With this inspirational quote & with all due respect to the Dream of Shri Mahatma Gandhiji and mission of our PM Shri Narendra Modi Ji, the Student Council 2017 of Jaipuria Jaipur organized Swachhta Pakhwada under Swachh Bharat Abhiyan, under the guidance of Dr. Lokesh Vijayvargy – Dean Students Affairs from Sept. 1-15, 2017.

Swachh Bharat Abhiyan is a national cleanliness campaign established by the Government of India. We can say Swachh Bharat Abhiyan, a nice welcome step to the clean and green India till 2019. To promote this zeal, Jaipuria Institute of Management, Jaipur is the part of this agenda and associated with “Swachhta Pakhwada”. In this campaign, Jaipuria Jaipur is following 15 Days activities from 1-15th September 2017

Jaipuria Institute of Management always keep its integrity and draws its values on the canvas of ethics. The Institute has always loved its people, and kept spreading this love not just in the environment within the institute, but also spreading it in outside world.

As per the guidelines of Govt. of India, Jaipuria-Jaipur has organized Swachh Activities at the campus and areas around the campus. For the cleanliness and development of this environment, Jaipuria Institute of Management has taken a big leap and organized a 15 day campaign, Swachhta Pakhwada. Idea behind this campaign was proposed by Dr. Prabhat Pankaj, Director – Jaipuria, Jaipur, in which there was a great and enthusiastic participation by the students of the institute, the faculty, staff-person, and by the Director himself.

Day 1 (Sept. 1, 2017): Essay Writing

The very first day was a start for the generation of ideas and to bring out the essence of the campaign, by having an Essay Writing competition on the topic “Innovative ways for spreading the message of hygiene”. The competition was successfully coordinated by Dr. Sheenu Jain.

To support such intuitions, Jaipuria Jaipur has organized Essay writing competition on “Innovative ways spreading the message of hygiene”. An essay is a piece of writing which is often written from an individual’s personal point of view. Essay consists of a number of elements, criticism, observations of daily life, recollections, and reflections of the individual. 50 Students has participated for essay writing.
Day 2: (Sept. 2, 2017): Clean Hostel Day

Cleanliness is important in order to stay healthy and away from diseases, staying in a hostel, cleanliness becomes mandatory to follow. Practice of cleanliness starts from the home and school from the very little age. Day two is coordinated by Hostel Affair Committee, It affects us very badly when we do not maintain cleanliness, in support of this quote this committee has taken initiative to support with all the committees and students . There is a very old saying that “cleanliness is next to godliness”. It is well said by the John Wesley. To reflect this approach, Jaipuria Institute of Management, Jaipur joined its hand with students to make Hostel clean. Director said on this service - Cleanliness which can be better started from our homes and near sounding if we really want development in India. We have to understand that our country is our home and then no problem will be there. As being the citizen of the country, we all are responsible for cleaning any dirty place we see.
Day 3: (Sept. 3, 2017): Green Campus Day

“Small things make great changes”

With this thought in mind, the students planted in the campus, many little contributions to the nature. Without oxygen we cannot live for a moment even. Without oxygen, the animal world will die away. Trees make the oxygen and spreads it in the air. Green campus day is a unique programme which can save the humanity to some extent. This becomes more necessary when we consider the importance of trees in keeping our environment clean. Cutting of trees has added much to the environmental degradation. Jaipuria Jaipur put its efforts into positive direction, it enhances the greenery and contribute towards clean environment. Day 3 is organized by student council-17 as green day where students go through with plantation process.
Day 4 (Sept. 4, 2017): Clean Mess Day

Dr. Prabhat Pankaj – Director, initiated the Clean Mess Day and also inspired and directed the students towards the cleanliness and cleaned every nook and corner, of the Jaipuria Hostel. Cafeteria is the only place where everyone can gather everyday to eat their meals and catch up with each other and discuss activities. The area must be cleaned to meet the needs of meal times. Cleanliness and sanitation of cafeteria may be one of the most important factors in attracting good health. To keep this thing in mind, cleaning procedure has taken place in cafeteria and with the help of Hostel Affair committee and students, it was done on 4th day of Swachhta Pakhwada.
Day 5: Clean Campus Day

Give your college clean look to maintain the dream book. Cleanliness is not a duty it should be a habit of every individual to keep its surrounding clean for always being healthy and motivated. To promote this, on the 5th day of Swachhta Pakhwada, Clean campus Day was praised by Dr. Prabhat Pankaj-Director, Dr. Lokesh Vijayvargy-Dean Students Affairs, Dr. Anurag Singh-Dean Academics, faculty, staff members and students of Jaipuria Institute of Management. Each of them enthusiastically and dedicatedly cleaned the campus.

The day was effectively coordinated by Student Council-2017. As being the part of the organization it’s our moral responsibility to keep the campus clean and also take care of its surroundings to be clean.

Day 6: Clean Surrounding Day

Neat around, clean surround should be our keen behind. Keeping this thought in mind, Jaipuria Jaipur promoted, “clean your surrounding” on the 6th day of Swachhta Pakhwada. To maintain a healthy and disease free environment, our surroundings should be clean.
The whole environment is our home, which we need to keep clean in order to be healthy forever. It helps us in keeping our body and mind very energetic, active, fresh and healthy. The whole event was successfully coordinated by a hostel affairs committee in which Director- Dr Prabhat Pankaj, Dean Student Affairs - Dr. Lokesh Vijayvargy, faculty and staff members along with the student excitedly participated and cleaned the outer campus and nearby areas including govt. schools, Parking area and street market etc.

It was a small initiative taken up by Jaipuria Jaipur to keep our mother Earth clean, as every small effort makes a big difference. The day was effectively coordinated by members of Student Council.

**Day 07: Study of garbage cleaning system**

On 7th September, 2017 E-Cell Committee of Jaipuria Institute of Management, Jaipur under the guidance of Dr. Sheenu Jain, Prayaas-E-Cell Chairperson took the initiative to spread awareness amongst people regarding the maintenance of a systematic garbage cleaning system and maintaining a healthy and disease-free environment in the areas nearby Jawahar Circle, Government Dispensary and Gaurav Tower Food Stalls and nearby areas of kumbha Marg and Jaipuria institute of management.

**INSIGHTS:** About the importance of having and maintaining a healthy and clean environment, systematic garbage cleaning system, not to burn the waste, clean the place or the dustbin timely as when full, dustbin should have a cover, food stall owners and street vendors were asked to tell customers to use the dustbins and not to throw the wrappers on the road and if the vendor doesn’t have any dustbin then he should put one near the stall.
It’s good to see that most of the food stall owners were maintaining a systematic garbage system and have dustbins in front of their stalls that is near and in front of Gaurav Tower. The areas near Jawahar circle and the government Dispensary were also clean and they ensure that the floor is cleaned and timely empty the dustbins.

In everyplace the garbage cleaned from various places gets collected in the bigger dustbins in the backside of the Gaurav Tower, Government Dispensary and areas near Jawahar circle. The maintenance of the cleanliness and garbage cleaning is handled by the mall authority and regularly the garbage is dumped in the Nagar Nigam van.
In Government Dispensary, Vaishali Nagar there is a proper system of maintaining cleanliness there they have a team of 5 members for the management of the garbage and ensure that there is no garbage on the floor and the garbage of the dustbins are being dumped in Nagar Nigam van. In the nearby areas or around Jawahar circle the cleanliness is being maintained by the cleaning staff (Safai karamchari) working in garden to manage the garbage. People need to be explained that it’s not only the job of cleaning staff but of every individual, volunteers explained and aware people about various methods of maintaining cleanliness.

The various methods of maintaining cleanliness explained to people were:

- Food stall owners should maintain two dustbins one is for the dry garbage and the other one is for the wet garbage.
- Cleanliness is not the only responsibility of the cleaning staff it’s a duty of each individual. Treat city like your own home.
- Recycle the waste if possible. Say no to polythene it is a major source of increasing pollution.
- Proper waste containers should be kept in every area.
- There should be heavy penalties on splitting on the road.
Social campaign should be designed to tell people to make people to throw garbage in bins.

Guidelines should be made for waste disposals to educate vendors and visitors.

A tight vision should be kept on the municipal workers to make sure that they perform their duties well.

The drainage system should be redesigned to make sure that drains never overflow.

Municipal collection of garbage from the big drums should happen twice every day without fail.

The initiative taken up by Jaipurians was appreciated by all, the hard work to educate and aware people. Volunteers experienced a great sense of satisfaction in taking up this noble cause and felt that this should be continued to cover up the remaining clusters of Jaipur and spread this knowledge so that all can maintain cleanliness and a healthy surroundings.

The Students Volunteers Were:

- Nihal Mishra
- Devendra Singh
- Yash Chhabra
- Himanshu Jain
- Naman Jain
- Devakshi Sacheti
- Aparna
- Amit Ahluwalia
- Devansh
- Jyotsna Bhatia

Day 08, Conference and Event Committee Committee- “Behavior of people on cleanliness outside the campus area (Local Market- Haat Bazaar)”

“Cleanliness is next to godliness”

Swatch Bharat Abhiyan is a national cleanliness campaign established by the Government of India. It is an inviting step towards clean and green India.

“Cleanliness is a state of Clarity, Purity, and Precision”

With this ambition of achieving cleanliness at the purest level, an initiative was taken by the ‘Events and Conference Committee’, to analyze the behavior of people towards cleanliness and the level of hygiene in the neighborhood.

The members of the committee went outside the campus, inspected the degree of cleanliness, studied the pattern of awareness towards the environment and worked to reduce the dirtiness by utilizing brooms and garbage cans. As being a part of this campaign, the students of ‘Jaipuria - Jaipur’ gave their
contribution by studying one of the weekly market nearby. From the study, students got to know some very interesting behavioral aspects of the market regarding cleanliness. The members inspected the behavior of people towards cleanliness before, during and after the market, and designed the possible and suggest measures to improve the situation.

Before the market study:

The students have seen that the area was underdeveloped and the streets were glinched as there were lots of potholes and a sewage issue because of which the water was puddled on the road. The area near the market was not properly cleaned. It was not a sorted market and was in a frowzy situation. Dustbins were not accessible at every shop.

The sellers were not at all pestered or worried about the jumbled market and just centered around their deals and benefits. They were setting their stalls, adorning them with products, lights and other stuff, yet there was no impact of the messiness of that place on them. They were not believing that a clean and hygienic place can draw in more customers.

As to maintain a healthy relation, our surroundings should be clean.
During the market study:

There was no particular area for the vendors to sell their products. They even accessed the areas near potholes and garbage lumps due to damaged roads. At that point of time, the customer attraction was at their peak. We noticed that, the vendors had already put a dustbin near their stores, but still people were throwing paper bowls, banana peels, plastic glass, plastic bags and newspapers here and there. Waste bins were filling up faster and inevitably many of the bins end up overflowing before collected not only cluttered streets and bad odors, but also gave negative impact on health and environment.
After the market:

Students had a look of the market after the market was wrapped up. We saw there was a totally untidy, dirty and unhygienic environment. It was like a ruined place. Garbage was spread all over that area which will lead to pollution and diseases. The vendors went with their handcarts and belongings, without cleaning the place, which was disappointing as they were somewhere accountable for the mess.

Improvement:

As far as the market is concerned, certainly there has been some improvements, but again, if one goes to the market, the desired conditions are still not prevailing. Cleanliness is still not a general idea.

We all love our family and home, that is why we never keep our home dirty. But why is it that we ignore our building, our colony, our city? This implies that we do not love our city or country. Why do we always tend to blame others and eventually, blame the government? Are we not responsible for what all is happening? Until and unless we realize our responsibilities towards our mother earth, things would never come on track. Many people nowadays, are coming forward to give their bit and show their concern towards the environment, which could be seen as a positive cue. It is with the little initiatives that we take, which will enhance the quality of life we live and in the place we reside. If each one of us try and give our contribution to keep our environment clean, the country will surely be a clean and healthy nation to live in.

Measures to be taken:
“We have not inherited world from our forefathers,
We have borrowed it from our children”

With this thought, we should take up these following suggestive measures:

- The municipality should install dustbins at proper distance and at the same time these dustbins should be disposed off for proper execution of this practice.

- Government should focus on the ‘Aangan Wadis’ by providing them with the appropriate training, which would lead to increase in the awareness regarding hygiene issues.

- Though proper plans are made by the government, but they should also focus on proper execution of these plans & policies.

- Government can give non-monetary rewards for maintaining cleanliness, to the local merchants.

- Along with positive motivation, government must penalize people who are throwing garbage all around.

- The government should also look towards building proper roads in the area where there is highly essential.

What's most important for cleanliness is instilling the thought of cleanliness in the minds of each and every individual in the nation!!

This case study is done by Conference and Event Committee. Volunteers were:

- Shubhangi Khatri
- Monika Gupta
- Karan Tekchandani
- Tanay Mathur
- Dimple Sharma
- Neeraj Aswani

Day 9: “CARE FOR THE SURROUNDINGS”

Corporate social responsibility (CSR) committee of Jaipuria Institute of management, Jaipur, organized a campaign “Swachhta Pakhwada”, where the members of the committee had visited to nearby slum area, with the aim of spreading the message of hygiene and cleanliness under the guidance of Ms Siji Abraham- CSR Student committee head.

The committee members found that people residing in slums face many problems like improper sanitation, health issues due to lack of basic amenities like safe drinking water, proper housing, drainage and excreta disposal services.
Driving the message – “A Healthy Family is a Happy Family”

Committee members explained the following messages in vernacular language:

- Washing the hands with soap before cooking and having meal.
- To store garbage in a dustbin.
- Using toilets for defecation.
- Use only potable water for cooking and drinking.
- Burn Neem leaves to repel mosquitoes.
- Do not leave buckets of water or opened container with water.
- To make sure that the place where cattle were kept is hygienic and the fumigation is practiced regularly in the whole area.

Last but not the least, we tried to make them understand the importance of cleanliness.
Our main objective was to spread the awareness among the slum dwellers to keep their surroundings clean and hygienic.

Committee members:

- Shubham Mittal
- Neha Adwani
- Shivangi Agarwal
- Kushagra Saxena
- Monika Abhichandani
- Pankaj Rhijwani

Day 10: Visit to Govt. Hospital By CSR Committee.

Visit to Govt. hospital to study the hygiene and systems for disposal of garbage and hospital wastes. Today members of CSR committee visited Govt. hospital to study the system for disposal of waste.

The committee visited ESI hospital and met with the management staff to understand the Process for Disposal.
The hospital has done registration which is in Pollution Control Board by Medical Waste Management which is situated in Jhalana Dungri, Jaipur. The contract is done for 5 years by the nominee which is assigned by the PCB, which is Instro medical. They come and collect waste from the hospital on daily basis. The waste is distributed in different color bags.

1. Blue – All the sharp waste like needles, drips etc. are packed in a blue bag.
2. Black – All the normal waste is packed in black bag
3. Red – All the plastic waste is packed in a red bag that is glucose bottles, I V set etc.
4. Yellow – All the bio waste is put in a yellow bag that is bandages, any blood related waste.

Committee Members:
- Manvendra Singh Sisodia
- Ishita Patni
- Himanshu Gupta
- Yash Mathur – (MRC & Volunteer)
- Prince K. K. Singh
- Blessy Jose

Day 11: Visit to Institution for the poor (Govt. School) by CSR Committee:

Under the Swachhtha Pahkwaada campaign, the members of the Social Responsibility Committee of Jaipuria Institute of Management, Jaipur had formed a group to visit a nearby school and spread the message of cleanliness and awareness of the Swachh Bharat Abhiyaan. Accordingly, on 11th September, 2017 the group had visited a school. The school that we had visited was ‘Sanskar Public School’.

We believe that the children are the future of our country. The Social Responsibility Committee wants to see India as a clean and responsible country. With the objective of spreading the message of cleanliness and imparting healthy habits, the members of the Social Responsibility Committee
personally interacted with most of the kids of the school, and explained to them about the essential habits of maintaining hygiene like washing their hands before consuming food, use of soap to wash the hands, taking bath regularly, etc.

Besides these, we told them why they should dump their chocolate wrappers in the dustbin?, why it’s important to keep our surroundings clean? etc. We told them that they had a big responsibility now and that they now have to throw wrappers of their chocolates in the dustbin. They readily agreed with a smile on their face. While most of the kids are already aware about these habits, still some of them had no clues, so we explained them regarding the same.

Committee members:
- Srantum Baruh
- Akansh Bansal
- Sherry Jain
- Aishwarya Singh
- Ankita Gupta
- Shakti Pal Rathore
- Kushagra Saxena
**Day 12 and 13: Cleanest Hostel Room**

With this notion, the Hostel affairs committee, on 12th and 13th September, went on the hunt for the cleanest hostel room, under Swachhta Pakhwada, in between the halls of residence for boys and girls and it was indeed a moment of pride to see that the hostel rooms were well kept up and maintained as per the standards.

This in turn posed a problem in front of the judges to choose a winner among so many that stood against all marking standards.

The Judgement was based on five standards, viz-a-viz,

(i) Cleanliness  
(ii) Hygiene  
(iii) Washroom Cleanliness  
(iv) Orderly of objects  
(v) Sanitization in room

The judges went on a thorough inspection of all rooms which included the bedroom, balcony, washrooms, cupboards and even the common rooms to know the level of upkeep in the hostel. There was astonishing awareness among students with regards to cleanliness and hygiene of their surroundings.

Upon being asked about their thoughts with regards to cleanliness and hygiene, they had prioritized the same because they said that their conscience did not allow dirty ambiance.

The "CLEANEST ROOM COMPETITION" has been the talk for quite some time now and the results are being patiently waited for.

The results are withheld till 15th Sept 17, the closing ceremony of Swachhta Pakhwada!
The judges for the same were Ms. Ayushi Sharma, Ms. Meenaxi Rajawat and Ms. Sneha Pandey in the Girl’s Hostel and Mr. Hemant Baweja & Mr. Subhakar Singh Tomar in the boy’s Hostel. The event was well coordinated by the hostel affairs committee.

**Day 14: Elocution Contest on “Health and hygiene is real worth”**

Under the “Swachhta Pakhwada” Campaign, with the objective of spreading the message of cleanliness and hygiene, a group discussion was held especially for the hostellers. The topic for the group discussion was “health and hygiene is the real wealth”!!! It was judged by Hitesh Kriplani and Kunwar Kartikay Shashi- Student Academic Council 2017-18. The students who participated in the group discussion were Srantam Baruah, Ashi Bati, Shreyansh Narendra Mehta, Monika Gupta, Surendra Pratap Singh, Mukul Mahatma, Anshul Verma and Sumit Vijayvargy. The discussion was initiated by Srantam who stated that both health and hygiene and 'wealth' in itself are the real wealth and both are co-related. This view was further reiterated by Ashi, Mukul and Sumit who gave strong points for the same, while Monika, Anshul and Shreyansh stated that wealth is not necessary for maintaining good health and how health can be maintained by just inculcating healthy habits. Surendra and Shreyansh gave examples for the same, further strengthening their argument. They were soon countered by Srantam, Ashi and Mukul who quoted examples from political and social spheres to put forward their views.

The discussion ended with everyone agreeing that Healthy habits along with wealth in itself is the real wealth and how in today's world wealth cannot be totally left out of the gambit.

**Day 15 Closing ceremony for distribution of prizes and certificates for participants.**

The national cleanliness campaign comes to a successful curtain down in Jaipuria, Jaipur, with the last day of Swachhta Pakhwada, but not to an end within the thinking and actions of the Jaipuria fraternity.

Dr. Prabhat Pankaj – Director of Jaipuria Jaipur, brought out the essence of the campaign, what was achieved, and what was yet to be accomplished. His words of wisdom were “You are the beginning and you are the end”. He said that it’s not about what you can do or cannot do. It’s about Resolution and belief. Individual thinking has the power to change the world. Individuals make groups. Cleanliness has nothing to do with income or education. It is solely related to Mindset. How you look at it? How you want to live? How do you feel within yourself? These determine the present, and the present determines the future. We don’t feel good even when someone else break rules. People don’t care about rules. “But I stop. I have to stop because it’s a rule”.

When we ask people individually how they feel when they break rules or not going along with cleanliness norms of one’s thinking, they will always say that they feel bad. But still they do it and go against their values. It is about caring. It is about resolution. Let the whole world go anywhere they want to. You go your way. Many educational institutions have proved that their students are from the other world, because they follow rules. It is not a matter of 1 or 15 days.

It is a matter of everyday. Spread what you have learnt, just through doing it, just as you learnt it, just like you accepted it, without agitation. It is latent in us. It is what we want to do. Everybody wants cleanliness. But no one does it because of lack of resolve. The whole Jaipuria fraternity has taken this
resolve of all time to come - Not just our institution but anywhere we go, we will believe in ourselves and keep our positive thinking towards cleanliness intact.

The campaign moved on to the Prize Distribution Ceremony, where the following students won awards for the campaign events:

**Essay Contest Winner on “Innovative ways spreading the message of hygiene”:**

- Winner: Shivangi Baghel (Trophy & Certificate)
- Runner Up: Srantam Baruah (Trophy & Certificate)

**Cleanest Hostel Room Contest:**

**Girls Hostel:**
- Winner: Sunadha Roy & Oikagri Goswami (Trophy & Certificate with Rs. 1000 Cash Prize)
- Runner Up: Poonam (Trophy & Certificate with Rs. 1000, Cash Prize)

**Boys Hostel:**
- Winner: Anshul Verma & Amit Kumar (Trophy & Certificate with Rs. 1000 Cash Prize)
- Runner Up: Srantam Baruah & Prince K K Singh (Trophy & Certificate with Rs. 500 Cash Prize)

**Elocution contest on “Health and hygiene is the real wealth”**

- Winner: Srantam Baruah (Trophy & Certificate)
- Runner up: Ashi Bhati (Trophy & Certificate)

Active Participants in Swachhta Pakhwada 2017 under Swachh Bharat Abhiyan were rewarded with Participation Certificates, their names are Srishti Rai, Anila Alam, Monika Gupta, Anshul Verma,
All the committee heads of Student Academic Council 2017-18 were rewarded with Participation Certificates. As the campaign comes to a closing, one can see that the campaign touched heights of success in terms of cleanliness in surroundings and in thoughts.

As truly said by Mahatma Gandhi “Sanitation is more important than independence”, the campaign ended with the realization that - True independence lies within the thoughts of people.

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