



Uka Tarsadia University
SRIMCA – MBA Programme
Report on Mass Cleanliness Drive
at Institute” on 01.10.2024



Name of the Organizing Institution: NSS Unit of Commerce and Management

Participants (Class, Sem., Number): NSS Volunteers MBA and SY & FYMBA

Total No. of Male Participants: 106

Total No. of Female Participants: 125

Total No. of Faculty Participants: 08

Date: 27.09.2023

Time & Duration: 10.30 AM to 11.30 AM

Coordinator: Dr. Divya Gadaria, NSS Programme Officer

Venue: SRIMCA Premises

On October 1, 2024, Uka Tarsadia University's SRIMCA participated in the nationwide "Swachhata Hi Sewa" initiative, championed by Prime Minister Mr. Narendra Modi, in commemoration of Mahatma Gandhi's birthday. This initiative underscores the promotion of cleanliness and sanitation, echoing Gandhi's vision of a pristine and healthy India.

As part of this endeavor, MBA students from SRIMCA enthusiastically engaged in Shramdan activities, dedicating an hour to social service through a campus cleanliness drive. The "Swachhata Hi Sewa" campaign aimed to highlight the significance of cleanliness and hygiene, inspired by Mahatma Gandhi's belief that cleanliness is akin to godliness.

Volunteers were organized into teams and assigned various areas of the campus for cleaning. They diligently collected litter, swept pathways, and ensured proper waste disposal, significantly enhancing campus cleanliness and hygiene. Faculty members joined students in this cleanliness drive.

The proactive involvement of SRIMCA MBA students in the "Swachhata Hi Sewa" initiative exemplifies their dedication to social responsibility and community service. Through their participation in the "Ek Tarikh Ek Ghanta" event, they not only contributed to a cleaner campus but also honored Mahatma Gandhi's legacy and supported the national mission to promote cleanliness and sanitation. This initiative serves as a poignant reminder that collective efforts can bring about positive societal change, demonstrating how small acts of service can yield substantial impacts.

