

October 18, 2023

Press Release

JMI organizes week-long Special Campaign 3.0-“Swachhata Hi Sewa”

The Department of Adult & Continuing Education and Extension (DACEE), Jamia Millia Islamia (JMI) organized a week-long on-Campus “Special Campaign 3.0-Swachhata Hi Sewa” from 10th to 17th October 2023. The campaign was based on the premise that “Cleanliness is next to Godliness”, but this virtue is yet to be aspired and adopted by all and the desire to keep our vicinities clean needs to be ignited amongst 1.44 billion Indians. The task is huge but not impossible.

Prof. Shikha Kapur, HoD, DACEE, JMI said that young minds being nurtured in the Universities and HEIs are the harbingers of change that India as a nation today aspires. With the premise that University Students are agents of change, the DACEE conducted the week-long campaign. The idea of the campaign aimed at sensitizing students about importance of cleanliness so that it nurtures the value that cleanliness is a virtue for the masses or a jan andolan wherein Jan Sewa (service to the masses) is at its core. The weeklong activities in the campaign included Department level competitions, on-Campus rallies and cleanliness drive.

On the first day i.e. Tuesday 10th October 2023 the campaign commenced with students sensitization about Gandhiji’s views on cleanliness and how he carried out this mission throughout his life. A Students' Poster Making Competition was organized thereafter on the theme “Swachhata Hi Sewa”. It witnessed enthusiastic participation from Department’s Master students from Semester I and III along with Ph.D. scholars pursuing Development Extension who showcased their artistic skills and their deep understanding and commitment to the campaign's theme. The competition engaged the students creatively in developing impactful posters. On Wednesday 11th October 2023 Students’ Slogan Writing Competition was organized on the same theme. This competition aimed to engage and inspire students to create impactful slogans that motivate them to promote cleanliness and hygiene whether within or outside the four-walls of the University. Their active involvement demonstrated their enthusiasm and commitment to the cause of cleanliness and the Swachh Bharat Abhiyan. Students were given the creative freedom to craft their slogans on the given theme. The competition encouraged them to think innovatively and express their ideas through concise and compelling slogans in Hindi, Urdu and English. The competition was a resounding

success, with students showcasing their creativity and passion for promoting cleanliness through their slogans. Both the participants and Winners will be given certificates.

A Swachhata Rally was conducted on 17th October 2023 at Jamia Campus, Gate no 20. The Posters and Slogans created by Students were used for awareness while simultaneously promoting the importance of cleanliness and hygiene amongst all at the Campus rally. The entire Campus rang with the sounds of Slogans as "Saaf-Saafai Aapnayegen, Tabhi to Surakhshit Reh Paayenge" "Swachh Rehna Sabhi Ko Batao, Aao Sab Milkar Gandagi Hatao", "Clean India Save India" "Clean Jamia Green Jamia", "Cleanliness is the Key to Healthiness", "A Bin for your WASTE, A Smile on your FACE". The Students, Staff and Faculty of DACEE enthusiastically took out the Rally. The Group was encouraged by the presence of the Dean, Faculty of Social Science, Prof. Muslim Khan, who actively participated in the Swachhta Campaign. In his address to the students he emphasized upon the significance of keeping the Jamia Campus clean. His words resonated with the participants, highlighting the role of each student in creating a clean and healthy learning environment. Thereafter a Cleanliness drive was undertaken at the Students' Counter at the Controller of Examination Office and Jamia Canteen area. Continuing with its tradition of serving the masses through its various campaigns, community engagement activities, extension programs and lectures, the DACEE plans to carry on with its initiatives that promote awareness and engagement in critical social issues like cleanliness and hygiene through off- Campus drives in its next phase. DACEE's week-long "Special Campaign 3.0- Swachhata Hi Sewa" is a testament to the commitment of JMI to its students' holistic development and its role in promoting a cleaner and more sustainable campus as well as country.

Public Relations Office
Jamia Millia Islamia












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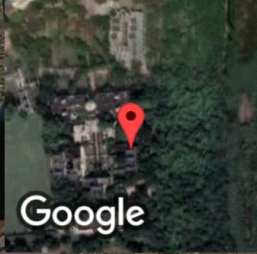
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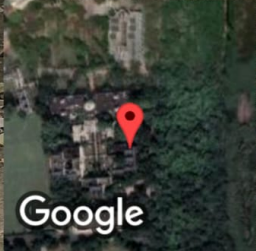
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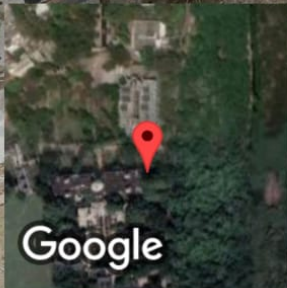
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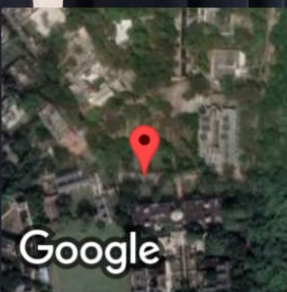
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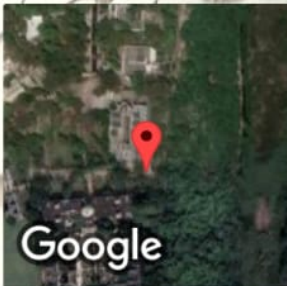
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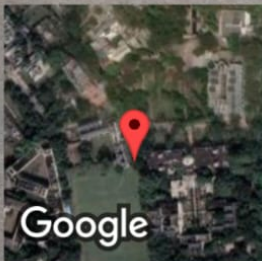
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