

Program	Activity	Place	Date
NSS Activity	Swachh Bharat Abhiyaan	JCER Campus	

Swachh Bharat Abhiyan

In accordance to the swachh bharat, we introduce villagers about swachh bharat abhiyaan. In India for the period 2014 to 2019 that aims to clean up the streets, roads and infrastructure of India's cities, towns, and rural areas. The campaign's official name is in Hindi and translates to "Clean India Mission" in English. The objectives of Swachh Bharat include eliminating open defecation through the construction of household-owned and community-owned toilets and establishing an accountable mechanism of monitoring toilet use. Run by the Government of India, the mission aims to achieve an "open-defecation free" (ODF) India by 2 October 2019, the 150th anniversary of the birth of Mahatma Gandhi, by constructing 90 million toilets in rural India. The campaign was officially launched on 2 October 2014 at Rajghat, New Delhi by Prime Minister Narendra Modi. It is India's largest cleanliness drive to date with three million government employees and students from all parts of India participating in 4,043 cities, towns, and rural areas. PM Modi has called the campaign Satyagrah se Swachhagrah in reference to Gandhi's Champaran Satyagraha launched on 10 April 1917.

The students of Mechanical Engineering took initiation to clean the JCER campus under the banner of NSS. Swach Bharath Abhiyana is one of the most significant and popular mission to have taken place in India. Swachh Bharath Abhiyana is a great step towards the Clean India.

