

UNIVERSITY OF MUMBAI

Press note

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CM urged to turn the Swachh Bharat Abhiyan within youth

MUMBAI: Describing cleanliness as a social value which needs to be inculcated within youth, Maharashtra Chief Minister Devendra Fadnavis today urged them to turn the "Swachh Bharat Abhiyan" into a people's movement.

Speaking at program to launch 'Munjian'(Maharashtra Universities New Initiative for Joint Action Now), a cleanliness initiative to be adopted by 18 universities in the state, Fadnavis said the state's average age is 27 and 50 per cent of the population is less than 25 years of age.

"If the youth considers cleanliness as a daily routine just like they have food and are determined that they will not litter and also not allow others to do so, the cleanliness movement would be a success," the CM said at the function at University of Mumbai which was attended by all the vice chancellors of Universities in Maharashtra.

Fadnavis gave an example of Germany where trains do not have access control. "I noticed that no ticket checking is done of the commuters. But still no one travels ticketless," he said adding that cleanliness should be part of national character.

Higher and Technical Education Minister Vinod Tawde called for participation of all students and not just limits the campaign to National Social Service (NSS) wing. Cleanliness drive should start from ourselves. Cleanliness is equal to the prosperity.

The Munjian scheme will need every college to adopt one village as this will inculcate values like cleanliness, team work and patriotism in students, making them stake-holders in the 'Clean India' campaign. The scheme proposes that each college has its director or principal as the chief programme coordinator who will oversee the progress of the movement at his/her institute.

To ensure awareness and execution of the scheme, training programmes will have to be conducted to generate awareness and then educate students on how to go about implementing the programme. Said Dr. Rajan Welukar, Vice Chancellor, University of Mumbai.

Participation of colleges and Universities are most important, nearby 26 lacs students are studying in Maharashtra in 4,500 colleges. These human resources will be utilized for cleanliness drive and it will achieve sustainable development, said Dr. Sanjay Chahande, Principal Secretary, Higher and Technical Education. Introductory speech given by Dr. Naresh Chandra, Pro Vice Chancellor, University of Mumbai.

Maharashtra has become the first state under 'Swachh Bharat Abhiyan' to include college students in the ambitious drive wherein every college will adopt a village with an objective to make students the "stake-holders" in the cleanliness campaign.

Mumbai University's (MU's) 'Munijan' (Maharashtra Universities New Initiative for Joint Action Now) scheme in its new avatar had covered 18 agriculture and non-agriculture universities which have over 4500 colleges with yearly turnout of more than five lacs students.

As per the concept note of MU, the 'Munijan' scheme will use the human potential for the cleanliness movement. While the state has its own 'Sant Gadgebaba Gram Swachhata Abhiyan' which focuses on rural cleanliness, the new scheme will launch a similar campaign in the urban, semi-urban and rural areas where these colleges are located.

Under the old 'Munijan' scheme, MU used to conduct an annual competition for ideas on social development on October 2 and implement the winning idea throughout the university. A monitoring committee, chaired by Pro-Vice Chancellor, will be formed to monitor the progress of the movement. The committee will be multi-tiered, one with a local body to oversee institutes at the level of university, and other at the level of the state government to monitor work in state as whole.

For this auspicious Occasion, authorities of University Of Mumbai and principals, students, NSS students were present, Vote of Thanks given by Dr. Bidve, NSS Co-ordinate.

Leeladhar Bansod, Deputy Registrar,(PR)