



Dr. Babasaheb Ambedkar Marathwada University, Aurangabad (MS)
Reports for Extension/Outreach Activities Carried out in Year 2023

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Name of Activity	Cleanliness Drive
Date of Conduction	02-10-2023
Organized By	Ministry of Tourism, Govt of India, Directorate of Tourism Govt of Maharashtra and Maharashtra Tourism Development Corporation in collaboration with Department of Tourism Administration, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad
Student Participated	25

Brief Report


On 2nd October 2023, the Ministry of Tourism, Government of India, the Directorate of Tourism, Government of Maharashtra, Maharashtra Tourism Development Corporation, in collaboration with Department of Tourism, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad, organized a cleanliness drive to commemorate Mahatma Gandhi Jayanti. The Cleanliness Drive was carried out in and around Soneri Mahal in University Campus. Soneri Mahal, a 17th-century palace built by a Bundelkhand chief during Aurangzeb's reign, is a prominent landmark within the university campus. It serves as a museum and cultural center, housing artifacts and exhibits that showcase the rich history and heritage of the Marathwada region. The cleaning drive aimed to address these issues, enhancing the site's historical and cultural value. The objectives of the cleaning drive were to preserve heritage, raise environmental awareness, promote sustainable waste management practices, involve students, faculty, and local residents in a collaborative effort to improve the environment, and enhance aesthetics. Organization and preparation involved the NSS unit and the Department of Environmental Science with support from local community groups and university administration. Permissions were obtained from the university authorities and the cultural heritage department to conduct the cleaning drive. Volunteer recruitment was made through university notices, social media, and local community groups, with over 150 volunteers signing up for the event. Resource allocation was done through procurement of cleaning supplies, safety measures, and publicization through university channels, local newspapers, and social media. A detailed schedule was prepared, outlining the tasks and responsibilities of volunteers, and teams were assigned specific areas of the Soneri Mahal and its surroundings to ensure comprehensive coverage. Event day activities included an inauguration ceremony, team formation and task allocation, and cleaning activities. Participants paid tribute to Mahatma Gandhi's ideals of cleanliness and sanitation by actively participating in the cleanliness drive. Awareness campaigns were conducted throughout the event to highlight the importance of cleanliness, the need for maintaining a clean environment, and the responsibility of





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individuals to keep their surroundings clean. Teams systematically cleaned the palace's surroundings, removing litter, overgrown weeds, and debris.


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जा.क्र.प.सं./प्राकाजी/स्वच्छता अभियान/२०२३/१९६ दिनांक- 27 SEP 2023


प्रति,
मा. संचालक,
पर्यटन विभाग,
डॉ.बा.आ. मराठवाडा विद्यापीठ,
छत्रपती संभाजीनगर.

विषय : गांधी जयंती १ ऑक्टोबर २०२३ च्या निमित्ताने १ तारीख १ घंटा स्वच्छता अभियान राबविणे बाबत.


महोदय,

उपरोक्त विषयान्वये केंद्र शासन व राज्य शासन गांध्या निदेशान्वये गांधी जयंती १ ऑक्टोबर २०२३ च्या निमित्ताने १ तारीख १ घंटा स्वच्छता अभियान राबवण्यात येणार आहे. स्थानुवंगाने आपल्या विभागामध्ये युवा पर्यटन केंद्राची स्थापना करून डॉ. बाबासाहेब आंबेडकर मराठवाडा विद्यापीठ छत्रपती संभाजी नगर येथील सोनेरी महल परिसर स्वच्छता अभियान युवा पर्यटन केंद्राच्या विद्यार्थीकडून सकाळी १०.०० ते ११.०० वा. राबवण्यासाठी करिता नम्र विनंती.

o/c


उपसंचालक, पर्यटन संचालनालय,
प्रारंभिक कार्यालय, औरंगाबाद.

प्रत : सहायक संचालक पुरातत्त्व विभाग, छत्रपती संभाजीनगर, पानो आगल्या हद्दी मध्ये येणारी घाटम्यु सोनेरी महल या ठिकाणी स्वच्छता अभियान राबविण्याकरिता परवानगी देण्यात यावी.



Glimpses of Cleanliness Drive. Enthusiastic participation of local residents could be recorded.

Waste management was done by segregating collected waste into recyclable and non-recyclable categories, and disposing of non-recyclable waste responsibly in coordination with local municipal authorities. Post-cleaning activities included educational sessions on the importance of waste management and heritage preservation, sharing experiences, and a feedback session to gather suggestions for future initiatives. Safety and health measures were provided to participants, and a medical team was on standby to address any health issues or injuries that might arise during the event. The immediate impact of the cleaning drive was cleanliness and restoration, significantly enhancing the appearance and accessibility of the palace. Awareness and education about heritage preservation and environmental conservation were raised among participants and the wider community. Community engagement was fostered through the collaborative nature of the drive, and the event demonstrated the potential for collective action to achieve positive change in the community. Long-term benefits of the cleaning drive include sustainable practices, enhanced heritage value, and positive community impact. Challenges faced included logistical issues, such as coordination of volunteers and managing waste collection and disposal. Weather conditions also posed challenges, with intermittent rain affecting the



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cleaning activities and requiring adjustments to the schedule. In conclusion, the cleaning drive at Soneri Mahal, organized by the Department of Tourism Administration of Dr. Babasaheb Ambedkar Marathwada University, was a resounding success, demonstrating the power of collective action in preserving cultural heritage and promoting environmental conservation. By engaging the community and fostering a sense of responsibility towards maintaining public spaces, the university has set a positive example for future initiatives aimed at enhancing the beauty and historical significance of Aurangabad.




Registrar,
Dr. Babasaheb Ambedkar
Marathwada University,