

## Shram Daan - Cleanliness Drive

<b>Organized by:</b>	School of Journalism Liberal Arts
<b>Date of Activity:</b>	19 March 2026
<b>Duration:</b>	One Day
<b>Venue:</b>	Slum Areas Near Dev Bhoomi Uttarakhand University
<b>Participants:</b>	Students and faculties
<b>Resource Persons/Experts/Guests</b>	Ms. Madhavi Khatri- Event Coordinator

### Aligned SDGs



### Rationale for SDG Linkage

- This event promotes aligns with SDG 10 as it provides basic amenities to areas that often lack formal government services, directly tackling economic & social disparities.

### Objectives of the Activity

- To raise community members' and students' understanding of sanitation, hygiene, and cleanliness.
- To promote voluntary service as a means of actively contributing to the upkeep of clean public areas (Shram Daan).
- To raise knowledge of ecologically friendly methods, waste segregation, and appropriate waste management.
- To inculcate in members a sense of civic duty, social responsibility, and community involvement.
- To encourage a cleaner, healthier environment and lessen litter in order to promote environmental conservation efforts.

- To motivate people to develop consistent practices that support sustainability and cleanliness.
- To improve leadership, collaboration, and teamwork abilities through group community participation activities.
- To motivate participants to make constructive contributions to the development of a socially conscious, sustainable, and healthy society.

## **Description of the Activity**

The event "Shram Daan – Cleanliness Drive" was conducted in collaboration with Shri Nityanand Swami Jan Sewa Samiti with the goal of encouraging environmental awareness, cleanliness, and hygiene via volunteer community service. Roads, parks, and common areas were among the public spaces that were encouraged to be cleaned by students, volunteers, and community members. Together, they removed litter, raised awareness of sanitation, and taught people how to dispose of waste properly and in an environmentally responsible manner. The campaign underscored the significance of personal accountability in upholding hygienic environments and the function of group endeavors in fostering a more salubrious community. The curriculum emphasized waste segregation, cleanliness, environmental conservation, and sustainable living habits in addition to hands-on cleaning exercises. The program promoted harmony, cooperation, and civic duty while giving volunteers and students a chance to perform significant social contribution.

## **Outcomes of the Activity**

The cleaning campaign was successful in raising participants' and the community's awareness of the value of environmental preservation, hygiene, and sanitation. Participants had a greater understanding of the importance of volunteer work in enhancing community welfare and developed a deeper sense of social responsibility. Positive behavioral changes pertaining to hygiene, sustainable environmental practices, and trash disposal were promoted by the exercise. Through group involvement in a social cause, it also promoted leadership, collaboration, and teamwork among volunteers and students. The program encouraged community involvement, made public areas cleaner, and motivated members to keep upholding environmental responsibility and cleanliness in their daily lives. All things considered, the program increased civic consciousness and promoted involvement in creating a society that is healthier, greener, and more sustainable.

## **Photographs:**

