

**Department of Scientific and Industrial Research, Ministry of Science and Technology  
observed the cleanliness drive at PM Shri Kendriya Vidyalaya, Jawaharlal Nehru  
University (JNU), NCERT Campus, Delhi on 8th May 2024**

In an endeavor to promote cleanliness and hygiene awareness, the Department of Scientific and Industrial Research (DSIR), under the aegis of the Ministry of Science & Technology, Government of India, is set to embark on the Swachhta Pakhwada campaign from May 1 to May 15, 2024. Swachhta Pakhwada – 2024 was inaugurated by Dr. N. Kalaiselvi, Secretary, DSIR and DG-CSIR by administrating Swachhta Pledge in DSIR, Technology Bhawan on 1<sup>st</sup> May 2024.

Swachhta Pledge taken by entire DSIR family focused on individual's commitment towards cleanliness, devoting hundred hours per year for cleanliness and propagating the message of Swachh Bharat Mission. Pledge encourages every individual to promote 100 other persons to take this pledge and make them devote their 100 hours for cleanliness. The Swachhta Pakhwada initiative aims to instill a sense of responsibility towards cleanliness and hygiene among individuals, particularly the younger generation. Under the dynamic leadership of the Secretary, DSIR, and the Director-General of the Council of Scientific and Industrial Research (CSIR), a series of activities have been planned to inspire participation from all officers of DSIR.

A notable highlight of this initiative is the innovative approach to conduct cleanliness drive in schools to motivate school children towards cleanliness. In its first attempt, DSIR has selected to begin Swachhta drive from PM Shri Kendriya Vidyalaya, Jawaharlal Nehru University (JNU), NCERT Campus, Delhi on 8<sup>th</sup> May 2024. As a part of campaign, all officers of DSIR, alongside faculties and students from PM Shri Kendriya Vidyalaya, Jawaharlal Nehru University (JNU), NCERT Campus, Delhi, came together for a collaborative cleaning effort. This collaborative effort not only fosters a spirit of community involvement but also imparts valuable lessons to school children on the importance of maintaining cleanliness and promoting 'Swachhta Hi Sewa' campaign.

The Swachhta drive began with an address of the Secretary, DSIR where she motivated the children to become the future leaders in different walks of life. She also emphasized the significance of cleanliness in fostering a healthy and vibrant society. Shri Surinder Pal Singh, Joint Secretary, DSIR also encouraged the children to maintain for personal hygiene and cleanliness of their surroundings. Thereafter the DSIR team conducted cleanliness drive and motivated the children for keeping their surroundings clean.

Following the successful cleaning drive, a heartening sight was witnessed as the officers of DSIR, faculties and children of Kendriya Vidyalaya, JNU, and NCERT Campus, Delhi, gathered

together for a refreshing session and interaction. DSIR also distributed Swachhta kits to all the students and teachers of the schools.

The Swacchta Pakhwada campaign in DSIR promises to be a transformative initiative, embodying the spirit of collective action towards a cleaner and greener future. Through such concerted efforts, DSIR reaffirms its commitment to contributing to the Swachh Bharat Abhiyan and promoting a culture of cleanliness and sanitation across the nation.