

## 1) Finalization of Sites:

We are commencing a 'Special Cleaning Drive of Nivedita Hostel (Boys + Girls) and its Surroundings.'

**Why Nivedita Hostel?** There are two primary reasons for selecting Nivedita Hostel. Firstly, it is relatively smaller in size, and secondly, it accommodates younger students, including those in their first year.

**Objectives:** Our aim is that, within three months, Nivedita Hostel should be recognized as a model hostel that can serve as a blueprint for replication in other areas.

## 2) Planning and logistic

Our proposal is to initiate a 'Swachhata Shramdaan' program at one of our hostels, namely 'Nivedita Hall (for Boys and Girls) and its surroundings.' We intend to commence this program on 1st October, starting at 10 AM and lasting for approximately one hour. Additionally, we plan to establish an inspection system led by the Nodal Officer and their team, which will conduct weekly assessments to make necessary adjustments.

We anticipate that it will be convenient to engage student volunteers from the residents of Nivedita hostel, who can oversee the cleaning efforts and stay informed about updates. We will also install appropriate signage to raise awareness, possibly incorporating waste separation guidelines.

Furthermore, we will undertake in-house cleaning activities with our regular cleaning staff. This will involve the weekly removal of plastic waste by our waste management team and regular grass cutting performed by our horticulture team. Our primary objective is to ensure that the hostel becomes a clean, plastic-free, and clutter-free environment both inside and outside the premises, ultimately transforming Nivedita hostel into a model area that can serve as a blueprint for replication elsewhere on our campus.

By doing so, we aim to extend this initiative to cover the entire campus.

**3. Mobilization of participants:** Faculty, students and staff members will participate in this 'Swachhata Shramdaan' programme to be held on 1<sup>st</sup> of October 2023.

There will be a total of six groups:

Nivedita Girls - (Inside + Outside) - 1 group each

Nivedita Boys - (Inside + Outside) - 1 group each

Surroundings - 2 groups

In addition to these groups, our dedicated cleaning staff will also be available to ensure smooth operations. This initiative marks the beginning of a significant campaign within the Nivedita community. Through community mobilization, we aim to engage various stakeholders and raise awareness about cleanliness among campus residents.

The mission will involve continuous monitoring and evaluation, which will be overseen by the Nodal Officer and the Swachhata Team. They will conduct monthly monitoring exercises to ensure better results and will prepare regular reports to track progress.

#### **4. Branding, social media handlers, and other promotions.**

To effectively promote the Swachhta Shramdan program, a comprehensive approach to branding, social media management, and other promotional efforts is essential. Here are few points we are going to do to promote the “Swachhta Shramdan” program.

**Engage Dedicated Social Media Handlers:** Appoint experienced social media handlers who can craft engaging content, respond to inquiries, and maintain an active online presence across relevant platforms.

**Strategic Content Creation:** Develop a content strategy that highlights the significance of cleanliness, showcases the impact of the program, and shares success stories, educational materials, and motivating visuals.

**Leverage Hashtags:** Create and promote campaign-specific hashtags to encourage user-generated content and increase visibility. Use of social media to intensify the events may be ensured including the use of official hashtags i.e. #SwachhBharat & #SwachhataHiSewa and official handles to be tagged i.e. @SwachhBharatGov & @swachhbharat

**Educational Initiatives:** Utilize social media to educate the audience about proper sanitation practices, waste management, and the environmental impact of cleanliness efforts.