

REPORT ON SWACHHATA HI SEWA CAMPAIGN

The Swachhata Hi Sewa (SHS) Campaign 2024, under the overarching theme of "Swabhav Swachhata - Sanskaar Swachhata", was launched across schools in India from **14th September 2024 to 2nd October 2024**. This campaign aimed to emphasize the importance of cleanliness not only as a habit (*swabhav*) but also as a core value (*sanskaar*) that shapes responsible citizens. Army Public School Jammu Cantt took the initiative to engage students, teachers, and communities to promote sustainable cleanliness through school and community-based activities, reinforcing the role of schools as centers of learning and awareness in society.

To ensure the successful implementation of the Swachhata Hi Sewa Campaign, various activities were conducted in school and communities. These activities were for fostering awareness and a sense of responsibility toward cleanliness.

- Swachhta Shapath (Cleanliness Pledge):** On the first day of the campaign, students and teachers took the *Swachhta Shapath* (Cleanliness Pledge). This pledge centered on the theme "Swabhav Swachhata - Sanskaar Swachhata" and emphasized the importance of making cleanliness a part of everyday life, both at home and in public spaces. The pledge also encouraged students to take leadership in promoting cleanliness in their communities.
- Cleanliness Drives:** Special attention was given to removing waste, segregating garbage, and promoting waste management practices such as recycling and composting. NCC students also visited local communities and motivated them to join the drives, strengthening the connection between schools and their neighborhoods in maintaining a clean environment.
- Essay, Poem, Debate, Slogan Writing, and Quiz Competitions:** Schools organized creative competitions, allowing students to express their thoughts on the theme "Swabhav Swachhata - Sanskaar Swachhata." These included essay writing, poem and slogan writing, Quiz competition etc.
- Plantation Drives and Environmental Conservation:** As part of the campaign, school organized tree plantation drives to promote the idea of cleanliness beyond the physical environment, advocating for a greener and cleaner future. Students were encouraged to plant trees around their schools and in their neighborhoods, thus contributing to environmental sustainability.
- Innovative Selfie Point :** Students of the school created a selfie point which quickly became the highlight of the event, attracting both students and teachers. Selfie point was strategically placed to engage participants and amplify the message of the drive. Many students and teachers enthusiastically posed at the point.
- Cultural Event:** A special cultural event was organized in the morning assembly to pay tribute to Mahatama Gandhi, The Father of the Nation. A beautifully choreographed dance-drama was showcased by the students to convey the values that Gandhi ji stood for.

The Swachhata Hi Sewa Campaign 2024, with its theme "Swabhav Swachhata - Sanskaar Swachhata," proved to be a powerful initiative in raising awareness about cleanliness and its connection to moral values. By involving school and communities, the campaign fostered a sense of responsibility, encouraging all participants to maintain clean and healthy surroundings. This effort aligns with the broader goals of the *Swachh Bharat Mission* and continues to contribute to the nation's vision of a cleaner, healthier, and more sustainable India.

