

NITK Surathkal organises beach cleaning drive

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THE Union government has launched the 'Swachhata Hi Seva' campaign with the theme 'Swabhav Swachhata, Sanskar Swachhata', emphasising the

importance of cleanliness and environmental sustainability.

Coinciding with International Coastal Clean-up Day, NITK Surathkal has launched its beach cleaning drive as part of the 'Swachhata Hi Seva-2024' campaign. This year's Swach-

hata campaign marks the 10th anniversary of the Swachh Bharat Mission and the seventh year of the 'Swachhata Hi Seva' campaign.

To commemorate this milestone, NITK Surathkal organised a drive to clean the NITK

beach on Sunday, which saw enthusiastic participation from over 300 individuals, that included local NGOs, NITK Sevadal, NITK NCC cadets, NSS volunteers, functionaries, faculty, non-teaching staff, housekeeping staff and students.

The participants collectively took the Swachhata Pledge in Hindi, Kannada and English, reaffirming their commitment to maintain cleanliness and honour Mahatma Gandhi's legacy. NITK Surathkal pledged to work collaboratively with the government of India, local communities; and stakeholders to create a cleaner and greener India.



Students cleaning NITK beach on Sunday