

## SWACHH BHARAT ABHIYAAN 2024: A JOURNEY TOWARDS CLEANLINESS, VALUES, AND SOCIAL RESPONSIBILITY AT ISBR BUSINESS SCHOOL

In the spirit of Mahatma Gandhi's ideology, ISBR Business School enthusiastically joined the nation in celebrating the Swachh Bharat Abhiyaan from September 30 to October 4, 2024. The focus was on not just external cleanliness but also internal transformation. The theme highlighted that true cleanliness begins with the individual, urging us to cleanse our thoughts, behaviours, and values.

At ISBR, we extended this message beyond its core by addressing another critical issue: Women's Safety. Recognising the disturbing rise in atrocities against women, we decided to emphasise the importance of instilling sound morals and values in our youth, nurturing responsible citizens for the future.

The program spanned across a full week with a series of impactful events and inter-class competitions designed to engage students and create a lasting change.

The campus came alive with vibrant posters spreading awareness about the dangers of Single-Use Plastics (SUP) and food wastage. Students took charge of a massive Clean Campus Drive. It was an activity that not only cleaned the physical space but also fostered a sense of unity and responsibility among the participants.

On October 2 staff and students showed their commitment by stepping out into the streets, armed with cleaning equipment to clean public spaces. The campus buzzed with creativity as students participated in an "Art from Waste" competition.

The grand finale took place on October 4, with a series of thought-provoking skits on Women's Safety. The Chief Guest for the event was Ms Sheril Christopher, EHS Head at 3M India. Alongside her, Senior Faculties and students shared their insights,

emphasizing the need for awareness and action among the youth.

The event was a testimony to the commitment of ISBR Business School in creating socially responsible citizens who are prepared to lead with integrity and compassion. Thanks to our faculty Prof of Practice Shiva Prakash who had conceived this thought and organised this event as part of ISBR Cares Social Impact initiative.

