

**Press Release**

**Cleanliness Drive Organized and executed successfully at IIM Jammu as part of Swachhata Pakhwada**

**15<sup>th</sup> Sept 2022, Jammu:** Swachhata Pakhwada was observed at IIM Jammu and successfully executed at the Institute level. As part of the Swachhata Pakhwada, a cleanliness drive was conducted starting from Gate No.1 of Canal Road moving to the main canal road, and the nearby areas. 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. The Swachhata Pakhwada started on 1<sup>st</sup> Sept 2022 at both the transit campuses (Canal Road and Jallochak) of IIM Jammu.

Speaking on the occasion, Prof. B.S. Sahay, Director, IIM Jammu also took this opportunity to call upon every IIM Jammu family member to join the noble initiative announced by Shri Narendra Modiji, Hon'ble Prime Minister of India by committing toward the " Swachhata " of our motherland starting from their own premises. He was of the opinion that at this stage of their life, the student community can be shaped into good citizens with a favorable mindset to make the concept of '*Clean and Green India*' a reality. He also stressed 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 advocated the strong message to ban the use 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 outside the Main gate, main canal road, and its nearby areas as part of "*Swachhata Pakhwada*.". Present on the occasion were Cmdr Kesavan Baskkaran (R), Chief Administrative Officer, Shri Shailesh Lohiya, Librarian, Dr. Somu Gorai, Co-Chairperson, Student Affairs including the other faculty, officers, and staff of IIM Jammu.

The event concluded on a positive note with a promise and commitment to keep this initiative ongoing.

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## Glimpses from Swachhata Pakhwada (1<sup>st</sup> Sept- 15<sup>th</sup> Sept 2022)





























