

Swachhata Pakhwada at IIM Calcutta

Swachhata Pakhwada is an initiative by the Ministry of Drinking Water and Sanitation, Government of India, which was started in April 2016. The program was started with the objective of bringing a fortnight of intense focus on the issues and practices of Swachhata. The Ministry also engages with schools and other institutes with the aim to promote the program and the values espoused by the program.

Keeping in line with the same, IIM Calcutta observed Swachhata Pakhwada from 1st September to 15th September 2018. Various activities and measures were undertaken during the period in line with the program on the campus. The events kickstarted with a speech by the Director on the same in the campus. This was followed by an oath taking ceremony by the employees and the staff with everyone pledging to maintain the practices of Swachhata.

A talk was organised for the students on "Stress on the mindset of students towards Swachhata" on the 12th of September, which was aimed at inculcating the Swachhata practices and the mindset of the same in the students from a young age. The talk was engaging and made everyone think and ponder on the various thoughts, ideas and opinions expressed. This was followed by a cleaning of the campus and the Administrative premises by students and teachers alike from 13th to 15th September. It was extremely heartening to see the student body and the employees turn up in large numbers, with the sole aim to clean the campus and maintain the "Swachhata" of the campus. The campus cleaning activity concluded the event celebration, where everyone applauded each other for a job well done. The event engaged everyone, explained to everyone the meaning and importance of Swacchta. The event also left everyone satisfied where they were able to clearly see that their small contribution could have a lasting effect on the cleanliness of the campus.