

RAM LAL ANAND COLLEGE  
UNIVERSITY OF DELHI  
NATIONAL SERVICE SCHEME



# SWACHHHTA DRIVE 2023-24





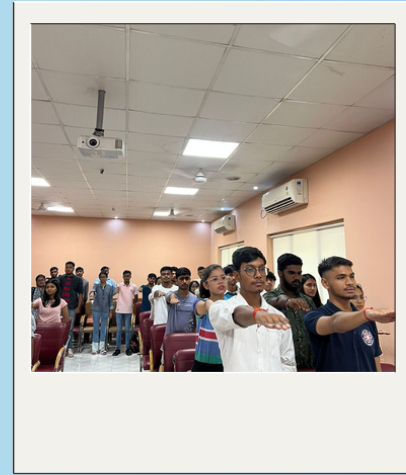
# SWACHHTA SE HI SEWA



Swachhta Hi Seva (SHS) campaign is being celebrated from 15th September to 2nd October this year under the joint aegis of **DDWS & MoHUA** as a prelude for the Swachh Bharat Diwas (2nd October) with nationwide participation. Theme of **SHS-2023** is ‘Garbage Free India’ with focus on visual cleanliness and welfare of SafaiMitras.



# DAY 1-PLEDGE TAKING CEREMONY



PLEDGING IS A POWERFUL EXAMPLE OF THE INTENTION TO DO GOOD AND BENEFIT OTHERS. KEEPING THE SAME IN MIND AND SPIRIT, THE NATIONAL SERVICE SCHEME OF RAM LAL ANAND COLLEGE ORGANISED THE PLEDGE TAKING CEREMONY ON 16 SEPTEMBER 2023, ON SEPTEMBER 16 AT 11A.M. THE NSS VOLUNTEERS OF RAM LAL ANAND COLLEGE TOOK THE SWACHHTA PLEDGE SWEARING TO DEVOTE 100 HOURS TO SOCIAL SERVICE, ENCOURAGE 100 INDIVIDUALS TO TAKE PLEDGE AND DEVOTE 100 HOURS FOR CLEANLINESS. 70 VOLUNTEERS TOOK THE PLEDGE WITH 32 BEING FEMALE VOLUNTEERS.





# DAY 2- VASANT GAO



THE SWACHHTA DRIVE IN VASANT GAON WAS ORGANISED ON 18TH SEPTEMBER 2023. MORE THAN 55 VOLUNTEERS PARTICIPATED IN THE DRIVE , 25 BEING FEMALES .





# DAY 3- DURGABAI DESHMUKH METRO STATION

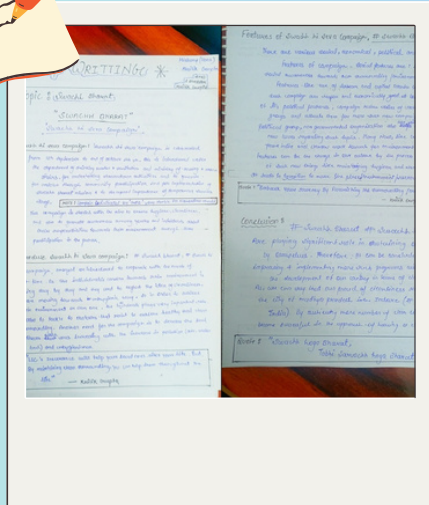


AROUND 47 VOLUNTEERS 21 FEMALES, WALKED IN AND AROUND THE SOUTH CAMPUS METRO STATION ON 21ST SEPTEMBER AND CLEANED THE STATION PREMISES ALONG WITH RAISING AWARENESS AMONG PUBLIC.





# ESSAY WRITING COMPETITION



**Ram Lal Anand College**  
University of Delhi  
National Service Scheme

Organises  
**ESSAY WRITING COMPETITION**  
under  
**"Swachhta Hi Sewa Campaign"**

23rd September 2023

**THEME:  
SWACHH BHARAT**

Shout out to Top 3 winners on Instagram

Send Your Entries at [nssrla.du@gmail.com](mailto:nssrla.du@gmail.com) by 23rd September 11:59pm

**NSS RAM LAL ANAND COLLEGE** @NSS\_RLAC NSSRLAC  
Dr. Anurag Sharma Harshdeep Singh Prof. Rakesh Kumar Gupta

collects and serves as a base to educate and motivate, instilling greater appreciation of cleanliness in all its aspects among the masses. Indeed, taking the campaign to its logical conclusion would require replacing slums with more spacious housing having piped water delivery and modern sewage facilities.

The campaign faces formidable financial and implementation challenges. Financially, the government will easily need 2-3% of GDP annually till the target date. There are only four avenues to mobilising such vast resources: increase in revenues made possible by accelerated growth; cuts in middle-class subsidies such as for cooking gas; elimination of enormous leakages in the myriad social schemes by replacing them with cash transfers; and accelerated disinvestment including outright privatisation. All roads to Swachh Bharat pass through the thicket of reforms.

Ending open defecation requires multiplication of toilets at mega speed while also persuading households to actually use them. The latter has proved a challenge not just because old habits die hard but also because often the toilets we provide are not nice places to visit. Mahatma Gandhi got it precisely right when he wrote in 1925, "I learnt 35 years ago that a lavatory must be as clean as a drawing room. I learnt this in the West. I believe that many rules about cleanliness in lavatories are observed more scrupulously in the West than in the East." Having experienced not-so-swachh toilets as well as open defecation during childhood visits to my ancestral village and the town next door, I fully appreciate why many prefer to go for open despite access to a toilet. Ending open defecation requires multiplication of toilets at mega speed while also persuading



AN ESSAY WRITING COMPETITION WAS ORGANISED BY NSS UNIT OF RAM LAL ANAND COLLEGE UNDER THE SWACHHTA HI SEWA CAMPAIGN TO MAKE PEOPLE AWARE ABOUT CLEANLINESS AND IT'S IMPORTANCE. AROUND 25 VOLUNTEERS ACTIVELY PARTICIPATED OF WHICH 10 WERE FEMALES.





# DAY-4 DU SOUTH CAMPUS

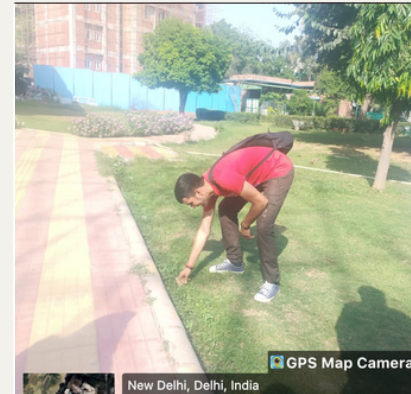
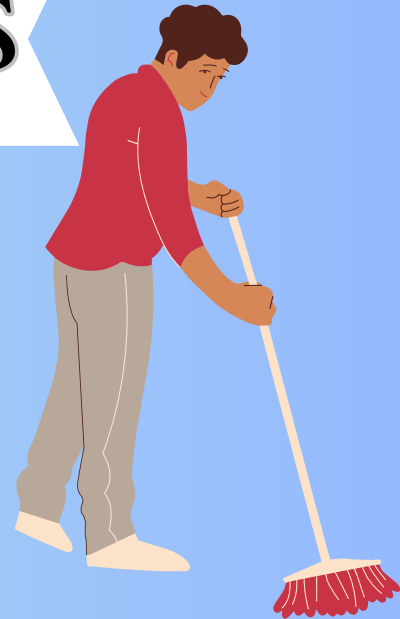


THE ROAD AROUND THE PREMISES OF RAM LAL ANAND COLLEGE AND SOUTH CAMPUS .INITIATIVE OF CLEANING WAS TAKEN BY 46 VOLUNTEERS, 20 BEING FEMALES ON 25TH SEPTEMBER.





# DAY 5- COLLEGE CAMPUS



VOLUNTEERS GATHERED ON THE MAIN STAGE AND STARTED THE DRIVE FOR CLEANING THE COLLEGE CAMPUS AND ORGANISING THE DUSTBINS .AROUND 55 VOLUNTEERS,27 FEMALES PARTICIPATED ON 30TH SEPTEMBER.



# POSTER MAKING COMPETITION

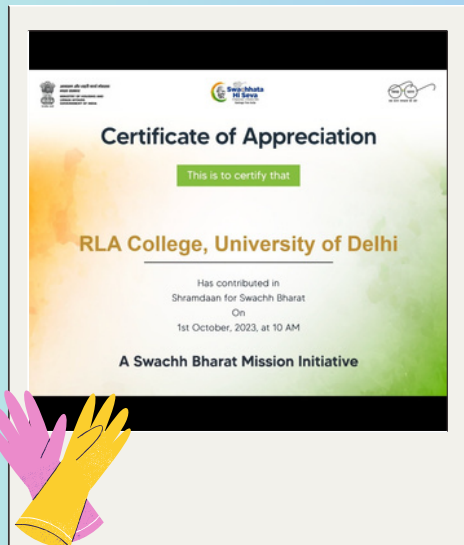


MAHATMA GANDHIJI DREAMT OF A CLEAN AND FREE INDIA KEEPING THAT IN MIND THE NSS UNIT OF RAM LAL ANAND COLLEGE ORGANISED A POSTER MAKING EVENT ON THE THEME-'GANDHI'S IDEA OF SWACHH BHARAT' ON 2ND OCTOBER. AROUND 80 VOLUNTEERS PARTICIPATED, WITH 29 BEING FEMALES. THE VOLUNTEERS PORTRAYED THEIR CREATIVE ABILITIES

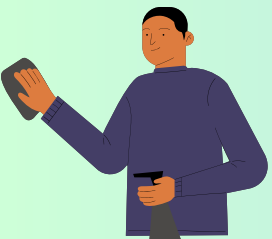




# DAY 6- EK TAREEK EK GHANTA



60 RAM LAL ANAND COLLEGE NSS VOLUNTEERS FROM THE UNIVERSITY OF DELHI ENGAGED IN A ONE-HOUR SHRAMDAAN ON OCTOBER 1, 2023 AS A PART OF THE SWACHHATA HI SEVA CAMPAIGN TO CLEAN THEIR NEIGHBOURHOODS AND NEIGHBOURING AREAS. TO BEGIN THE ACTIVITIES, THE VOLUNTEERS GATHERED AT THE SOUTH CAMPUS AT 10:00 AM. FOR THE SANITATION DRIVE, THE VOLUNTEERS VISITED JJ COLONY, A SLUM IN MOTI BAGH.







THE VOLUNTEERS PUT IN A LOT OF EFFORT OVER THE COURSE OF AN HOUR, AND THEY WERE ABLE TO SIGNIFICANTLY IMPROVE THE CLEANLINESS OF THEIR NEIGHBOURHOOD. THEY DISPOSED LOTS OF TRASH, INCLUDING PLASTIC BAGS, BOTTLES, AND FOOD SCRAPS. ADDITIONALLY, THEY CLEANED THE STREETS AND DRAINS, WHICH ENHANCED THE DRAINAGE SYSTEM AND REDUCED CLOGGING. THE VOLUNTEERS WERE PLEASED WITH THEMSELVES FOR IMPROVING THEIR SURROUNDINGS. OUR COLLEGE, **RAM LAL ANAND COLLEGE**, WAS ALSO AWARDED A PARTICIPATION CERTIFICATE FOR ITS INVOLVEMENT IN THE INDIAN GOVERNMENT'S SHRAMDAAN FOR SWACCH BHARAT INITIATIVE.

