



SWACHHATA HI SEVA

15 September - 2 October, 2017



Activities at a glance



Suchitwa Mission

28th September, 2017

Swachata Hi Seva activities in Kerala

Swachata Hi Seva campaign (15th September to 2nd October 2017) was observed across the state with a range of activities with an aim is to intensify the focus on cleanliness and create an environment of cleanliness across the state. Following the directions of Government of India, necessary orders were issued to all stakeholders to make the activity a success.

The campaign phase and activity schedule is as follows:

Campaign Phase	Activity	Level
First Day September 15 th , 2017	Campaign Inauguration & Suchitwa Pledge	State, wards, school, colleges, offices
2 nd , 3 rd , 4 th & 5 th Day	Discussions on Sanitation Issues - By members of Kudumbasree, NHG, ADS/CDS	GP, Municipality, Corporation, Ward
6 th , 7 th & 8 th Day	Sramadhan and Competitions (Debates, Speech, Quiz, Paintings, Drawings, Poster, Cartoon, etc)	Schools, Colleges
9 th , 10 th , 11 th & 12 th Day	Cleaning of Public Places	Public places
13 th , 14 th , 15 th , 16 th & 17 th Day	Exhibition on various Household Waste Management Techniques with Instructions as to the usage of the same	G.P, Municipal Corporation
18 th Day – October 2 nd , 2017	Padayathra, Processions, Suchitwa Sangamam, Giving away of award to the Winners, Concluding Meetings	G.P, Municipal Corporation

In numbers...

	Level/type	Numbers
Campaign inauguration and suchtiwa pledge	Ward	2568
	Panchayat	420
	Municipality	55
	Municipal Corporation	6
	Offices	48
	Educational Institutions	1129
Special Grama Sabha on 2nd October	All GPs (ward level)	15480
Total No. of people participated in the pledge		1050000
Neighbourhood meetings and discussions on sanitation and hygiene		2775
Competitions on sanitation related topics		825
Exhibitions		30
Padayatra, Suchitwa Sangamam, Award ceremonies		211
Sramadan, cleaning of public places		27830

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Campaign Inauguration and Pledge taking



Hon'ble Kerala Governor Sri Justice (Retd.) P. Sathasivam addressing a gathering in Rajbhavan as part of the Swachata hi Seva campaign



State level pledge taking function led by Prof. C. Raveendranath, Hon. Minister for Education, GoK



Pathanamthita District Panchayat President Sri. George Mamman Kondoor reading out the pledge for the secretaries and other officials



Pledge taking led by Shri. P. Thilothaman, Minister for Food and Civil Supplies in Alappuzha



Pathanamthita: Swachata hi seva pledge led by Konni Grama Pachayat President Smt. Rajani M



Ernakulam: Pledge taking at Perumbavur municipal corporation office



Ernakulam: Pledge taking at Njarackal Grama Panchayat office



Pledge taking in Thevara Ccplmaihs Perumanoor School, Ernakulam



Pledge taking in KSEB office, Perumbavur, Ernakulam



Pledge taking at GGHSS, Tripunithura, Ernakulam



Pledge taking led by Smt. Sheela Vijayakumar, District Panchayat President, Thissur



Swachtha Hi Seva Pledge and District level Campaign Declaration by Palakkad District Collector Dr.P.Suresh Babu at Collectorate Conference Hall Palakkad



Pledge taking by CDS Members in Edakkad Block, Kannur District



'swachata' discussions in C.D.S and A.D.S neighbourhood groups in Trivandrum



Kannur: Mangattidam Grama Panchayath Suchitwa Prathinja, Suchitwa Deepam and discussions by ADS, Kudumbasree workers

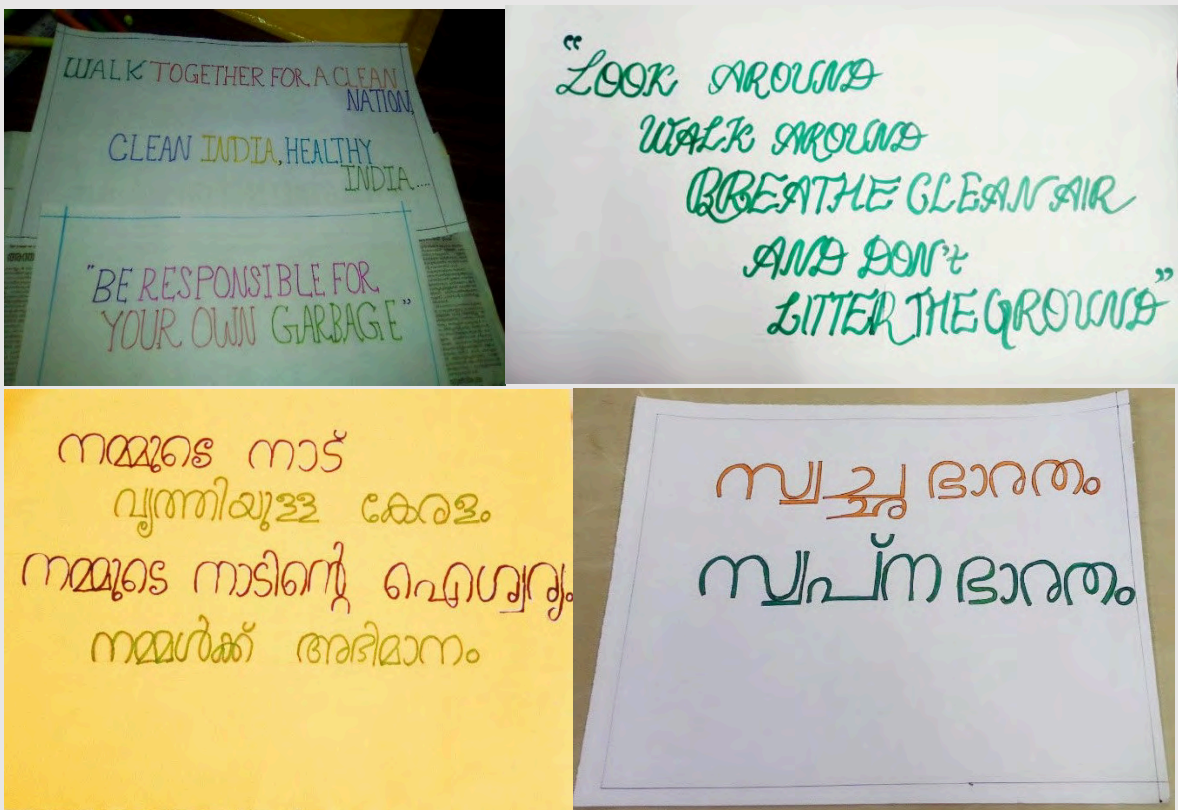


Kollam: Debate competitions, S.N college for women





Poster making competition in Alanthara U.P School, Trivandrum



Placards made by S.N Men's College Kollam as part of placard making competition



Palakkad: Kuzhalmannam block panchayat president Smt. Sherly presenting the awards to winners of drawing competition



Competitions (Debates, Speech, Quiz, Paintings, Drawings) in TKM engineering college Kollam



Drawing, essay writing competitions held at St. Xavier's College for Women Aluva, Ernakulam



Essay writing, poster, pencil drawing and painting competitions held at St. Teresas School Ernakulam.



Quiz competition at AEO Level held in Kannur, a total of 600 students participated in AEO level



Swachhata Hi Seva Painting Competition in Mangattidam Grama Panchayath



Swachhata Hi Seva district level quiz programme conducted for UP/HS Students, Kannur

**Before****Dist. Panchayat Office,
Kasaragode****After****Cleaning drive by NSS volunteers in bus stands, markets, boat jetty etc, Alappuzha****Cleaning drive by NSS volunteers in Kovalam, Trivandrum****Cleaning drive by students Police Corps and NCC students of GHSS Kasaragode in Kasaragode Municipality**



Cleaning drive led by Suriyani Catholic Major Arch Bishop Cardinal Bacelios Cleemis Catholica Bava in Adoor Municipality, Pathanamthitta



Cleaning drive by the students of S.N College Alappuzha



Cleaning activities were carried out in various wards of Nileswaram Municipality, Kasaragode



Kozhenchery Market and Bus Stand cleaning by NSS volunteers of St. Thomas College



Pathanamthitta Erathu Grama Panchayat - cleaning by Kudumbasree Workers



Cleaning activities by SN College for Women's Kollam



Kollam beach cleaning by S.N college students



Cleaning Drive by St.Michaels College Cherthala, Alappuzha at Pathiramanal island



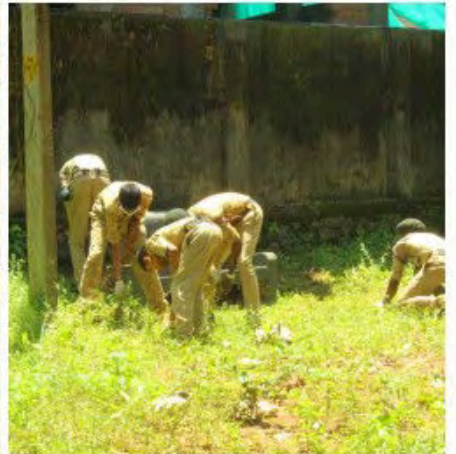
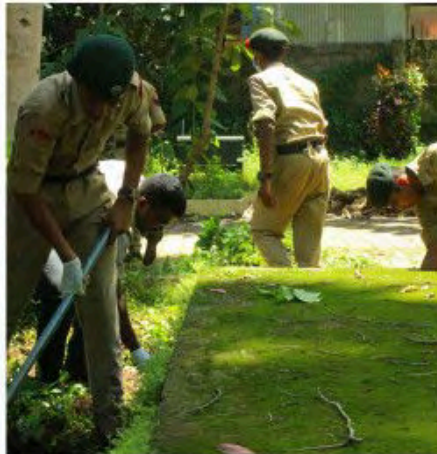
Cleanliness drive
by SD College
Alappuzha at
Alappuzha town
area



Cleaning activities in Mavelikkara
ULB area in collaboration with
kudumbasree



Cleaning activities in Muhamma Panchayath, Alappuzha



Cleaning activities by St. Johns HSS Mavelikkara at Mavelikkara town area



Cleaning Alappuzha town canal side
by St. Joseph college for women,
Alappuzha



Cleaning in Harippad town by TKMM college Harippad, Alappuzha



Cleaning of tourist destinations by NSS Volunteers, Kovalam, Trivandrum



Cleanliness drive at Kannur Fort by Kadambur higher Secondary School students



Kottayam Kanjirappalli town cleaning activities led by Panchayat President Smt. Shakeela



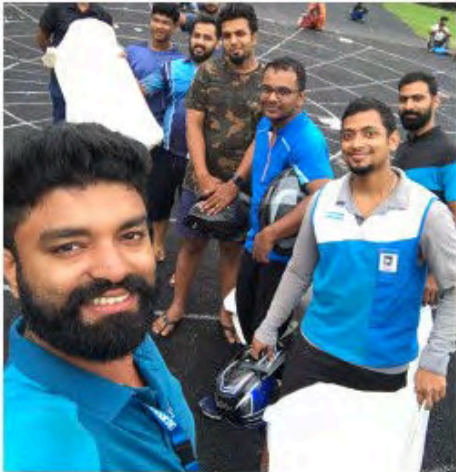
Cleaning drive by NSS Volunteers cleaning in Karassery grama panchayat, Kozhikkode



Cleaning drive in Vadakara Municipality, Kozhikkode



Cleaning activities in Haripad,
Alappuzha by Harippad municipality
members and TKM College



Cleaning drive by Decathlon store staff at Thrissur circle on 2nd of October supported by Suchitwa Mission



Cleaning activities in Eloor Municipality, Ernakulam





Seminar held in Chavara School, Kottayam for public in collaboration with Kidney Foundation and Janamaithri Police



Workshop for Kudamasree, ADS members, Kottayam



Workshop inaugurated by Sri. Antony John MLA in Kothamangalam, Ernakulam for elected representatives, officials, kudumbasree workers etc



Suchitwa bodhana yajnam in Ernakulam district



Dr. S. Karthikeyan, District Collector, Kollam talking to suchitwa sagaram (a project to clean sea of plastic waste) volunteers in Kollam



Padayatra, Vadakara Municipality, Kozhikkode



Sri. Raju Abraham MLA inaugurating green protocol initiatives in Ranni Navarathri Mandapam as a part of swachata hi seva campaign



Green kiosks for exhibition and sale of composting devices set up in Trivandrum during the launch of *Jalasuree* (District Panchayat's mission to rejuvenate waterbodies) as a part of swachata hi seva campaign



Swap shop in Payyannur, Kannur opened as a part of swach hi seva campaign



Waste management campaign at Vadakara Municipality, Kozhikode as a part of Swachata hi seva campaign

SUCHITWA MISSION

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