

MAJOR HIGHLIGHTS

CSR HYGIENE DRIVE



It is a well-known fact that personal cleanliness is extremely important for all humans. Bathing, taking care of the mouth by cleaning it regularly, protecting skin from the sunrays, and washing hands before touching and consuming food, among other healthy, practices, are included in the definition of hygiene. We must keep the importance of hygiene in mind because it is a critical human attribute. During infectious disease outbreaks, such as the current COVID-19 pandemic, well-managed water, sanitation, and hygiene services are critical for preventing and protecting human health.

The Corporate Social Responsibility Committee organized a Health & Hygiene Products Distribution drive in slum areas of Indirapuram on **14th November'21** (Children's Day) with an intent to distribute personal care and cleaning products for the underprivileged families in our community.

The first phase of the drive was initiated in the month of October on campus where the 'Nukkad Natak' was performed by the coordinators in multiple areas of the campus. This was an awareness call within which three donation boxes were deployed on all three floors and the faculty, staff, and students were requested to donate generously.

The second phase of the drive was successfully conducted under the supervision of **Dr. Radhika Bansal** Ma'am, President Shourya Chauhan, Vice president Ritika Sharma and Vidushi Sharma along with 5 Senior Coordinators and Eight junior coordinators on 14th November 2021. The drive was held in the slum areas of Indirapuram – Behind DPS Indirapuram where the team was segregated into groups and distributed the hygienic products to the people and sanitary products to women. 100 packets were made from the donated products as well additional items were provided by the CSR committee. While distribution the importance of hygiene at homes and surroundings and usage of sanitary products was explained by the coordinators. The slum dwellers were also made aware of the Government policy Jan Aushadi Kendra from where they can buy sanitary products at affordable prices.

The drive was conducted to spread awareness amongst the people by sharing the importance of hygiene and sanitation through "Nukkad Natak". Covid-19 has hit people hard and it is difficult to procure personal sanitation products for them. Products like sanitizers, shampoo, and soaps were also distributed among the people during the drive wherein we ensured that the message of 'Cleanliness is Godliness' has reached the audience.

Finally, the drive's motto was fortuitously carried out with a strong message to society. This is just a step that will lead to the healthy development of low-income settlements in the area.