

NITK-Surathkal holds beach cleanliness drive

The Hindu Bureau

MANGALURU

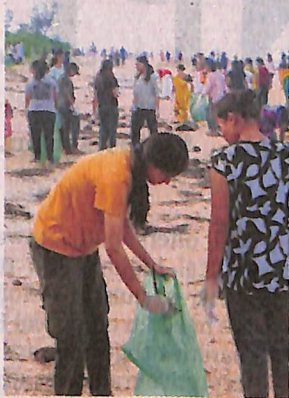
National Institute of Technology-Karnataka, Surathkal, organised a beach cleaning drive at the beach near NIT-K on Sunday.

Over 500 participants, including faculty, staff, students and Mangalore City Corporation personnel, cleared the litter to promote coastal cleanliness.

Swachhata Hi Seva

The initiative is part of the Swachhata Hi Seva (SHS) Campaign 2025 and Special Campaign 5.0, themed 'Swachhotsav', supporting the Swachh Bharat Mission's goal of a garbage-free India.

The SHS Campaign 2025 is structured in two phases: Phase 1 (September 17 to October 2) focuses on mass awareness and shramdaan at public spaces, while Phase 2 (October 3 to October 31) emphasises



Volunteers taking part in the cleanliness drive by clearing the litter at the beach near NITK in Mangaluru on Sunday.

es sustained cleanliness drives and waste management. NIT-K Surathkal has planned a series of Swachhata events across both phases to advance these objectives.

Volunteers took a cleanliness pledge and collected several bags of waste for proper disposal during the beach drive.