



Publicity and Media Cell

Indian Institute of Engineering Science and Technology, Shibpur

(Formerly Bengal Engineering & Science University, Shibpur)

P.O :Botanic Garden, Howrah – 711 103, West Bengal, India

Telephone: (033) 2668-4561-63, 2668-0521-25, Fax: (033) 2668-0637

Webpage : <https://www.iiests.ac.in>

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PRESS RELEASE- SWACHHATA HI SEVA AT IEST,SHIBPUR

As per DO NO. 1104/03/2024 EBSB dated 12.09.2024 issued by MoE, GoI, IEST, Shibpur is organizing Swachhata Hi Campaign 2024 from 17th September, 2024 to 1st October, 2024 with the theme 'Swabhav Swachhata- Sanskaar Swachhata'.

The campaign will be a prelude to the 'Swachh Bharat Diwas' to be celebrated on 2nd October, 2024.

The programme has been inaugurated by the Hon'ble Director on 18th September, and it included:

- EkPedMaakeNaam
- Signature Campaign
- Selfie Booth
- Swachhata Pledge
- Human Chain
- Display of e- posters on LED Screen

The Hon'ble Director along with the Deans, Faculty Members, Officers and Staff Members collectively took Swachhata Pledge, reaffirming our commitment to a cleaner and greener India. The series of events during the fortnight commenced with a tree plantation programme, selfie booth, and human chain organized in Institute under the campaign Ek Ped Maa Ke Naam".

It may be highlighted that in recent past IEST, Shibpur has been active in advancing the Clean Campus, Green Campus (Swachha Shanivar, Clean Saturday) initiative with active support of the campus community.

Let's continue to work together towards a cleaner, healthier, and more sustainable future.

Dr. Nirmalya Kumar Bhattacharyya
Public Relation Officer
IEST, Shibpur