

National Service Scheme (NSS):

Cleanliness Awareness Campaign in the NSS adopted village Sigora

(4th November 2023)

In the NSS adopted villages of Sigora, AUMP NSS volunteers ran a campaign to raise awareness of cleanliness. On November 4, 2023, a campaign of awareness was held in the NSS-adopted villages of Sigora to inform the residents about healthier lifestyle choices and improved environmental management. Adopting eco-friendly living practices and maintaining clean environments increases productivity for everyone. The volunteers provided the villagers with comprehensive information about using dustbins, minimizing waste in daily life, the negative effects of open defecation, and clean kitchen practices. In an effort to raise awareness among the general public about cleanliness, volunteers went door-to-door in the villages, sharing with them the advantages of carrying out their civic responsibility as honorable Indian citizens by refusing, reusing, recycling, reducing, recovering, and repurposing the metals and plastics used in daily life. As part of the 6R essential for eco-friendly living, the villages also responded to the volunteer efforts by pledging to keep an eye out for maximize garbage reuse, recycle, reduce, recover, and repurpose the plastics and metals. They pledged to aid the government's efforts to maintain Sigora as a completely defecation-free village. The volunteers started the campaign at 0930 hrs and concluded the program at 1430 hrs. For the cleanliness awareness drive, 44 AUMP NSS volunteers went to the NSS adopted village Sigora. The volunteer experience demonstrated that NSS actively promotes the critically important role that young people from educational institutions play in fostering relationships with the most vulnerable segments of society. The event was coordinated by Program officers of NSS, Dr. Rachana Kathal, Dr. Manish Dubey, ASCO, and Dr. Arvind Kumar Jadon from AIP.

The pro-chancellor of Amity University Madhya Pradesh, Lt Gen VK Sharma (AVSM), praised the NSS volunteer's dedication to promoting social consciousness. A young person with a decent education should constantly be involved in society and accept full responsibility for social welfare, as was mentioned by Pro Vice Chancellor Prof. Dr. Anil Vashishth during his appreciation to the participating volunteers.



Cleanliness Awareness Campaign in the NSS adopted village Sigora on 4th November 2023

