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KRISTU JAYANTI COLLEGE ORGANISED A CLEANLINESS DRIVE - SWABHAV SWACHHATA, SANSKAR SWACHHATA IN COLLABORATION WITH THE MINISTRY OF TOURISM, GOVT. OF INDIA

Department of Professional Management Studies of the college organised a special event called "Ek Koshish" through their extension club PRAYAS to promote cleanliness and care for the environment. It was led with the motive of supporting the national mission "Swabhav Swachhata, Sanskar Swachhata" with an underlining meaning of "Clean Character, Clean Culture" which signifies that a prosperous environment is created through the harmonious collaboration of personal virtue and shared beliefs.

The event took place on 23 September 2024 at Bande Bommasandra Lake, near Anagalipura Gate, Bengaluru, and was organised in partnership with the Ministry of Tourism, Government of India. Volunteers collaborated to clean the lake area, highlighting the importance of maintaining communal spaces and encouraging environmental care.

The cleanliness drive aimed to encourage increased engagement in preserving a clean and green environment. The combined efforts of students and faculty not only emphasised the significance of cleanliness

but also encouraged others to take meaningful actions towards sustaining a healthier community. Through collaboration with various organisations, Kristu Jayanti College aims to generate widespread impact in the engagement of sustainable practices. The college envisions this initiative as a blueprint for other institutions and communities, underscoring the importance of sustained efforts in fostering a more vibrant and eco-friendly environment.

