



## Report on “Swachhata Hi Seva 2024” – 01.10.2024

### **IOP Undertakes "Swachhta Hi Seva Campaign" with Theme "Swabhav Swachhata - Sanskar Swachhata"**

The Institute of Physics (IOP) in Bhubaneswar has successfully launched its "Swachhta Hi Seva Campaign" September 17 to October 1, 2024. Under the theme “Swabhav Swachhata - Sanskar Swachhata” (Cleanliness as Nature – Cleanliness as Culture), this initiative seeks to instill a sense of responsibility for cleanliness, extending beyond the institute to encompass the surrounding community and ecosystem.

IOP actively participated in a variety of activities and competitions designed to promote a cleaner, healthier environment, thereby supporting the broader goals of the Swachh Bharat Mission.

This initiative was led by Prof. Karuna Kar Nanda, the Director, and supported by Lt. Col. B. Pattanaik, the Registrar and Nodal Officer, along with Dr. Khirod Chandra Patra, the Coordinator, and a dedicated team of staff members, all striving for exceptional success.

On September 1, the Institute of Physics (IOP) took the initiative to recognize and appreciate the contributions of safai karmacharis (cleaning staff) in conjunction with the "Swachhata Hi Seva" campaign. This event aimed to honour the dedication and hard work of these essential workers who play a crucial role in maintaining cleanliness and hygiene within the institute.

By highlighting their efforts, Institute emphasized the importance of acknowledging the often-overlooked contributions of safai karmacharis to the overall well-being of the community. This initiative not only served to boost morale among the cleaning staff but also aimed to foster a greater sense of respect and appreciation for their invaluable work.

The event aligned with the broader goals of the "Swachhata Hi Seva" campaign, reinforcing the message that cleanliness is a shared responsibility and that everyone’s efforts are vital in creating a healthier and cleaner environment.

**Photograph capturing the appreciation shown to the safai karmachari:**



(photograph featuring Prof. K.K. Nanda, Director of IOP (center), Dr. S.N. Sarangi (left), and Dr. K.C. Patra (right) alongside the safai karmachari, to express appreciation given to the safai karmachari)

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***Thank you***

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