



Marathwada ShikshanPrasarak Mandal's  
**Deogiri Institute of Engineering and Management Studies,**  
**Chhatrapati Sambhajinagar**

Community Service Report  
(MANB-451)

On

**SWACHHATA HI SEVA**  
Submitted by  
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MBA I semester  
Batch 2024-2026

In partial fulfillment of the completion of MBA course of  
**Dr. Babasaheb Ambedkar Marathwada University,**  
**Chhatrapati Sambhaji nagar**

## **Acknowledgement**

**I, Ashwini Narayan Nikam thank to Municipal Corporation of Chhatrapati Sambhajinagar.**

I also thank project guide **Dr . Feeroj Pathan, Dr. Rupesh Rebba (HOD) and Dr. Subhash Lahane(Dean Academics**

Deogiri Institute of Engineering and Management Studies, Chhatrapati Sambhajinagar, for encouraging and guiding through Community Services Project.

**ASHWINI NARAYAN NIKAM**

MBA I semester

Batch:-2024-2026

# **Certificate**

This is to certify that, **Ashwini Narayan Nikam**, a student of Deogiri Institute of Engineering & Management Studies, Chhatrapati Sambhajinagar. Batch 2024-2026, has duly completed her community service Project(MANB 451) and has satisfactorily submitted the report in partial fulfilment of Master of Business Administration course.

**Dr.Feeroj Pathan**

**Project Guide**

**Prof. Prasad Sahasrabudhe**

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# **CHAPTER-1**

## **1.1 Problem statement**

India faces significant challenges related to sanitation and hygiene, which have profound implications for public health, environmental sustainability, and overall quality of life. Despite progress in various sectors, a large portion of the population continues to lack access to basic sanitation facilities, leading to widespread health issues and environmental degradation.

### **Key Issues**

1. Inadequate Sanitation Facilities.
2. Health Hazards.
3. Environmental Pollution.
4. Lack of Awareness and Behavioral Change.
5. Resource Constraints.

## **1.2 Aim/Objectives :**

- To promote solid waste management practices and ensure cleanliness in public spaces.
- To create awareness about hygiene and sanitation through education and community engagement.
- To foster behavioral change among citizens regarding cleanliness and environmental responsibility.

### **1.3 Project Description**

On the occasion of the Ganapati festival, the Municipal Corporation of Chhatrapati Sambhajinagar organized an event focused on environmental cleanliness, titled "Swachhata Hi Seva." This initiative aimed to engage local residents in promoting a cleaner environment.

On September 22, 2024, MBA student volunteers from Deogiri Institute of Engineering and Management Studies participated actively in this event. The chosen location for their efforts was Vasant Dada High School in the Mhada area of Chhatrapati Sambhajinagar. Upon arrival, coordinators assigned various tasks to the volunteers, ensuring a well-organized effort to clean and beautify the community.

This collaborative initiative highlights the importance of community involvement in maintaining a clean and healthy environment, especially during festive occasions. The enthusiastic participation of the volunteers exemplifies the spirit of service and responsibility towards the environment.

#### **Preparation:**

Coordination with local authorities to identify areas needing attention.

#### **Arrival and Briefing:**

- Volunteers gathered at Vasant Dada High School.
- Coordinators provided a briefing on the importance of cleanliness and environmental stewardship.

#### **Task Distribution:**

- Volunteers were assigned specific tasks based on the needs of different areas.
- Work included litter collection, cleaning public spaces, and educating residents about waste management.

#### **Areas of Focus:**

- Streets and pathways around Vasant Dada High School.
- Parks and recreational areas nearby.

- Residential zones where litter accumulation was observed.

**Execution:**

- Teams worked collaboratively to clean designated areas.
- Use of gloves, bags, and other cleaning materials provided by the organizers.
- Efforts included separating recyclable waste and ensuring proper disposal.

**Community Engagement:**

- Interaction with local residents to raise awareness about the importance of cleanliness.
- Encouragement of community members to participate in ongoing cleanliness efforts.

**Outcome:**

- Successful cleaning of multiple areas, leading to a noticeable improvement in the environment.
- Strengthened community spirit and awareness about maintaining cleanliness, especially during festivals.

## **1.4 Keysuccesses factors of the study**

### **Strong Political Will and Leadership:**

- The initiative received robust support from the highest levels of government, including the Prime Minister, which helped in mobilizing resources and attention towards sanitation issues.
- Political endorsement has facilitated the prioritization of sanitation in national and state agendas.

### **Comprehensive Policy Framework:**

- The program is backed by a well-defined policy framework that outlines clear objectives, guidelines, and strategies for implementation.
- Integration of sanitation with other developmental schemes has ensured a holistic approach.

### **Community Participation and Engagement:**

- The emphasis on community involvement has empowered local populations to take ownership of sanitation initiatives.
- Initiatives like "Swachhata Hi Seva" have encouraged grassroots participation, fostering a sense of responsibility among citizens.

### **Awareness and Behavioral Change Campaigns:**

- Extensive awareness campaigns have been conducted to educate the public about the importance of sanitation and hygiene.
- Use of various media channels, including social media, has helped in reaching diverse demographics and fostering behavioral change.

### **Infrastructure Development:**

- Significant investments have been made in building sanitation infrastructure, including toilets, waste management systems, and public toilets.
- Focus on urban sanitation has led to improved waste management practices in cities.

### **Sustainability and Long-term Vision:**

- The initiative is not just about immediate improvements but also focuses on creating sustainable sanitation practices.
- Long-term goals include maintaining cleanliness and ensuring that sanitation facilities are regularly used and maintained.

## CHAPTER - 2

### 2.1 Project Activities/Photography



## **2.2 Lesson Learnt**

The **Swachh Bharat Abhiyan** (Clean India Mission) has provided valuable lessons that can be applied to future sanitation and public health initiatives both in India and globally. Here are some key lessons learned from the implementation of this ambitious program:

### **Importance of Political Commitment:**

- Strong political will and leadership are crucial for the success of large-scale initiatives. High-level endorsement helps mobilize resources, create awareness, and maintain momentum.

### **Community Engagement is Essential:**

- Involving communities in the planning and implementation of sanitation projects fosters ownership and accountability. Local participation ensures that initiatives are culturally relevant and more likely to be sustained.

### **Awareness and Education are Key:**

- Continuous education and awareness campaigns are vital for changing behaviors and attitudes towards sanitation and hygiene. Tailored messaging that resonates with different demographics can enhance the effectiveness of these campaigns.

### **Integrated Approach to Sanitation:**

- Addressing sanitation issues requires an integrated approach that considers health, environment, and socio-economic factors. Linking sanitation with other developmental programs can yield better results.

### **Infrastructure Development is Crucial:**

- Building adequate and accessible sanitation infrastructure is fundamental. Investments in toilets, waste management systems, and public facilities are necessary to support behavioral change.

### **Behavioral Change Takes Time:**

- Changing deeply ingrained habits and cultural practices related to sanitation requires sustained efforts over time. Long-term engagement strategies are necessary to achieve lasting behavioral change.

### **Sustainability is Key:**

- Ensuring the sustainability of sanitation facilities and practices is essential. This includes regular maintenance, community involvement in upkeep, and ongoing education about hygiene practices.

#### **Use of Technology:**

- Leveraging technology for monitoring, data collection, and public engagement can enhance the effectiveness of sanitation initiatives. Innovations can improve transparency and facilitate better resource management.

### **2.3 Conclusion:**

The Swachh Bharat Abhiyan has highlighted the complexity of sanitation challenges and the multifaceted strategies required to address them effectively. By learning from the successes and challenges of this initiative, future programs can be designed to be more effective, inclusive, and sustainable, ultimately leading to improved public health and quality of life.

## 2.4 Certificate:





