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Press-Release

IIT (ISM) Dhanbad Observes “Swachhata Hi Seva” Campaign 2025 with Enthusiasm

In line with the directives of the Ministry of Education, Government of India, IIT (ISM) Dhanbad successfully organized the fifth edition of the nationwide “Swachhata Hi Seva” campaign from September 17 to October 2, 2025. This year’s theme, “*Swachhotsav*”, was celebrated with great zeal through a series of activities aimed at promoting cleanliness, hygiene, and community participation.

During the campaign, several impactful initiatives were undertaken, including the identification and transformation of Cleanliness Target Units (CTUs), cleanliness workshops in schools, drawing competitions for children, “Waste to Art” activities, hygiene awareness sessions, human chains for cleanliness, and the administration of the Swachhata pledge across the campus and community.

The campaign culminated on October 2, Gandhi Jayanti, with the observance of “Swachh Bharat Diwas.” The day began with the Swachhata Pledge followed by a “Swachhata Rally” from the IIT (ISM) main campus to Police Lines. The rally witnessed enthusiastic participation from Director Prof. Sukumar Mishra, Deputy Director Prof. Dheeraj Kumar, Registrar Shri Prabodh Pandey, Deans, Heads of Departments, faculty members, officers, staff, research scholars, and students. Members of the Deeti Ladies Club, led by its President Mrs. Shakuntala Mishra, also joined the drive.

During the rally, participants not only marched with banners and slogans but also cleaned the roadsides from the IIT main gate to Police Lines, spreading awareness among shopkeepers, vendors, and the general public about the importance of maintaining hygiene in daily life.

The campaign was coordinated by the Centre of Societal Mission (CSM) in collaboration with the Sanitation Department and the Environmental Information, Awareness, Capacity Building and Livelihood Programme (EIACP) of the Environmental Science & Engineering Department. Key contributions came from Prof. Sanjeev Sahu (Chairman, CSM), Prof. Deepika Sharma (Nodal Officer), Prof. Alok Sinha (Head, Environmental Science & Engineering), Dr. Dheeraj Kumar (Sanitation Department), Shri Kailash Mahto, along with several faculty members, staff, and volunteers.

IIT (ISM) Dhanbad remains committed to fostering cleanliness and sustainability, carrying forward the vision of Mahatma Gandhi and the national Swachh Bharat Mission.

Rajni Singh

Dean (Corporate Communications)