2024*

1. Ministry of External Affairs organized "Swachhata Hi Seva 2024" (SHS-2024) Campaign from September 17 to October 2, 2024. Under this, the Ministry widely circulated the three pillars of SHS 2024, viz Swachhata Ki Bhaagidari, Sampurna Swachhata including Swachhata Lakshit Ekayi or CTUs and Safai Mitra Suraksha Shivar, to over 200 Indian Missions and Posts abroad and also to all Regional Passport Offices, MEA Branch Secretariats, and Protector of Emigrants offices spread across India.

2. Whole of Society approach being the guiding principle for SHS 2024, the Ministry facilitated large-scale advocacy and citizen participation for Swachhata, conducted mega cleanliness drives & clearing of dirty and difficult garbage spots (blackspots), organised health camps for



sanitation and housekeeping staff and also reaffirmed the commitment to sustain the Swachhata Abhiyaan towards sustainable waste management in order to contribute to a circular economy in India.

3. During the period of Campaign, the Ministry, along with its Missions/Posts and offices in India, organised more than 1085 Swachhata Mein Jan Bhagidari activities, organised over 81 Safai Mitra Suraksha Shivirs, identified 282 CTUs and cleared them, conducted Ek Ped Maa Ke Naam plantation drives, Swachhata runs, cyclathons & marathons, painting and essay competitions, Human Chain formation advocating importance of behaviour changes and Swachhata, Street Plays/Nukkad Nataks, mass scale cleanliness drives, Swachhata Quizzes, etc.

4. Ministry's activities were led by External Affairs Minister, Dr. S. Jaishankar, who participated in "Ek Ped Maa Ke Naam" plantation drive during his visits to Switzerland, Mauritius and Maldives and addressed local community and administered Swachhata pledge. Ministers of State Shri Kirti Vardhan Singh and Shri Pabitra Margherita planted saplings and administered Swachhata pledge and took part in human chain formation at Jawaharlal Nehru Bhawan and at South Block in New Delhi.

5. Under the campaign, a special emphasis was given to honour the efforts of Safai Mitras (sanitation workers). Safai Mitra Suraksha Shivirs were organized for sanitation workers and their dependents in convergence with CGHS empanelled local healthcare service providers and practitioners under which single-window camps were set up for their preventive health checkups. More than 81 such health camps were organized benefiting thousands of our Safai Mitras across India and abroad.
6. Activities conducted throughout the fortnight were widely reported online through social media tweets and Facebook/ Instagram posts by Offices / Subordinate Offices in India and abroad.
7. The Ministry has also identified activities that need to be carried out during the forthcoming Special Cleaning Campaign 4.0, from October 4-31, 2024, with an overall focus of providing the visiting public and employees a clean and healthy office environment as the campaign itself advocates - Swachhta Hi Seva. The Ministry will continue to work on timely disposal of public grievances and reduce pendency of work.
8. On October 2, 2024, the Ministry celebrated Gandhi Jayanti and Swachh Bharat Diwas with zeal and enthusiasm. The activities undertaken were comprehensive in size & scale and ensured widespread participation in India and abroad.

### **SWACHHTA PLEDGE :**

Mahatma Gandhi dreamt of an India which was not only free but also clean and developed.

Mahatma Gandhi secured freedom for Mother India.

Now it is our duty to serve Mother India by keeping the country neat and clean.

I take this pledge that I will remain committed towards cleanliness and devote time for this.

I will devote 100 hours per year, that is two hours per week, to voluntarily work for cleanliness.

I will neither litter nor let others litter.

I will initiate the quest for cleanliness with myself, my family, my locality, my village and my work place.

I believe that the countries of the world that appear clean are so because their citizens don't indulge in littering nor do they allow it to happen.

With this firm belief, I will propagate the message of Swachh Bharat Mission in villages and towns.

I will encourage 100 other persons to take this pledge which I am taking today.

I will endeavor to make them devote their 100 hours for cleanliness.

I am confident that every step I take towards cleanliness will help in making my country clean.

## **SWACHH BHARAT ABHIYAN AT KSIT:**

The NSS Unit of KSIT organizes the Swachh Bharat Abhiyan program annually, focusing on raising awareness about cleanliness, the importance of waste segregation, and the reduction of single-use plastics. Each year, we choose a crowded location where we can engage with numerous individuals, sharing insights on the significance of sustainable practices and encouraging the community to minimize plastic usage.

In 2023, our campaign was held at Banashankari Temple, Bangalore, where we witnessed remarkable changes in the community's approach to waste management. The positive impact of our efforts is evident, as many individuals continue to adopt practices aimed at reducing plastic consumption. We take pride in our college's commitment to sustainability, as it has been recognized as one of the plastic-free campuses in Bangalore.

Continuing this tradition, in 2024, we organized the event in collaboration with BBMP, which amplified our reach and effectiveness. This partnership has created a substantial impact on the public and has instilled awareness in the minds of young individuals about the importance of cleanliness and sustainable living. Furthermore, the program has fostered a spirit of community engagement and civic responsibility among participants, encouraging them to take ownership of their environment. As we move forward, we remain dedicated to implementing innovative strategies to further enhance our outreach and promote a cleaner, healthier future for all.

## **HIGHLIGHTS OF THE PROGRAM:**

Swachh Bharat Abhiyan – NSS Unit of KSIT

*27th September 2024 – Ward 1980, Hemmigeepura.*

The NSS Unit of KSIT, in collaboration with the BBMP (Bruhat Bengaluru Mahanagara Palike) department, organized a Swachh Bharat Abhiyan event on 27th September 2024 at Ward 1980, Hemmigeepura. The event was inaugurated by our principal, Mr. Dilip Kumar K, who provided motivational insights to inspire participants ahead of the rally. It was attended by the AEE (Assistant Executive Engineer) of BBMP, heads of the BBMP department, marshals, BBMP volunteers, NSS Program Officer Mr. Naveen V, and NSS volunteers from KSIT.

The program began at 10:00 AM with BBMP officials conducting informative sessions on the harmful effects of plastic usage, the vast amount of waste generated in Bengaluru, and the significance of efficient

waste management. The officials highlighted practical methods to reduce plastic consumption in daily life and improve household waste management. Special emphasis was given to the importance of avoiding single-use plastics and adopting sustainable alternatives like cloth bags.

At 10:30 AM, a rally was held in collaboration with BBMP officials and volunteers. The rally covered local hotels, shops, and public areas where participants educated the public on the detrimental effects of plastic use and distributed cloth bags as alternatives. The volunteers also addressed the importance of proper waste disposal and segregation.

The rally proceeded towards Bengaluru One, where NSS volunteers led a cleaning drive in the surrounding streets. Plastic waste was collected and disposed of in the BBMP waste collection van.

This awareness program, held in the presence of the BBMP officials, AEE, and NSS Program Officer, encouraged people in the area to avoid single-use plastics and switch to more eco-friendly options. After an hour of cleaning, the BBMP officials once again addressed the volunteers and local community, sharing effective strategies for sustainable waste management in everyday life. The event concluded with refreshments back at the college.

The Swachh Bharat Abhiyan event at Ward 1980, Hemmigepeura, successfully fostered a sense of civic responsibility among the students and the local community. Through active participation, the NSS volunteers helped raise awareness about environmental sustainability and waste management, contributing to the goal of creating a cleaner and more conscious community.

## **CONCLUSION:**

The Swachh Bharat Abhiyan event at Ward 1980, Hemmigepeura, successfully fostered a sense of civic responsibility among the students and the local community. Through active participation, the NSS volunteers helped raise awareness about environmental sustainability and waste management, contributing to the goal of creating a cleaner and more conscious community. The event not only highlighted the critical issue of plastic pollution but also empowered participants to take actionable steps toward sustainable practices in their daily lives. By promoting alternatives to single-use plastics and demonstrating the importance of waste segregation, the initiative aimed to inspire a lasting change in the attitudes and behaviours of both the volunteers and the local residents. The collaborative efforts of the NSS Unit, BBMP officials, and the enthusiastic involvement of students underscore the significance of community engagement in addressing environmental challenges, paving the way for a more sustainable future.



BBMP Head and her team sharing insights on the importance of Swachh Bharat.



Principal inaugurating the rally – Group photo with participants before the rally.



BBMP volunteers actively participating in the rally.



NSS volunteers, BBMP AEE, and marshals creating awareness among shops and hotels, distributing cloth bags as an alternative to plastic.



Instructions by BBMP Head and NSS Program Officer to clean the streets and collect plastic and other waste.



NSS volunteers cleaning the streets as part of the Swachh Bharat initiative.



Collecting plastic and other waste and transferring it into the BBMP waste collection van.



Waste collection center where the collected waste is processed for further handling.



Group photo after successfully completing the Swachh Bharat Abhiyan program.

**PROGRAM OUTCOMES:**

At the end of the programme, the following PO's are attained.

NSS	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
NSS PROGRAMME						2	3		3			3

**Justification of PO mapping:**

- *Students can able to assess societal, health, safety, legal and cultural issues and the consequent responsibilities .*
- *Students can able to Understand the impact of the professional engineering solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development .*
- *Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.*
- *Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change*



NSS COORDINATOR

**NSS Programme Officer**  
**K S Institute of Technology**  
**Kanakapura Main Road**  
**Bengaluru - 560 109**



PRINCIPAL  
PRINCIPAL

**K.S. INSTITUTE OF TECHNOLOGY**  
**BENGALURU - 560 109.**