

## CLEANING THE KIIT CAMPAIGN:

DATE: 22nd September 2019.

Under the Swachhta Bharat Abhiyaan, a cleanliness campaign launched by Mr. Narendra Modi, Prime Minister of India on 2nd October 2014. To smear this campaign the NSS SME performs various drives to clean its places many times in the year. On 22nd September 2019, a cleanliness drive was steered to clean the campus of KIIT University and the KIIT Road (Outside University Campus connecting KIIT Square to KIIT University Campus -6 Main Gate). To make the drive effective in all terms, an alliance was done with the NSS SCE, KIIT University.