



स्वामी विवेकानन्द महिला महाविद्यालय, रूपनगर

(संचालित मनु सोशियल वेलफेयर एण्ड एज्युकेशन सोसायटी, जयपुर)

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NAAC Accredited

SESSION: 2025-26 BEST PRACTICE -2

Environment and Social ethics

Swachhata Hi Seva Abhiyan – Swachha Utsav



On September 17, 2025, the "Swachhata Hi Seva Abhiyan" was conducted at Swami Vivekanand Mahila Mahavidhyalaya, Roopangarh, Ajmer, Rajasthan under the aegis of IQAC (Internal Quality Assurance Cell). The theme of this year's Swachhata Pakhwada is "Swachha Utsav." The program began with an inspiring address by the college Principal, Dr. Komal Pareek. Lecturer Mr. Kalu Ram Choudhary then highlighted the fortnight's activities and their significance. He informed that various activities, including a slogan writing competition, essay competition, speech competition, waste management, plastic waste collection, cleanliness rally, and Shramdan (voluntary work), will be organized during this fortnight. Under the guidance of IQAC in-charge Ms. Vijaylaxmi Kumawat, the trainees constructed tree beds and carried out a comprehensive cleanliness drive on the college campus as part of their Shramdan activities. At the end of the campaign, college in-charge Ramesh Meena expressed his gratitude to all the participants and supporters. This campaign not only became a medium to spread awareness about cleanliness, but also strengthened the spirit of service, discipline and responsibility among the trainees.



Glimpse of Cleaning the College Campus



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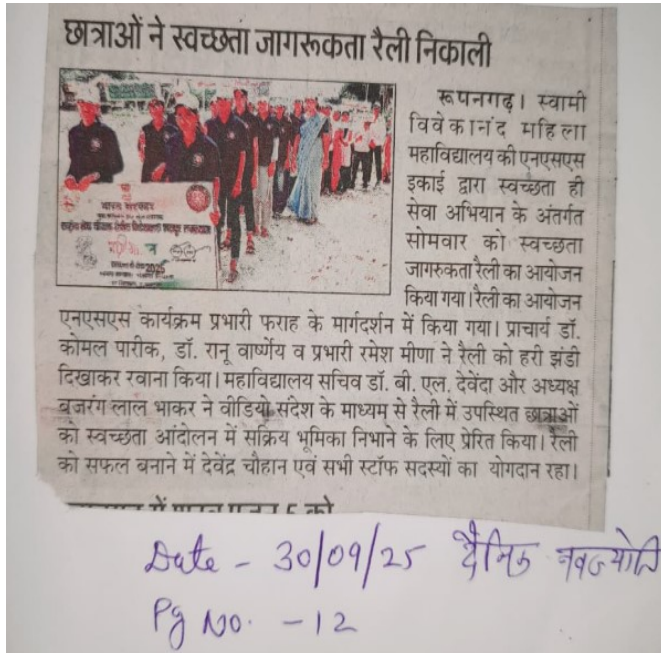
Glimpse of Slogan Writing



Glimpse of Rally




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