



SVKM'S
DR. BHANUBEN NANAVATI COLLEGE OF PHARMACY
Gate No.1, 1st Floor, Mithibai College Campus, V.M. Road, Vile Parle (West),
Mumbai – 400 056



DAYITVA

Dayitva Report 2018-19 - **JUHU BEACH CLEANUP**

Date-16/9/2018

Time-7:30 am-10:00am

Venue- Juhu Beach (near Tulip Star Hotel)

Event name - JUHU BEACH CLEANUP

Activities in Dayitva:

DAYITVA is a social sensitivity cell formed by the students of SVKM's Dr. Bhanuben Nanavati College of Pharmacy. As the name suggests, "DAYITVA" is a responsibility. It is a student run cell, made by the people and for the people that works for all the social causes and stands for the society. It is our Dayitva to give back to the society and therefore the Dayitva core team, along with a multitude of volunteers, organize events throughout the year. These events comprise of two major campaigns and two minor campaigns. Such events provide a platform to students to use their ideas for the benefit of the society. Dayitva is an initiative by the youth towards the society to make a better future. The motive of Dayitva is

Leadership | Motivation |Sensitivity.

Introduction:

The last event was held on 16th September 2018 from 7.30am-10.00am at Juhu beach, Vile Parle, Mumbai. The camp was organized by Dhara Chhadva and Kevin Shah (Dayitva head coordinators) with purpose of contributing to society by carrying out a cleanliness drive at Juhu beach from Tulip Star hotel to Novotel hotel. The members and volunteers participated in this event making total of around 50 people.

Motive:

Being a part of a cell whose motive is *Sensitivity | Motivation | Leadership*, it is our fundamental duty to respect the learning we get in the process and share the experiences and inculcate the same values and zest in the younger generation to do their bit for the society. With the perspective of learning and sharing, our camp was inclined towards cleaning the beach waste and giving message to other to do their part of Swacch Bharat Abhiyan.

Activities:

On the occasion of Swacch Bharat 4th Anniversary we decided to take step towards a cleaner and greener Mumbai. All the volunteers and committee member reached juhu beach at 7.00 am.

Each of them were provided with gloves, mask and disposable bags. The event commenced at 7.30am. All of them were divided into the group of 3-4 and went to specific areas and spread all over the juhu beach so that the cleanliness drive could be efficient. During the event many people there at the beach appreciated our work towards the society. We cleaned the beach from Tulip star to Novotel hotel in a stretch where 100kg of solid and liquid waste were gathered and handed over to the BMC officials. It felt as if the entire area was given a new makeover.

Result:

Several people complimented our volunteers and members for this successful cleanliness drive. We were also complimented by the local police guarding the beach. All our volunteers and members had a constant smile knowing that we all have taken a good initiative. The India T.V Reporters also thanked us on our work for the environment and took a interview for the same. Thus the camp was a major success.

