



SCHOOL OF MANAGEMENT DOON UNIVERSITY

DETAILED REPORT ON SWACHH BHARAT ABHIYAAN

School of Management, Doon University organised a “Cleaning Awareness Drive” at Kolukhet Mussorie-Dehradun Raod, on 4th Nov 2016. This activity has been done as a voluntary contribution towards **Swachh Bharat Abhiyaan**, as started by Hon'ble Prime Minister Sh. Narendra Modi, to achieve a clean & green India

Objective of the awareness drive: To launch an anti-litter campaign & spread awareness about cleanliness and hygiene under Swachh Bharat Abhiyaan to tourist coming to Mussourie/Uttarakhand.

Problem: It has been observed that many tourists coming to Uttarakhand litter on their way to Mussourie and several other places during their travel & stay which leads to an unhygienic environment and spoils the Himalayan eco-system.

Activity: Toll Plaza Gate at Kolhukhet on Dehradun-Mussourie road was carefully chosen for particularly this activity as almost all vehicles stop there for Toll payment. It was decided by the faculty of School of Management to spread a word of caution with a pinch of smile to all travellers coming to Mussoorie and further places in Uttarakhand. 2000 Pamphlets of **CLEAN INDIA APPEAL** were distributed to all tourists requesting for their contribution in Swachh Bharat Abhiyaan by **not littering around** during their travel and stay in Uttarakhand.

A team of all 7 faculty members and 15 students was constituted which went to Kolhukhet Toll Plaza and distributed Pamphlets & gently sensitised to all travellers about the imperativeness of hygiene and cleanliness. All the tourists and travellers

welcomed the initiative with warmth and promised to maintain hygiene and cleanliness during their journey and in future as well.

Dr. Prachi Pathak, Dr. Ashish Sinha, Dr. Reena Singh, Dr. Smitha, Dr. Vaishali, S K Dadar and Dr. Rashi Mishra contributed to the event under the leadership of Prof. H. C. Purohit, Head, School of Management.

CLEANLINESS AWARENESS DRIVE for school children at **Rajkiya Prathmik Vidyalaya, Ajabpur Khurd (Doiwala)** was organized on **31.12.2016**. Prof.H.C.Purohit along with Dr. Prachi Pathak , Dr.Smita Tripathi and Mr.Himanshu with Research Scholars and few students of SOM sensitized the children towards cleanliness. Since children are vulnerable to disease due to unhygienic environment, therefore the objective of this activity was to sensitise these children who are coming from marginally backward and underprivileged society.

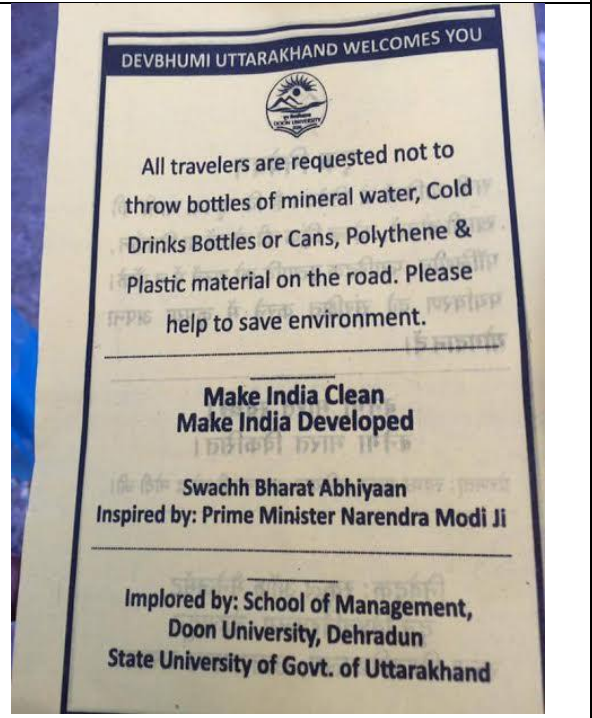
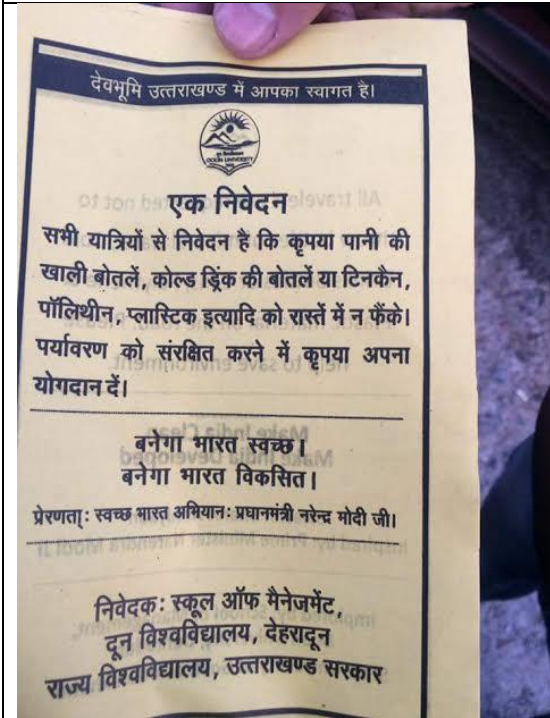
After this activity, the team sensitized the masses at Bengali Kothi Chawk and distributed the hand bills to the passersby at Dehradun Haridwar highway. The event was organized by Dr.Prachi Pathak and Dr. Smita Tripathi along with students and employees of the school under the leadership of Prof. H.C.Purohit, Head of the school.

Some Glimpses of the activity undertaken:

Faculty Members and Students at Kolhukhet, Mussorie.



Faculty Members and Students at Kolhukhet, Mussorie.



CLEANLINESS AWARENESS DRIVE for school children at Rajkiya Prathmik Vidyalaya, Ajabpur Khurd, Dehradun

on

31 December 2016



CLEANLINESS AWARENESS DRIVE for school children at Rajkiya Prathmik Vidyalaya Ajabpur Khurd, Dehradun





Doon University's School of Management's students and faculties were seen making an appeal to the travellers with note "all the travellers are requested not to throw bottles of mineral water, cold drinks, cane, polythene and plastic material on road. please help to save environment" under the banner of make india clean and Make India developed at Kuthal Gate on way to Mussorie on Friday
Pioneer photo

पर्यटकों को पर्यावरण संरक्षण के लिए किया प्रेरित

■ देहरादून।

दून विश्वविद्यालय के स्कूल आफ मैनेजमेंट के शिक्षकों एवं छात्रों ने आज मसूरी रोड स्थित कुठाल गेट पर मसूरी जाने वाले हजारों पर्यटकों को पर्यावरण संरक्षण का संदेश दिया। पर्यटकों से मसूरी व देहरादून के साथ-साथ समूचे हिमालय परिक्षेत्र को स्वच्छ बनाए रखने की अपील की। इस कार्यक्रम का आयोजन स्वच्छ भारत अभियान तहत किया गया।

कार्यक्रम का शुभारम्भ स्कूल आफ मैनेजमेंट के विभागाध्यक्ष प्रोफेसर एचसी पुरोहित ने किया। प्रोफेसर पुरोहित ने बताया कि छात्रों ने दिनभर हजारों पर्यटकों से बातचीत की। मसूरी जाने वाले कई वाहनों ने रुककर छात्रों को सुना। पर्यटकों ने स्वच्छता संदेश और छात्रों से बातचीत करने में रुचि

दिखाई। छात्रों के प्रयासों को सराहनीय बताया और पर्यावरण स्वच्छ रखने की शपथ ली। पर्यटकों को स्वच्छता अभियान के विषय में विस्तार से जानकारी दी गयी।

छात्रों ने पर्यावरण संरक्षण का संदेश लिए हुए के लिए हजारों हैण्डबिल्ड्स भी वितरित किये। अभियान की संयोजक डा. प्राची पाठक ने कहा कि कार्यक्रम के दूसरे चरण में छात्र स्वच्छता अभियान के तहत नगर के विभिन्न कस्बों, गांवों व पाठशालाओं आदि जगहों में संगोष्ठी, कार्यशाला और विचारगोष्ठियों का आयोजन कर स्वच्छता के प्रति जनमानस को जागरूक करने का प्रयास करेंगे।

इस कार्यक्रम में स्कूल आफ मैनेजमेंट, दून विश्वविद्यालय के शिक्षक डा. प्राची पाठक, डा. रीना सिंह, डा. आशीष सिन्हा, डा. वैशाली एवं डा. स्मिता त्रिपाठी मौजूद रहे।