



Rajiv Gandhi National Institute of Youth Development
(Institution of National Importance by the Act of Parliament No. 35/2012)
Sriperumbudur – 602 105

Swachh Bharat Abhiyan

Major Initiatives Carried out

As a part of Swachh Bharat Abhiyan, the following initiatives were carried out by RGNIYD.

(a) SHRAMDAAN: Students and faculty members of RGNIYD carried out cleaning the surroundings of Aringar Anna Government Hospital, Sriperumbudur and Primary Health Centre, Madhura Mangalam village, Sriperumbudur Block. They were joined by the Doctors, staff of the Hospital, and sanitary workers of Sriperumbudur Town Panchayat.

(b) WORKSHOP: RGNIYD organised a workshop on Waste Management Practices for the students, staff and faculty. President of Mudichur Village Panchayat, St. Thomas Mount Block, Kancheepuram District; and, a key functionary of Hand-in-Hand NGO were the major Resource Persons of the workshop. Innovative approaches and good practices on waste management at different parts of Tamil Nadu and Kerala were discussed during the workshop.

(c) AWARENESS CAMPAIGN: RGNIYD organised a sanitation rally at Valasavettikadu Village Panchayat in which the students and faculty members of the Institute along with the students and teachers of the

Panchayat Union Middle School, sanitary workers in the village and the elected members of the Village Panchayat attended. The rally created awareness about the health, hygiene, impact of open defecation, clean environment and significance of hand wash. Students of RGNIYD carried several handbills written in vernacular language with slogans to reach the public.

(d) Talking through the Community Radio: Recording of messages/talks on hygiene and sanitation was done by the members of Self Help Groups, Health Department officials, students and faculty of RGNIYD and various other stakeholders through the Community Radio Station (CRS). The messages were subsequently broadcasted through the Ilanthalir CRS.

Some of the topics covered were:

- Personal and Environmental Hygiene
- Impact of open defecation
- The importance of cleanliness
- Causes of unhealthy toilet practices
- Impact of poor sanitation
- Ways to improve the toilet facilities
- Impact of open defecation on gender.
- Advantages of plastic-free community
- Pollution and conservation of environment
- Pollution Prevention – Need of the hour

(e) Orientation and Sensitisation Programmes: RGNIYD put up a stall at IRN Kalyana Mandapam, Thiruvallur as part of the Public Information Campaign organised by the Press Information Bureau. Orientation and sensitisation of students and other programme was done by the faculty of RGNIYD and staff of Community Radio Station.

RGNIYD organized one day orientation programme on the topic 'Health & Hygiene for women' which was attended by women from number of villages of Sriperumbudur Block, Kancheepuram District. Ms. Vandarkuzhal, official from the Department of Family Welfare, Govt. of Tamil Nadu was the resource person for the programme.