EVENT REPORT
Event Name: Cleanliness Drive & Awareness Session
Organised By: National Service Scheme (NSS) University School of Management Studies (USMS)
Program Officer: Dr. Manali Takkar
Date of Event: 1st October, 2026
Time: 11:00 AM – 2:00 PM
Venue: Campus Premises and D-415

Activity Details

Particulars	**Details**
Name of the club/unit	National Service Scheme (NSS), USMS
Title of the activity	Swachhata Pakhwada: Campus Cleanliness Drive & Presentation
Date and time	1st October, 2026 | 11:00 AM – 1:00 PM
Venue/location	USMS Campus & Room D 313
Total number of participants	25 (MBA Analytics (1st year students))

Introduction and Objective
A Cleanliness Drive and Awareness session was organized by the National Service Scheme (NSS), USMS unit led by Sugandh Gupta, along with her team. The activity was conducted among the participants of the first year of the MBA Analytics batch. The purpose of the event was to raise awareness about developing a clean environment and encouraging the youth to take active steps towards maintaining the cleanliness of their surroundings. The activity aimed to motivate future business leaders to think from the point of view of common people and work for a positive change in society. It was planned to initiate certain activities to promote cleanliness among the students and simultaneously make them understand the issues related to cleanliness in the context of India's present situation.

Event Structure and Format
The event was structured into three sequential phases to combine practical service, creative outreach, and strategic presentation:

Phase 1: On-Ground Campus Cleanliness Drive, participants mobilized across the corridors of USMS. Armed with cleaning equipment, students undertook waste collection, segregation, and beautification.

Key Takeaways & Values Learned:

1. Dignity of Labour: Hands-on participation broke social inhibitions regarding physical cleanup work.

2. Teamwork & Leadership: Collaborative effort instilled seamless coordination and operational efficiency.
3. Environmental Consciousness: Experiencing firsthand the volume of litter generated built a strong personal commitment toward waste reduction.

Phase 2: Creative Advocacy (Poster Making & Slogan Writing)
Following the physical cleanup, students channelled their messaging through creative media. Working in teams, they designed posters and wrote compelling slogans focused on maintaining hygiene, curbing single-use plastics, and driving behavioural change.

Key Takeaways & Values Learned:

1. Creative Communication: Translating civic concepts into persuasive visual and textual messages.
2. Empathy & Awareness: Understanding how visual art and targeted messaging influence public behavior.

Phase 3: Presentation on Cleanliness in India & Strategic Steps
The initiative concluded in Room D 413 with structured presentations delivered by the MBA Analytics students. The presentations critically evaluated cleanliness frameworks at national, institutional, and individual levels.

1. National Landscape & Government Initiatives: Analysis of national schemes such as the Swachh Bharat Mission, Waste-to-Wealth initiatives, urban sanitation rankings (Swachh Survekshan), and extended producer responsibility (EPR) regulations.
2. Individual & Community Actionable Steps: Practical protocols for personal responsibility, including source segregation (wet vs. dry waste), reduction of single-use items, community audits, and adopting sustainable consumption habits.

Coordination Team
Organising Unit: NSS, USMS Student Team
Participating Cohort: MBA Analytics (1st Year Batch)
Report by: Sugandh Gupta

Conclusion
The NSS Cleanliness Drive managed to combine practical service with intellectual activity. Through the combination of cleaning the campus with creative message formulation and analytical discussion of the matter, this event was more than just a cleanup operation; it was an educational experience as well. The involvement of the first-year MBA Analytics batch proved that data-savvy people could make a difference in reality through practical actions.


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