

EASTERN RAILWAY



ASANSOL DIVISION

The Swachhata Hi Seva Campaign, a nation-wide initiative to emphasize cleanliness and sanitation, was actively organized by the Asansol Division, Eastern Railway from 17th September 2024 to 2nd October 2024. This 15-day campaign was filled with various programs and activities aimed at promoting cleanliness awareness and community participation in the spirit of Swachh Bharat Mission. Every day featured different events to engage employees, students, and the general public.

Key Highlights of the Campaign:

17th September 2024: Swachhata Pledge

The campaign was inaugurated with a Swachhata Pledge where officers, employees, and stakeholders of the Asansol Division took a solemn vow to maintain cleanliness in their surroundings. The pledge was followed by the distribution of cleanliness kits.



18th September 2024: Shramdan by Employees

A Shramdan (voluntary cleanliness drive) was conducted at various railway premises, including stations and office buildings. Employees actively participated in cleaning platforms, railway tracks, and office surroundings.



19th September 2024: Drawing Competition at Eastern Railway School, Asansol

To engage the younger generation, a drawing competition was organized at Eastern Railway School, Asansol, where students illustrated their visions of a clean and green India.



20th September 2024: Ek Ped Maa Ke Naam

As a gesture of love and respect for mothers, the division organized the Ek Ped Maa Ke Naam event, encouraging participants to plant a tree in honor of their mothers.



21st September 2024: Human Chain for Swachhata

A human chain was formed by railway employees and local residents to symbolize unity in promoting cleanliness at stations, colonies and schools. The event saw enthusiastic participation and created awareness in the community.



22nd September 2024: Cyclothon

A Cyclothon was organized where participants cycled through key locations in Asansol, spreading messages of cleanliness and a healthier environment.



23rd September 2024: Walk for Swachhata

Employees and local citizens joined hands in a Walk for Swachhata to promote physical fitness alongside the importance of a clean environment.



24th September 2024: Nukkad Natak

To engage the general public, a Nukkad Natak (street play) was performed by a group of employees, focusing on spreading awareness about hygiene and sanitation practices.



25th September 2024: Slogan Competition

A Slogan Competition was held to encourage creativity in expressing the importance of cleanliness. The best slogans were awarded and displayed on posters across the division.



26th September 2024: Door-to-Door Awareness

A team of volunteers conducted door-to-door awareness campaigns, educating residents about the significance of cleanliness and proper waste disposal practices.



27th September 2024: Swachhata Mein Jan Bhagidari

In a bid to involve the local community, a program titled Swachhata Mein Jan Bhagidari (public participation in cleanliness) was held, encouraging residents to join hands in keeping their surroundings clean.



28th September 2024: Swachhata Chaupal

A Swachhata Chaupal (cleanliness dialogue) was organized, where employees and citizens gathered to discuss ways to ensure long-term cleanliness in railway premises and residential areas.



29th September 2024: Swachhata Sambad

Swachhata Sambad, a cleanliness dialogue, was held where officials and participants discussed challenges faced in maintaining cleanliness and proposed solutions.



30th September 2024: SBM

The **SBM Sports League** successfully merged the objectives of cleanliness and physical fitness. By using sports as a platform, the campaign reached out to a broad section of the population, especially the youth. The league was not just about competition, but about fostering the values of cleanliness, discipline, and health.



1st October 2024: CTU

The **Cleanliness Target Unit (CTU) Campaign** was a remarkable success, setting new standards for cleanliness in railway operations. The clear targets, combined with regular monitoring and public involvement, created a culture of cleanliness and accountability across the division. We had targeted 100 places which was not cleaned for a long time but after these campaign we had cleared all the targeted places.



Before at ASN



After at ASN



Before at MDP



After at MDP

2nd October 2024: Conclusion and Gandhi Jayanti

The campaign culminated on 2nd October 2024, coinciding with the celebration of Gandhi Jayanti, where special tributes were paid to Mahatma Gandhi, emphasizing his vision of a clean India. The day featured with a pravat pheri from different colony to DRM building, every rally lead by an officer to aware the public with slogan of swachhata. At DRM office premises every participant of the pravat pheri gather to tribute Mahatma Gandhi through his famous prayer “Raghupati Raghava Raja Ram”.

The Swachhata Hi Seva Campaign was a grand success, with overwhelming participation from employees, students, and the local community. The Asansol Division’s efforts to promote cleanliness, raise awareness, and foster public involvement were commendable. This initiative not only highlighted the importance of cleanliness but also inspired many to adopt sustainable cleanliness practices in their daily lives.

