BRIEF REPORT ON "SWACHHATA HI SEVA" CAMPAIGN-2023

DCSEM has conducted various activities on the occasion of "Swachhata Hi Seva Campaign-2023" on 1st & 2nd October 2023 in the colony of Anushaktinagar & various residential areas of DAE, located in Chembur, Kenilworth etc. All the employees of DCSEM and residents of Anushaktinagar voluntarily participated on 1st October, 2023 in the SHRAMDAN activity from 7:30 AM up to 9:00 AM at different locations in Anushaktinagar. This year, DCSEM has targeted to clean various market areas, like Hastinapur market, Mandala market and Sector market, being strategically distributed geographically and being the main nodal point for all age groups of residents. During this SHRAMDAN, the entire market area along with the surrounding areas were cleaned by picking the wastes and sweeping the areas.

SHRAMDAN activity was also conducted at city area DAE colonies like Chembur and Kenilworth from 10:00 AM up to 11:00 AM, in which the staff of DCSEM maintenance units and the residents participated in large numbers and cleaned the residential premises and approach road etc.

An exhibition football match was played between Chairman's 11 team and BARC Director's 11 team at PTAAF turf from 10.30 AM up to 12:30 PM. This match was jointly arranged by DAE sports & Cultural council, ASMC and DCSEM. In this match, dignitaries, senior officers and staff of various DAE units participated in large numbers. The match started after administering the pledge of Swachhata by Chairman, AEC and Secretary, DAE in English followed by pledge in Hindi by Director, BARC. The match ended with a note of appreciation for the innovative campaign and a strong commitment towards Swachhata.









To disseminate the message of 'importance of Swachhata in daily life', among the residents of Anushaktinagar and inculcate it in the young minds of the school children, DCSEM organised a mega event of Prabhat Pheri on 2nd October, 2023 from 7.30 AM up to 9.00 AM involving Dignitaries from various units of DAE including Chairman, AEC and secretary, DAE , Director, BARC, Director, DCSEM, All the staffs of DCSEM, Contingent of Anushaktinagar security headed by CSO, school children of all the AECS/AEJC and Teachers, Members of ANSH, Members of resident associations like ARWA, MARWA and WSRWA etc. A Total of around 1400 people participated in the Prabhat Pheri rally including 1000 students.

The dignitaries rally led by Chairman, AEC and Secretary, DAE started from main gate, Anushaktinagar after taking Swachhata pledge at 8.15 AM and walked through up to PTAFF ground chanting the slogans of Swachhata, displaying the placards and holding the banners along with other accompanying participants in large numbers.

All the rallies of school children started from their respective schools after taking the Swachhata pledge at around 7.45 AM and gathered at PTAFF ground by 9.00 AM. At PTAAF ground, Chairman, AEC and Secretary, DAE; Director, BARC; Director, DCSEM addressed the audience empasizing the importance of Swachhata. The speakers also highlited how the modern technology particularly the irraadition facility can be used for safe disposal of sludge to avoid long term contamination of soil and sub-soil water. Different groups of school children and ANSH members presented skits, poems and songs based on the theme of Swachhta. The program ended at around 11.00 AM with a note of appreciation and vote of thanks to the chair and all concerned.










AEJC
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Swachhata Hi Sewa
प्रभात फेरी
Prabhaat Pheri


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