



SRI RAMACHANDRA

INSTITUTE OF HIGHER EDUCATION AND RESEARCH

(Category - I Deemed to be University) Porur, Chennai





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The spirit of Swachhata Hi Seva (SHS) – Special Campaign 5.0 resonates deeply with the vision and mission of Sri Ramachandra Institute of Higher Education and Research (SRIHER), Chennai. As a premier institution committed to health, education, research, and societal well-being, SRIHER recognizes that cleanliness, hygiene, and sustainable practices are integral to holistic development and the pursuit of a healthier nation.

This campaign, spearheaded at the national level under the aegis of the Government of India, serves as a clarion call to reinforce the principles of Swachh Bharat Abhiyan. It provides universities and institutions an opportunity to reaffirm their responsibility as change-agents—instilling awareness, cultivating responsibility, and inspiring collective action.

Through a series of impactful activities—ranging from campus cleanliness drives and waste management initiatives to awareness programs, student and faculty participation, and community outreach—SRIHER has sought to translate the ethos of “cleanliness is service” into tangible, measurable outcomes. Our efforts during this campaign embody not only our institutional values but also our unwavering dedication to the initiatives of UGC, Govt. of India in building true spirit of citizenship and also United Nations Sustainable Development Goals (SDGs), particularly those related to health, environment, and sustainability.

This report captures the highlights, activities, and outcomes of Swachhata Hi Seva – Special Campaign 5.0 at SRIHER, reflecting the collective commitment of our faculty, staff, students, and community partners in creating a cleaner, greener, and healthier tomorrow.



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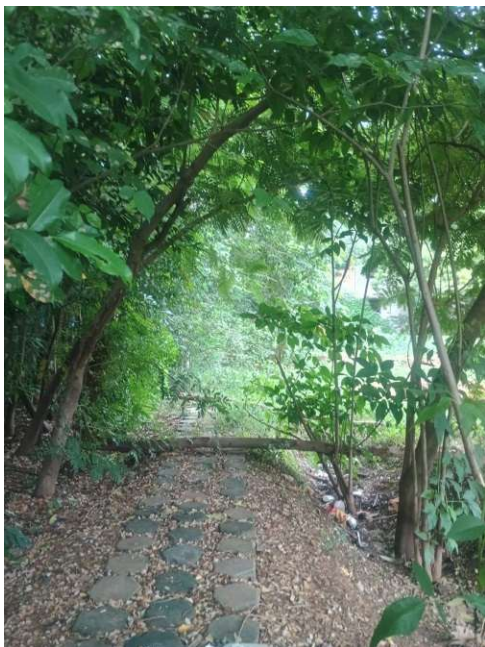
Transformation of Cleanliness Target Units (CTUs)

Clean Green Utsav: Eco-friendly and zero waste celebration

On 11th September 2025, NSS-SRIHER in collaboration with ExNoRa International Foundation organized an Eco Park visit and cleanliness drive at Government Boys High School, Maraimalaiyadigalar Street, Mugappair East. A total of 22 volunteers from Units 2 and 5 actively participated in the program. The event began with a cleanliness drive in which volunteers removed bushes and collected plastic waste around the Eco Park.

This was followed by seed ball making and preparation of saplings for plantation, aimed at encouraging natural regeneration and creating a greener environment. An orientation session on the importance of environmental conservation and tree plantation was also conducted. The activity supported the achievement of **SDG 13: Climate Action** and **SDG 15: Life on Land**, while instilling in volunteers a strong sense of ecological responsibility and commitment to sustainability. This event also part of - **Swachhata Pakhwada Activities**.











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Clean Green Utsav: Eco-friendly and zero waste celebration

Event Report: Eco-Friendly Tree Plantation Drive

Event Title: Teachers' Day Celebration – Faculty Tree Plantation

Date: 06 September 2025

Time: 1:20 PM – 2:30 PM

Venue: Entrance of Pharmacy College Building

Participants: All 45 faculty members, Sri Ramachandra Institute of Higher Education and Research

Objective

The aim of this initiative was to honor Teachers' Day with a meaningful action by fostering environmental stewardship and contributing to campus greenery through collective faculty participation. The principal led the event, underlining the institution's commitment to sustainability and well-being.

SDG Correlation

SDG 13: Climate Action

- Tree planting helps mitigate climate change by absorbing carbon dioxide and improving air quality.
- The event promotes climate resilience and contributes directly to targets focused on combating global warming and its adverse impacts.

SDG 15: Life on Land

- Planting diverse saplings enhances biodiversity, restores habitats, and supports local flora and fauna.
- The drive aligns with efforts to sustainably manage terrestrial ecosystems and promote their restoration.

SDG 3: Good Health and Well-being

- Greener campus spaces foster cleaner air, reduce the urban heat effect, and offer psychological benefits for the community.
- Trees and greenery contribute to improved physical and mental health of staff and students.

SDG 4: Quality Education

- Faculty involvement in environmental activities sets an example for students, integrating sustainability into campus culture.
- The event demonstrates practical environmental education, building awareness and responsibility among educators.

SDG 17: Partnerships for the Goals

- The event demonstrated unity and partnership amongst faculty, inspiring broader institutional collaboration for sustainable development.
- Activities and Impact
- Sapling Plantation: All 45 faculties planted saplings at the identified area, with native and pollution-tolerant species chosen to ensure long-term ecological impact.
- Leadership: The initiative was spearheaded by the Principal, symbolizing top-level commitment to environmental goals.
- Awareness Promotion: The plantation drive fostered a spirit of environmental stewardship among faculty, encouraging continuous eco-friendly practices.
- Outcomes
- 45 new saplings planted, contributing directly to campus green cover expansion.
- Enhanced awareness of sustainability and environmental responsibility across the faculty community.
- Set a precedent for future green campus initiatives and integrated SDG principles into academic and social culture.

Conclusion

The Teachers' Day plantation drive by all faculty members at the Faculty of Pharmacy reflects a strong commitment to environmental sustainability and aligns powerfully with SDGs 3, 4, 13, 15, and 17. The leadership and participation in the initiative create lasting ecological and educational value, strengthening the institution's role in sustainable development.







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Clean Green Utsav: Eco-friendly and zero waste celebration

Transformation of Cleanliness Target Units (CTUs)

The Student Council of SRIHER organised the Clean & Click Photo Challenge as part of the Swacchhata Pakhwada initiative. The event accepted entries from 10th to 15th September, inviting students to capture 'before and after' photographs of cleaning their desks, classroom corners, or hostel areas.

The activity saw enthusiastic participation, with students showcasing responsibility, creativity, and commitment towards maintaining cleanliness. This initiative promoted hygiene, sustainability, and the importance of individual action in creating a cleaner, healthier community, reflecting the collective spirit of SRIHER.

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STUDENT COUNCIL PRESENTS

SWACCHHATA PAKHWADA

CLEAN & CLICK' PHOTO CHALLENGE

Students take a 'before & after' photo of cleaning their desk, classroom corner, or hostel area.

<https://forms.gle/SvJ8Dgfts7d7RJpr8>

PHOTO CHALLENGE

CONTACT FOR QUERIES: Kanimila - 979074624 Akilan - 638294431
You can also directly DM @sriher_studentcouncil_



Clean Public Spaces: General cleanliness of establishments/institutions and high footfall spaces

Event Report: Jeeva Sparsam – Save the Shore

Date: 03/09/2025

Time: 1700 hours

Venue: Akkarai Beach

Theme: Eco-Vision & Sustainability

Organized by: KCG NCC Company

Event Objective

The core objective of the Jeeva Sparsam “Save the Shore” event was to raise awareness about the importance of coastal ecosystem conservation and to directly contribute to the reduction of shore and marine pollution. Activities included beach cleaning, waste segregation, and environmental education for participants and the broader community.

Correlation with Sustainable Development Goals (SDGs)

SDG 14: Life Below Water

- Target 14.1: By 2025, prevent and significantly reduce marine pollution of all kinds, in particular from land-based activities, including marine debris and nutrient pollution.
- The beach clean-up directly tackled marine pollution by removing plastics and harmful waste from the shoreline, preventing their entry into the ocean ecosystem.
- Target 14.2: Sustainably manage and protect marine and coastal ecosystems to avoid significant adverse impacts and take action for their restoration.
- The hands-on activity of cleaning Akkarai Beach contributed to the resilience and restoration of coastal ecosystems, sensitizing participants to the importance of maintaining healthy marine environments.

SDG 12: Responsible Consumption and Production

- Promoted recycling and waste segregation habits among participants.
- Encouraged sustainable consumption patterns by educating about the environmental impact of single-use plastics and encouraging alternatives.

SDG 13: Climate Action

- Highlighted the impact of waste on environmental health and climate.
- Raised awareness about how individual and collective actions—such as reducing plastic and keeping coastlines clean—contribute to climate resilience.

SDG 17: Partnerships for the Goals

- The event showcased collaborative efforts between educational institutions, volunteers, and the local community for sustainable action, exemplifying SDG 17 by fostering partnerships for impactful change.

Event Activities and Outcomes

- Clean-up Drive: Cadets and volunteers engaged in collecting plastic, glass, and biodegradable waste, ensuring proper segregation and eco-friendly disposal.
- Awareness Rally: Participants educated beachgoers on the harmful effects of marine pollution and shared best practices for reducing waste.
- Community Engagement: Use of social media and live Instagram coverage extended the event's impact beyond physical participants, inspiring further community involvement.
- Impact
- Reduced the volume of plastic and hazardous waste on Akkarai Beach, creating a cleaner and safer environment for local fauna and visitors.
- Enhanced participants' understanding of the interconnectedness of coastal activity and global sustainability goals.
- Fostered a sense of responsibility and environmental stewardship in line with SDG objectives.

Conclusion and Acknowledgement

Participation in Jeeva Sparsam – Save the Shore aligns closely with the United Nations SDGs, especially SDG 14 (Life Below Water), SDG 12 (Responsible Consumption and Production), SDG 13 (Climate Action), and SDG 17 (Partnerships for the Goals). The initiative allowed NCC cadets to demonstrate leadership, environmental consciousness, and active citizenship, contributing to global and local sustainability priorities.





KCG NCC COMPANY



JEEVA SPARSAM

SAVE THE SHORE

"Waves of Change Begin with Us!!"

THEME :ECO-VISION & SUSTAINABILITY

*Every grain of sand deserves to shine,
Every wave deserves to breathe,
Together we can gift the ocean a new life.*



03/09/2025



1700 hours



Akkarai Beach

TOGETHER WE RISE!!

Lt. Akin C

**Associate NCC Officer
KCG NCC COMPANY**



**Live on Instagram:
keg_ncc_company**

Representatives:

**CUO Swetha B
97909 27655**

**CUO Dharshini B
89253 01660**



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Clean Public Spaces: General cleanliness of establishments/institutions and high footfall spaces

Swachh Bharat Drive

The NSS unit of SRIHER and Exnora International Foundation Jointly organized a "Swachh Bharat Drive" at Queen Marys womens college Chennai on 26th September 2025. A total of 104 NSS volunteers from Units 3 and 5 and 6 actively participated in the initiative. During the drive, volunteers removed around 25 kilograms of plastics and Bushed from the Pathways, contributing to a cleaner and healthier environment. The program was inaugurated by Mr. Mohan From Exnora International and Dr.B.Uma Maheshwari, Principal Queen Marys College. On this occasion, the Swachh Bharat Pledge was taken collectively by NSS, reaffirming their commitment to cleanliness and sustainable practices. This activity promoted awareness and action towards achieving Sustainable Development Goal (SDG) 13: Climate Action and SDG 15: Life on Land, highlighting the commitment of youth towards sustainable community development.

















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Clean Green Utsav

The Student Council of SRIHER organised the Signature Campaign in view of the Swachhta Pakhwada campaign organised by the Ministry of Education. The event witnessed the active participation of over 200 volunteers, including the respected Deans, faculty members, and students between 18th-20th September, 2025 in the medical college block ground floor.

Through this initiative, the participants pledged their commitment towards maintaining cleanliness, adopting healthy habits, and contributing to a sustainable environment. This campaign also raises awareness on the importance of cleanliness and following proper hygiene habits that not only helps the self but also the society around us.

The campaign successfully highlighted the importance of collective responsibility in promoting hygiene and reinforced the message that "A small signature can lead to a big commitment." Signature Campaign in view of the Swachhta Pakhwada campaign organised by the Ministry of Education. The event witnessed the active participation of over 200 volunteers, including the respected Deans, faculty members, and students.

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<https://www.instagram.com/reel/DO85O7ujzm6/>



Waste to Art

The Rotaract Club of SRIHER successfully organized a Gratitude Campaign on 5th September 2025 at the SRIHER campus. The initiative was designed to cultivate a spirit of appreciation, kindness, and positivity among students, while also emphasizing the importance of valuing the contributions of teachers. Aligned with the United Nations Sustainable Development Goals (SDG 3: Good Health and Well-being and SDG 16: Peace, Justice, and Strong Institutions), the campaign sought to strengthen emotional well-being and foster a sense of harmony within the academic community. As part of the event, Rotaractors prepared handmade gifts as tokens of gratitude and presented them to teachers. In addition, students across the campus were invited to share their personal messages of appreciation, thereby creating an environment of warmth and acknowledgment. These heartfelt expressions were thoughtfully compiled into a video, which was later posted on Instagram to extend the impact of the campaign beyond the campus. The online sharing of the video not only amplified the message of gratitude but also encouraged a broader culture of thankfulness. Overall, the campaign was a meaningful success, as it enhanced student-teacher relationships, inspired acts of kindness, and reinforced the importance of gratitude in building stronger and more connected communities.



Pictures:

<https://drive.google.com/drive/folders/1zQfUgAWPCmMZo4HOIBmWW1u3i8XU5Lgb>

Instagram Reel link:

<https://www.instagram.com/reel/DOdnCmYDxfu?igsh=Z3k1bDgzYnQwYzJ4>



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[SafaiMitra Suraksha Shivirs: Single window camps for preventive health checkup and linking with welfare schemes.](#)

[Awareness Rally and Academic Teal Talk in Commemoration of World Gynecological Cancers Awareness Month](#)

Date: 25th September 2025

Venue: Sri Ramachandra Medical College & Research Institute (SRMC & RI), SRIHER

Gynecologic Cancer Awareness Month (GCAM), observed annually in September, serves to highlight the global burden of gynecologic malignancies and to emphasize the importance of awareness, prevention, early detection, and timely treatment. The five principal cancers encompassed within this initiative include **cervical, ovarian, uterine (endometrial), vaginal, and vulvar cancers**. Recognizing the critical role of educational and community-based interventions in cancer control, the **Department of Obstetrics and Gynaecology, SRMC & RI**, in collaboration with the **Sri Ramachandra Centre for Women's Advancement (SRCWA), SRIHER**, organized a series of academic and public awareness activities on **25th September 2025**.

Awareness Rally

The program was inaugurated under the esteemed leadership of **Dr. Uma Sekar, Vice Chancellor, SRIHER**, and **Dr. K. Balaji Singh, Dean, SRMC & RI**. The awareness rally witnessed the participation of **over 500 undergraduate medical and nursing students**, who formed a human chain to symbolize solidarity in the fight against gynaecological cancers. A faculty-led walkathon further reinforced the importance of preventive strategies and community engagement in women's health promotion.

To enhance public sensitization, **nursing students staged a pantomime performance** that highlighted the preventive role of **human papillomavirus (HPV) vaccination in reducing the incidence of cervical cancer**, particularly among children and adolescents. This activity was well received by members of the general public and effectively conveyed the message of prevention through visual performance.

Academic CME – Teal Talk

As an extension of the GCAM movement, a Continuing Medical Education (CME) session titled **"Teal Talk"** was conducted for faculty members from medicine and nursing. The session featured expert lectures delivered by:

- **Dr. Veena**, Professor, Department of Gynecologic Oncology, JIPMER, Pondicherry

- **Dr. Jayashree**, Associate Professor, Department of Gynecologic Oncology, Cancer Institute, Adyar, Chennai

The deliberations focused on **HPV vaccination and cervical cancer screening**, with particular emphasis on practical strategies that every healthcare professional should integrate into clinical practice. The CME attracted **more than 100 delegates**, who actively engaged in discussions on evidence-based prevention, screening methodologies, and the role of healthcare professionals in reducing morbidity and mortality associated with gynecologic cancers.

In conclusion, the combined initiatives of **community awareness through rally and performance-based advocacy**, along with **academic enrichment through expert-led CME**, exemplify a comprehensive approach to advancing women's health. These activities reiterate that **gynecological cancers are highly preventable and curable when identified at an early stage**, and they underscore the institutional commitment of SRIHER to both public health promotion and professional capacity building.













Clean Green Utsav: Eco-friendly and zero waste celebration

Transformation of Cleanliness Target Units (CTUs)

Swachh Bharat Drive

The NSS unit of SRIHER organized a “Swachh Bharat Drive” at Nemam Village, Poonamallee Block, on 30th September 2025. A total of 71 NSS volunteers from Units 3 and 5 actively participated in the initiative. During the drive, volunteers removed around 25 kilograms of plastics and other environmentally harmful materials from the roadside, contributing to a cleaner and healthier environment. The program was inaugurated by Mr. Hari Babu, Zonal Deputy Block Development Officer, Poonamallee Block, and Mrs. A.K. Reemavathi, Panchayat Secretary, Nemam. On this occasion, the Swachh Bharat Pledge was taken collectively by NSS volunteers and government officials, reaffirming their commitment to cleanliness and sustainable practices. This activity promoted awareness and action towards achieving Sustainable Development Goal (SDG) 13: Climate Action and SDG 15: Life on Land, highlighting the commitment of youth towards sustainable community development.













As we conclude this chapter, we carry forward the spirit of Seva with greater resolve—transforming our campuses, hospitals, and neighborhoods into models of hygiene, dignity, and collective action. This report is not the end, but a milestone in our continuing journey to align education, healthcare, and social responsibility with the nation’s vision of a cleaner and healthier India.

Together, we reaffirm that Swachhata is indeed Seva, and at SRIHER, service to society remains at the heart of all that we do.

Report prepared by Dr.D.C.Mathangi, Nodal Officer, SRIHER Special Campaign 5.0