

2. Report on Swachhata Awareness and Cleanliness Programme at Rasulpur

Date: 06.04.2026

Venue: Rasulpur ICDS School, Kadamtala, Rasulpur, Hooghly

Activities Conducted

1. Health Education & Awareness Session

The programme commenced with an introductory session emphasizing the importance of cleanliness, personal hygiene, and sanitation in preventing communicable diseases.

- Topics covered included:
 - Proper handwashing practices
 - Safe water usage
 - Maintenance of a clean household environment

IEC materials were specially prepared and distributed, focusing on:

- Personal hygiene practices
- Correct handwashing steps
- Appropriate waste disposal methods

2. Practical Demonstration: Hand Hygiene

A live demonstration of correct handwashing techniques was conducted to ensure clear understanding.

- Participants actively engaged by demonstrating the steps themselves
- The session was interactive and helped reinforce proper hand hygiene practices

3. Community Interaction & Waste Disposal Discussion

Participants discussed existing waste disposal practices in their locality.

- Encouraged exchange of ideas and shared learning

- Promoted awareness regarding proper waste management methods

4. Cleanliness Drive

A cleanliness drive was organized within and around the ICDS centre premises.

- Community members, Junior Residents, and staff participated actively
- Reinforced the concept of collective responsibility for maintaining a clean environment

Incentives and Distribution

Hygiene kits were distributed among beneficiaries to encourage sustained hygienic practices.

- **Contents included:**
 - Handwash
 - Soap
 - Face masks
 - Other essential hygiene materials

Feedback and Impact

An interactive feedback session was conducted at the end of the programme.

- Participants shared their experiences and clarified doubts
- Increased awareness regarding hygiene and sanitation practices was observed
- Active participation reflected strong community engagement

Conclusion

The programme was successfully conducted and achieved its objectives of raising awareness, promoting hygienic behavior, and encouraging community participation in cleanliness activities.

It contributed to fostering sustainable hygiene practices and strengthening the importance of cleanliness at both individual and community levels.

SNAPSHOTS OF THE PROGRAM



Image 2.1-Health education session conducted by Junior Residents, explaining hygiene and sanitation practices to community



Image 2.2- Participants taking the Swachhata pledge during the awareness programme.”



Image 2.3-Participants actively engaged in cleaning the premises during the cleanliness drive.



Image 2.4- Improved and cleaned premises after the successful cleanliness drive.



Image 2.5- Group photo of participants of the Swachhata Awareness Programme.