

Swachhta Pakhwara- Namami Gange Campaign

Doon University organised a **Swachhta Pakhwara** (Sanitation Fortnight) under the **Namami Gange Campaign**, from **March 16, 2021 to March 31, 2021** under the coordination of Dr. Reena Singh, Assistant Professor, School of Management Studies. The media coordinator for the program was Dr. Nitin Kumar, Assistant Professor, School of Media & Communication Studies. The program started with the students, faculty members and staff taking a pledge for conservation, preservation and cleanliness of water resources in surrounding areas under the guidance of Hon'ble VC, Prof Surekha Dangwal. This was followed by a signature campaign to reiterate the oath of conservation.

Various activities were conducted during the fortnight which can be clubbed under four specific heads:

- a. Community Outreach Programs
- b. Cultural programs
- c. Conservation and Environment themed competitions between students, and
- d. Signature Campaigns and Tree Plantation

1.1 Community Outreach Programs

This was the most significant part of the program where a team from Doon University comprising of students and faculty members visited areas near the university campus to create awareness with respect to conservation, preservation and cleanliness.

This component comprised of the following tasks:

1.1.A. Conduction of Ganga Swachhta Sandesh Rally : On day 2 of the program i.e. April 17, 2021, a rally was conducted by the Doon University team from the campus to the nearby police chowki with the aim of propagating the message keeping river Ganga and other water bodies clean.

1.1.B. Dialogue with the community: On day 2 (April 17, 2021), day 3 (April 18, 2021), day 4 (April 19, 2021) & day 8 (April 24, 2021) the team initiated dialogues with the local people regarding their understanding of cleanliness and conservation. These discussions and conversations were conducted in *Defence Colony, Doodha Devi, Deep Nagar* and *Kedarpur, ward no 83* of Dehradun.

During one such engagement in Kedarpur, Ward no 83, Mr. Vinod Chamoli, MLA Dharampur addressed the community and underscored the cultural and social importance of conservation of water and water bodies. He shared his concern over deteriorating condition of Bindal and Rispana, the two major water bodies on which Dehradun stands.

The community was encouraged to share their ideas regarding the cleanliness, sanitation and conservation of the environment with the team. Ideas like community participation, social responsibility and media advocacy emerged during these discussions.

1.1.C. Collective cleanliness campaigns: On day 3 and 4 i.e. April 18, 2021 and April 19, 2021 the team conducted a cleanliness drive and motivated the members of community to participate in the same. This task underscored the importance of community mobilization to achieve a certain development milestone.

1.2 Cultural Programs

This component of the program aimed at using ‘art’ to create and reinforce awareness regarding cleanliness and sanitation. The theatre group of Doon University, *Dramebaaz*, enacted a *Nukkad Natak* (Street Play).

This presentation was done at two points in the campus, the Administrative Block and Girls’ Hostel Crossing.

The team also presented the *Natak* outside the campus, for the advantage of the community. The team performed at Guru Ram Rai Inter College, Mothrowala and Doodha Devi School.

1.3 Conservation and Environment themed competitions between students

Various competitions themed along the lines of environment conservation were organized for the students to participate. The basic purpose behind this was to provide to the students an opportunity to engage in a dialogue with self and understand the intricacy of the issues regarding environment conservation; also to reflect upon these through posters, slogans, speeches etc.

1.3.A Speech Competition: The university organized a Speech competition on the theme ‘Rain Water Harvesting; on day 5, March 20, 2021, of the program. A total of 7 students participated in this competition.

1.3.B Poster Making and Painting Competition: On day 6 i.e March 22, 2021, the university organized a Poster making and Painting competition where 35 students from Doon University participated along with 6 students of M.G.R School, Dehradun. The theme for both, poster making and painting competition was ‘Water Conservation’.

1.3.C Slogan Writing Competition: The university organized a Slogan writing competition on day 7, March 23, 2021, of the program, where 7 students from Doon University and 5 students from M.G.R School, Dehradun participated. The theme of the competition was ‘Conservation of Water and Water Bodies’.

1.4 Signature Campaign and Tree Plantation

A Signature Campaign was initiated for the conservation, preservation and cleanliness of water resources in surrounding areas. This was initiated on day 1, March 16, 2021 and was continued on day 2, 3, and 4 i.e. March 17, 2021, March 18, 2021 and March 19, 2021 respectively.

On March 24, 2021, a Tree Plantation drive was organised in the university campus under the guidance of Hon'ble VC and with the support and participation of the students. Around 60 trees with medicinal values, like *Amla* and Camphor trees, were planted all over the campus.

Valediction: The Swachhta Pakhwara ended on March 25, 2021 and the valedictory function was graced by the benign presence of Hon'ble Minsiter of Education, Uttarakhand, Dr. Dhan Singh Rawat. The other dignitaries present at the valediction were Ex-VC HNB Garhwal University and Prof. M.S. Rawat, Nodal Officer State Bank Mr. Subhash Ramola.

Dr. Dhan Singh Rawat appreciated the efforts put in by Doon University for organizing the Swachhta Pakhwara.

