

FDDI NEWSLETTER

Be Ambitious.
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Institution of National Importance (INI)
under FDDI Act, 2017

A Weekly Newsletter
साप्ताहिक समाचारपत्रिका

GUNA

HYDERABAD

PUNJAB

GUJARAT

PATNA

JODHPUR

KOLKATA

ROHTAK

CHENNAI

CHHINDWARA

FURSATGANJ

NOIDA

23rd November 2018

Issue No. 703

'Swachhata Pakhwada' held at FDDI campuses

'Swachhata Pakhwada' was held at all the campuses of Footwear Design & Development Institute (FDDI) located at Noida, Fursatganj, Chennai, Kolkata, Rohtak, Chhindwara, Guna, Jodhpur, Ankleshwar, Banur, Patna and Hyderabad from 01st November to 15th November 2018.



'Swachhata Pledge' administered by Mr. Adarsh Kumar, Executive Director, FDDI

In response to the Hon'ble Prime Minister of India, Mr. Narendra Modi's clarion call on 2nd October 2014 for Swachh Bharat to realize Gandhiji's dream of a clean India and with a view to spread awareness and sensitivity in virtues of sanitation and cleanliness, the 'Swachhata Pakhwada' was held across all the campuses and in the vicinity of the campuses.

At the FDDI Noida campus, the 'Swachhata Pledge' was administered by Mr. Adarsh Kumar, Executive Director, and FDDI and at the other campuses it was administered by the senior most officers of the campuses in the presence of all the staff and students.

Speaking on this occasion, Mr. Adarsh Kumar, Executive Director, FDDI said, "With the aim of creating a clean India, it is necessary to bring change in our behaviour and mindset as this activity is not one time but, a continuous exercise".



A view of the cleanliness drive at FDDI, Noida

The staff and students at all the campuses of the FDDI took solemn pledge that they will clean their locality and would make people aware of the cleanliness drive from village to village and street to street.



Mr. Adarsh Kumar, Executive Director, FDDI briefing the students of Kendriya Vidyalaya, Sector -24, Noida about the importance of cleanliness & hygiene

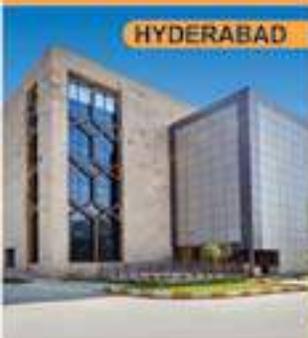
The staff and students at all the campuses of the FDDI actively participated in the

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cleanliness drive under which extensive cleaning of toilets, mess, kitchen, classrooms, fans, windows, bushes, garden areas, staff quarter areas, hostels and surrounding areas were carried out.



A view of slogan writing & poster making competition at the FDDI Noida campus

During the 'Swachhata Pakhwada', plantation & cleanliness drive, Slogan writing, Skit/drama and Poster making competition were also held in the respective campuses of FDDI.



Cleanliness drive by FDDI Chennai campus

At the FDDI Noida campus besides the plantation & cleanliness drive in and around the Institute's premise, the plantation & cleanliness drive was carried out in the Kendriya Vidyalaya, Sector -24, Noida.

On the conclusion day of 'Swachhata Pakhwada' at the FDDI Noida campus held on 16th November 2018, a Lioness Club sponsored play was presented by the students of FDDI. The Lioness Club presented certificates & gifts to the participants of the play.



Cleanliness drive & awareness programme at Bhitra railway station carried out by FDDI Patna campus

At the FDDI Chennai campus besides other activities the students and staff members contributed for cleaning campus through 'Shramdaan' and Awareness Road Show at Chennai-Bengaluru highway was carried out.



A view of the Shramdaan drive by FDDI Guna campus

Besides other activities, the FDDI Patna campus carried out cleaning drive and awareness programme at Bhitra railway station.

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The students and staff of FDDI Guna campus, besides other activities conducted Shramdaan at Gram Puraposar and Hariपुर Village.

Ankleshwar campus during the 'Swachhata Pakhwada'.



A view of awareness campaign at High School by FDDI Fursatganj



Students of Swami Narayan School, Ankleshwar attending 'Swachh Bharat Mission' awareness programme at FDDI Ankleshwar campus

Besides other activities, awareness campaign & street play was conducted at High school by FDDI Fursatganj students on importance of cleanliness in our daily life.

Presentation on the topic of Swachhata & sanitation by FDDI Hyderabad campus at Government Schools was carried out besides other activities.



A view of extempore competition through pictures at FDDI Chhinwara



Students at Government Schools being briefed on Swachhata & sanitation by FDDI Hyderabad

FDDI Chhindwara campus, besides other activities conducted extempore competition through pictures.

Besides other activities, FDDI Rohtak initiated a cleanliness drive and cleaned more than 2 acres of area in the campus.

Besides other activities, awareness of Swachh Bharat Mission which was attended by students of Swami Narayan School, Ankleshwar was carried out by FDDI

Apart from other activities, 'My Clean Room' competition was held at FDDI Banur, Punjab campus.

Besides other activities, a cleanliness drive in the nearby area of a pond located in Kolkata Leather Complex (KLC) where Chhath Puja

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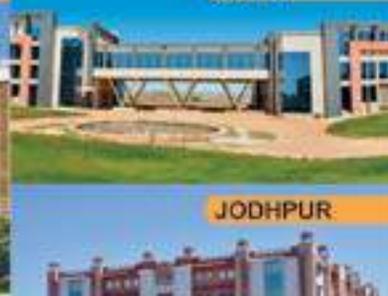
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is organized was carried out. A considerable area was cleaned in order to make the local people aware of the need of cleanliness and hygiene.



A view of the cleanliness drive carried out by FDDI Rohtak

Apart from other activities, 'My Clean Room' competition was held at FDDI Banur, Punjab campus.



Cleaning of hostel room part of 'My Clean Room' competition held at FDDI Banur, Punjab campus

Besides other activities, Speech competition for the students on importance of cleanliness in our daily life was held at FDDI, Jodhpur campus.

Various types of saplings and plants were planted all around the campuses making the green campuses a little more greener which included some flowering saplings

like Mango, Amla, Lemon, Jackfruit and some ornamental plants.



A view of the cleanliness drive in the nearby area of a pond located in KLC being carried out by FDDI Kolkata

All the staff and students were very happy to contribute to this good cause which was very thought provoking and insightful.



A view of Speech competition at FDDI, Jodhpur

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