



MALLA REDDY COLLEGE OF ENGINEERING

(Approved by AICTE-New Delhi and Affiliated to JNTUH-Hyderabad)

Recognised under Section 2(f) & 12(B) of the UGC Act 1956,

An ISO 9001:2015 Certified Institution

Maisammaguda, Dhulapally, post via Kompally, Secunderabad -

500100



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REPORT ON

Swachhata Hi Seva 2025 Campaign 5.0

Date: September 25, 2025

ORGANIZED BY

National Service Scheme

MRCE

Event Report: MRCE NSS UNIT – Swachhata Hi Seva 2025 Campaign 5.0

Date: September 25, 2025

Organized by: National Service Scheme (NSS) Unit, Malla Reddy College of Engineering (MRCE)

Venue: MRCE Ground (in front of Main Block)

Number of Participants: 30 NSS Volunteers, Principal, and NSS Programme Officer

Introduction

The National Service Scheme (NSS) has always been at the forefront of fostering a sense of social responsibility and civic duty among students. Continuing its commitment towards the nationwide movement for cleanliness, the NSS Unit of Malla Reddy College of Engineering (MRCE) organized the Swachhata Hi Seva 2025 Campaign 5.0 on September 25, 2025, with the theme:

“Clean India, Green India – स्वच्छता ही सेवा”

This campaign aimed to inspire students and staff to actively participate in the mission of Swachh Bharat Abhiyaan, reinforcing the importance of cleanliness in building a healthy and sustainable society.



The poster is for the Swachhata Hi Seva 2025 Campaign 5.0, organized by the National Service Scheme (NSS) at Malla Reddy College of Engineering. It features a green background with white and blue text. At the top left is the college logo with the motto 'KNOWLEDGE IS OURS'. At the top right is the NSS logo with the motto 'राष्ट्रीय सेवा योजना'. The main text reads 'MALLA REDDY COLLEGE OF ENGINEERING' followed by accreditation details: 'Approved by AICTE -NEW DELHI, Accredited by NBA (CSE & ECE) Affiliated to JNTUH - Hyderabad. ISO 9001:2015 Certified Institution, Recognition of College under section 2(f) & 12(B) of the UGC Act, 1956'. Below this is 'NATIONAL SERVICE SCHEME (NSS) ORGANIZES' in orange. The main title is 'SWACHHATA HI SEVA 2025 CAMPAIGN 5.0' in large white letters. To the left of the title is the 'CLEAN INDIA GREEN INDIA' logo. In the center is a graphic of a person in an orange shirt and black pants, holding a stick and a green bag, with the text 'स्वच्छता ही सेवा' (Swachhata Hi Seva) in Hindi. To the right of the title is the date 'SEP 25, 2025' in blue. At the bottom right, the names and titles of the organizers are listed: 'Dr. M.Ashok, Principal and NSS Chairman-MRCE' and 'Mr. G.Ratnakumar, NSS Programme Officer'. At the bottom, the slogan 'YOUR SMALL ACT OF CLEANLINESS ADDS TO A BIG CHANGE IN THE NATION' is written in blue.

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NATIONAL SERVICE SCHEME (NSS)
ORGANIZES

**SWACHHATA HI SEVA 2025
CAMPAIGN 5.0**

SEP 25, 2025

Dr. M.Ashok
Principal and NSS Chairman-MRCE

Mr. G.Ratnakumar
NSS Programme Officer

**CLEAN INDIA
GREEN INDIA**

**स्वच्छता
ही सेवा**

**YOUR SMALL ACT OF CLEANLINESS ADDS TO
A BIG CHANGE IN THE NATION**

Event Details

Inaugural Session

The campaign was conducted in the **MRCE Ground in front of the Main Block**, under the leadership of:

- **Dr. M. Ashok**, Principal & NSS Chairman – MRCE
- **Mr. G. Ratnakumar**, NSS Programme Officer

Before commencing the activity, the Principal addressed the volunteers, highlighting that *“cleanliness is not just an activity, but a way of life that reflects discipline, responsibility, and respect for the community.”* He motivated the students to consider cleanliness as a continuous practice, not a one-day task.

The NSS Programme Officer, Mr. Ratnakumar, briefed the volunteers about the **objectives of the drive**, the importance of their role in the community, and how their actions contribute to the larger goal of a clean and green nation.

Cleanliness Drive

A **hands-on cleanliness drive** was carried out by **30 NSS Volunteers** along with the guidance of the Principal and NSS-PO. The activity began with volunteers equipped with **gloves, brooms, and garbage collection bags**, taking up designated areas around the MRCE Ground.

The volunteers worked in teams to:

- **Sweep and clean** the premises in front of the Main Block.
- **Collect litter and segregate waste** into biodegradable and non-biodegradable categories.
- **Remove plastic waste and wrappers** from open spaces to promote a plastic-free campus.
- **Restore tidiness** by clearing corners, pathways, and seating areas within the ground.

Through this **practical approach**, the volunteers not only cleaned the environment but also set an example for their peers and staff members about the power of collective action.

Impact and Learning

The campaign, though focused on a hands-on cleanliness drive, created a **powerful impact**:

- Volunteers realized that **personal responsibility** is the first step towards national cleanliness.
- The drive helped in developing a **team spirit** and an understanding of how small acts of service combine to make a big difference.
- The activity gave students a sense of pride in contributing directly to the “**Swachh Bharat Mission**”.

The active involvement of the Principal and NSS Programme Officer gave further motivation and highlighted that **leadership in action inspires participation**.









Conclusion

The **Swachhata Hi Seva 2025 Campaign 5.0** organized by the NSS Unit of MRCE was a **successful and impactful event**, highlighting the significance of cleanliness at the grassroots level. The **hands-on participation** by students, guided by the Principal and NSS-PO, made the campaign meaningful and set a strong example for the campus community.

The program concluded with words of encouragement from the Principal, who reminded the volunteers that **cleanliness is a shared responsibility** that can lead to a healthier and greener India.

This event truly embodied the campaign's spirit:

“Clean India – Green India | स्वच्छता ही सेवा”

With records
NSS-Program Officer

Principal and NSS Chairman
MRCE