

Swachhata Hi Seva (SHS) 2025 Campaign at IEST, Shibpur

As part of the ongoing *Swachhata Hi Seva* (SHS) 2025 campaign, IEST Shibpur is actively promoting this noble initiative. On Saturday, 13th September 2025, the Hon'ble Chairperson of the Board of Governors, Smt. Tejaswini Ananth Kumar, graced the occasion and participated in the SHS program. Prof. VMSR Muthy, Director of IEST Shibpur, along with undergraduate, postgraduate, and PhD students, as well as Deans, officers, and staff members joined this campaign and participated actively to go clean and green aiming towards Zero-waste Campus.

The program commenced under the leadership of the Hon'ble Chairperson of the Board of Governors, Smt. Tejaswini Ananth Kumar and Director Prof. Muthy, who emphasized that cleanliness is an essential part of daily life and a meaningful service to the nation. He reiterated the Institute's commitment to the *Swachh Bharat Mission* through its weekly "Swachh Shanivar" initiative, which has been consistently observed for the past 52 weeks in the last year.

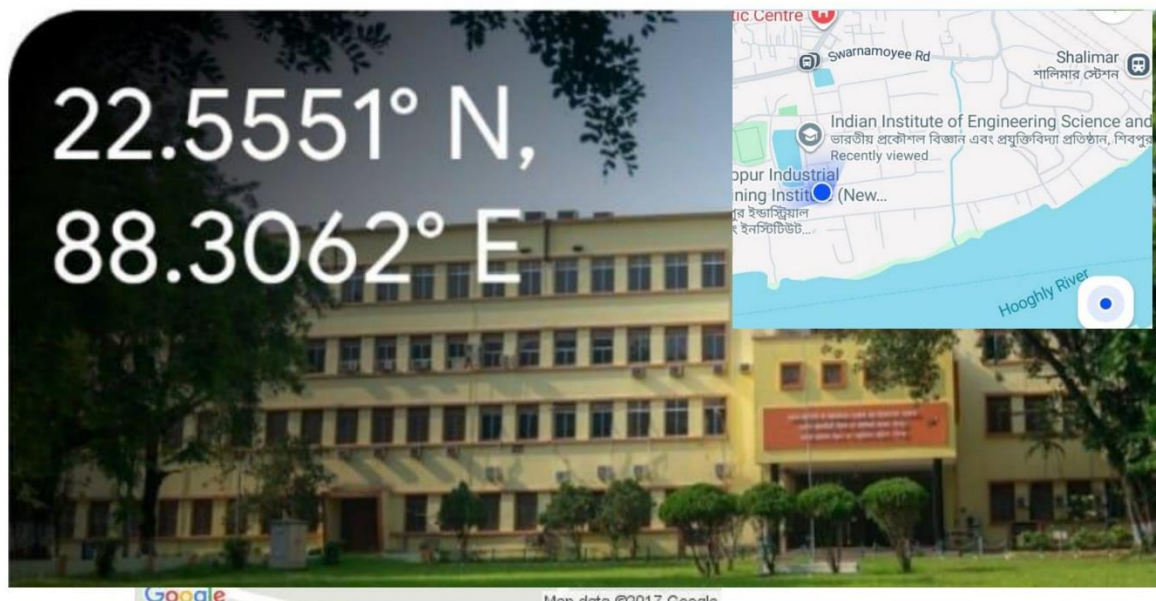


In the coming weeks, *Safai Mitra Suraksha Shivirs* will be organized to further strengthen the campaign.

The Institute has also launched the *Clean Campus, Green Campus* initiative. As part of this, a Plate Bank in the name of 'IEST, A-Plate Bank' has been established in collaboration with the Adama Chetana Foundation, promoting eco-friendly and zero-waste celebrations. It is an initiative to transition from paper/plastic plates and cups to steel/porcelain crockery, and to encourage active participation from all stakeholders in promoting a clean and green campus with the goal of achieving a Zero-Waste Campus.



To support sustainable development, the geographical coordinates—22°33'21"N, 88°18'20"E. —have been mapped for targeted cleanliness units and site beautification efforts.



This content may be shared across the Institute's official social media platforms to mark the beginning of the *Swachhata Hi Seva* (SHS) 2025 campaign and highlight related activities. It is crucial that all posts tag the following handles:

@SwachhBharatGov, @SwachhBharat, @MoHUA_India, @MoJSDDWS, @EBSB_Edumin, @EduMinofIndia

Additionally, please ensure the following hashtags are used in all posts: #SHS2025 #SwachhataHiSeva2025 #Swachhotsav #EBSB





CLEAN CAMPUS

GREEN CAMPUS

LET'S JOIN HANDS



Keep Our Campus Clean!

