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## IIM Bangalore students take up Swachh Bharat Abhiyaan

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Equipped with brooms and dustbins, the students of IIMB swept the pavements near the campus

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**BENGALURU, JAN 12:** Student Affairs Council and the Students' Cultural Committee of the Indian Institute of Management, Bangalore (IIMB) took up a cleanliness drive to take forward the Prime

## Minister's Swachh Bharat Abhiyaan.

About 50 student and support staff along with the teaching staff took part in the initiative. They were led by Prof Sourav Mukherji, chairman of the PGP programme, and Prof G Ramesh from the Public Policy domain, who encouraged students to spread the message of cleanliness in areas around the campus.

Equipped with brooms and dustbins, the students swept the pavements near the campus on Bannerghatta Road in Bengaluru.

Volunteers also painted the institution's compound wall with colours of the upcoming college cultural festival, *Unmaad* that urged the citizens to keep their city clean.

In line with the 'Pay It Forward' initiative, the institute has nominated nine other colleges including IIMs, NITs and BITS to continue the initiative. The institute has also nominated popular composer duo Vishal-Shekhar who will be performing at *Unmaad 2015* and the cast and crew of 'Three Idiots' which was filmed on the IIM Bangalore campus.

(This article was published on January 12, 2015)