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37 Jharkhand Battalion NCC
Jamshedpur – 831001

No. G/SS/2016/ 1209

29 Sep 2023

Principal
All Coys/Troops

GARBAGE FREE INDIA – SWACHHATA HI SEWA (SHS) CAMPAIGN – 2023

1. Ref DG NCC, New Delhi Letter No. 2327/SSCD/DG NCC/Trg-A dated 25 Sep 2023
(Copy enclosed).

2. The following activities be carried out by the Institution of this Unit as part of
Swachhata Hi Sewa (SHS) campaign from 15 Sep 2023 to 02 Oct 2023:-

Sl No.	Date	Event to be conducted	Name of Institution and Location	Remarks
(i)	30 Sep 2023	Mass Awareness rally	Co-operative College, JSR S B College, Chandil Ghatsila College, Ghatsila	Brief Report &Photograph(02) reqd by 01 Oct 2023
(ii)	30 Sep 2023	Talk/Speech (What Can I do to clean my City	Arka jain University	Brief Report &Photograph(02) reqd by 01 Oct 2023
(iii)	30 Sep 2023	Nukad Natak _ Theme Based	SPG Mission H/S Chaibasa, St. Xavier's H/S Lupungutu, Chaibasa,ML Runta +2 School, JNV Chaibasa	Brief Report &Photograph(02) reqd by 01 Oct 2023
(iv)	30 Sep 2023	Poster Making Competitions by School & Colleges	Guru Nanak H/S Sakchi JSR Women's University, DBMS Girls H/S, Kadma, HMM Golmuri	Brief Report &Photograph(02) reqd by 01 Oct 2023
(v)	01 Oct 2023	Shramdan (EK TAREEK EK GHANTA	LBSM College, JSR Jamshedpur Women's University Tata College, Chaibasa Co-operative College Arka jain University	Brief Report &Photograph(02) reqd by 02 Oct 2023
(vi)	02 Oct 2023	Cleaning of Statue	KC College, JSR Arka jain University Tata College, Chaibasa ITI Chaibasa JSR Co-operative College	Brief Report &Photograph(02) reqd by 03 Oct 2023

3. Media Coverage and Photographs related to the ibid events are required positively by
required date shown against each for our further necessary action pl.

4. Please accord PRIORITY.

(G K Mishra)
Lt Col



SPEECH 'SWACHHTA HI SEVA HAI '

Type of the event	Academic
Name of the event	Speech on ' Swachhta Hi Sewa Hai '
Date of the event	30/09/2023
Event lead	Dr.Arvind kumar Pandey ,CTO-Ranjeet Kumar
Event co-coordinators	CTO Ranjeet Kumar / Amardeep Samad / Khusboo Kumari

Objective: The primary objective of speech during the "Swatchta Hi Seva Hai" campaign at Arka Jain University was to inspire and motivate NCC cadets to actively engage in the nationwide cleanliness drive. The speech aimed to instill a sense of responsibility, both individually and collectively, towards maintaining a clean environment.

Details: On the historic day of September 30, 2023, Lieutenant Ranjeet Kumar, a dedicated officer from 8/37 Company at Arka Jain University, played a pivotal role in inspiring the youth as part of the "Swatchta Hi Seva Hai" campaign. This nationwide cleanliness drive, initiated by Prime Minister Narendra Modi, aimed to cultivate a sense of responsibility towards cleanliness and environmental stewardship among the NCC cadets gathered at Arka Jain University.

The venue, buzzing with enthusiasm and commitment, witnessed Lieutenant Kumar delivering a stirring speech titled "How Do I Clean My City." The speech not only addressed the critical elements of maintaining a clean environment but also served as a catalyst for instilling values of individual and collective responsibility in the hearts of the assembled cadets.

One of the key focal points of Lt. Kumar's address was the mantra of "reduce, reuse, recycle," advocating for a sustainable approach to waste management. He emphasized the power of every individual to make a difference by consciously adopting these practices in their daily lives. The lieutenant's impassioned plea for waste reduction struck a chord with the audience, urging them to be mindful of their ecological footprint.

Lt. Ranjeet Kumar went on to underscore the importance of community engagement in the pursuit of cleanliness. He highlighted that the strength of a nation lies in the active participation of its citizens, and it is through collective efforts that a cleaner and greener future can be realized. His speech resonated with the cadets, inspiring them to become ambassadors of change in their respective communities.

Furthermore, the lieutenant emphasized the significance of supporting and actively participating in government-led initiatives such as the Swachh Bharat Abhiyan. As a flagship campaign championed by Prime Minister Modi, the Swachh Bharat Abhiyan seeks to transform India into a cleaner and healthier nation. Lt. Kumar urged the



cadets to align themselves with this vision and actively contribute to the success of such initiatives.

The impact of Lt. Ranjeet Kumar's speech was evident in the renewed sense of purpose and motivation it instilled in the NCC cadets. The call to action resonated deeply, inspiring them to be proactive agents of change in their communities and contribute to a future that embraces cleanliness and environmental consciousness.

In conclusion, Lt. Ranjeet Kumar's speech not only captured the essence of the "Swatchta Hi Seva Hai" campaign but also left an indelible mark on the hearts and minds of the cadets. It served as a catalyst for change, motivating the youth to be champions of cleanliness and active participants in the journey towards a Swachh Bharat.

Outcomes: The speech had tangible outcomes in terms of mindset shifts, increased awareness, and a heightened sense of responsibility among the NCC cadets, aligning them with the overarching goals of the "Swatchta Hi Seva Hai" campaign and Swachh Bharat Abhiyan.



Poster of Event

पेयजल एवं स्वच्छता विभाग
जल शक्ति मंत्रालय
भारत सरकार

DEPARTMENT OF DRINKING WATER AND SANITATION
MINISTRY OF JAL SHAKTI
GOVERNMENT OF INDIA

सत्यमेव जयते

JGI ARKA JAIN University
Jharkhand
Estd. Under Jharkhand State Private University Act

आवासन और शहरी कार्य मंत्रालय
भारत सरकार

सत्यमेव जयते

स्वच्छ
भारत

एक कदम स्वच्छता की ओर

Swachhata Hi Seva

15 September - 2 October 2023

SPEECH ON SWACHTA HI SEWA - HOW YO KEEP CLEAN YOUR CITY

G20
भारत 2023 INDIA

Figure 1: Poster of Speech on 'Swachhta Hi Sewa Hai '

Photos of Event



Figure 2: Geo Tag Photo



Figure 3: On Going Speech by ANO/CTO Lt. Rabjeet Kumar

