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JAMMU, MONDAY, OCTOBER 2, 2023

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Monday 02nd Oct 2023 Print Version

Cleanliness programmes under Swachhta Hi Seva campaign organized

“Swachhata Hi Seva” campaign was observed by **Indian Institute of Management (IIM) Jammu** under the theme ‘Garbage Free India’. The institute organized a cleanliness drive ‘Ek Tareek Ek Ghanta’ as part of ‘Swachhata Hi Seva’ campaign today 10 am in its campus at Jagti

and transit campus at Canal Road Jammu. Swachhata pledge was administered in the presence of Prof. B.S Sahay, Director, IIM Jammu.

Monday 02nd Oct 2023-Web Version

Cleanliness programmes under Swachhta Hi Seva campaign organized

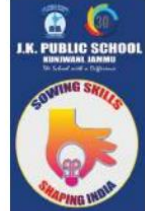
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<https://www.dailyexcelsior.com/cleanliness-programmes-under-swachhta-hi-seva-campaign-organized-across-jk/>



STATE TIMES

THE BOLD VOICE OF J&K



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03 'Swachhata Hi Seva': Excise Deptt carries out cleanliness drive

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Monday 02nd Oct 2023

STATE TIMES • Monday • October 2, 2023

IIM Jammu organises cleanliness drive

STATE TIMES NEWS

JAMMU: The "Swachhata Hi Seva" (SHS) campaign was observed by Indian Institute of Management (IIM) Jammu under the theme "Garbage Free India".

The institute organized a Cleanliness Drive-Ek Tareekh Ek Ghanta as part of the "Swachhata Hi Seva" Campaign on 01st Oct at 10 AM in its permanent campus at Jagti and transit campus at Canal Road Jammu.

The "Swachhata" pledge was administered in the presence of Prof. B.S Sahay, Director, IIM Jammu. The cleanliness drive commenced post administering of the pledge. As we approach the 154th birth anniversary of the revered Mahatma Gandhi, this event serves as a poignant tribute to his enduring legacy. Mahatma Gandhi's principles and actions have left an indelible mark on our nation and the world, particularly in the realm of cleanliness, sanitation, and social responsibility.

Speaking on the occasion, Prof. BS Sahay, Director,



Cleanliness drive being carried out.

IIM Jammu stressed that clean surroundings are not a choice, but a daily responsibility and the students must make it their priority, every single day. He also took this opportunity to call upon every member from the IIM Jammu community to join the clarion call given by Narendra Modi Prime Minister of India by committing toward the "Swachhata" of our motherland starting from their own premises and offering "Swachhanjali" to Pujya Bapu Ji.

He mentioned that Mahatma Gandhi's teachings on cleanliness, sanitation, and social responsibility continue to inspire us today. He advocated that the 'Ek Tareekh Ek Ghanta' Cleanliness Drive by the Govt. of India exemplifies the spirit of service and community engagement.

He reiterated that the student community can be shaped into good citizens with a favourable mindset to make the concept of 'Clean and Green India' a reality. He

also stressed on the fact that the practice of cleanliness must be practiced on a regular and continuous basis since the concept of cleanliness leads to the overall improvement of the credibility of the academic institution.

He also strongly emphasized on banning the usage of plastic bags along with making them understand the pros and cons of the same.

All the students, faculty, and staff members at IIM Jammu participated in the Cleanliness Drive to clean

inside areas of the campus and its nearby areas as part of "Swachhata Hi Seva" Campaign. At this occasion Dr. Ashish Kumar, Chairperson, Student Affairs (Canal Road Campus), Cmr Kesavan Baskaran (R), Chief Administrative Officer, Shailesh K. Lohiya, Librarian (Jagti Campus), including the other faculty, officers, staff members and students of IIM Jammu were present at both the campuses.

The "Ek Tareekh Ek Ghanta" Cleanliness Drive was a resounding success, with enthusiastic participation from the IIM Jammu community. Individuals, families, and organizations from diverse backgrounds came together to heed the call to action, dedicating at least one hour from 10 am on 1st October to cleaning at the Institute. The event was coordinated by Student Council in close coordination with Student Affairs Office and concluded on a positive note with a promise and commitment to keep this initiative ongoing.



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the daily newspaper

"Cleanliness is the foundation upon which all other virtues are built."

Monday 02nd Oct 2023

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GJ REPORT

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NL CORRESPONDENT

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- 02 Oct, 2023

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<https://www.campusvarta.com/article/iim-jammu-organizes-cleanliness-drive-ek-tareek-ek-ghanta-as-part-of-the-swachhata-hi-seva-campaign>



Monday 02nd Oct 2023



IIM Jammu Organizes Cleanliness Drive, “Ek Tareek Ek Ghanta” As Part Of The “Swachhata Hi Seva” Campaign

By India Education Diary Bureau Admin On Oct 2, 2023

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