



एक कदम स्वच्छता की ओर.....

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# CERC – ENVIS Centre

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*"एक कदम स्वच्छता की ओर"*

*स्वच्छ भारत अभियान*

**Swachh Bharat Pakhwada**

**1-15 June 2017**

# Swachch Bharat Abhiyan

“Cleanliness is Godliness” is the mantra of Mahatma Gandhiji, Father of Nation. He demonstrated, propagated and insisted for individual and community cleanliness throughout his life.

The 'Swachch Bharat Abhiyan' is a massive mass movement that seeks to create a Clean India. The Government of India has launched Swachch Bharat Abhiyan on 2<sup>nd</sup> October 2014 with a vision to dedicate Clean India on 150th birth anniversary of Mahatma Gandhi on 2<sup>nd</sup> October 2019.

## Campaign for Swachch Bharat

**CERC -ENVIS** participated in Swachch Bharat Mission and took the initiative for bringing the awareness amongst the locals for keeping their home and nearby places clean.

To campaign ENVIS-CERC visited to

- Slums
- Pol” (Gujarati: પોલ)
- School

We gave them tips to keep Environment clean and to make their children aware of cleanliness. We instruct simple steps to manage and segregate waste at source. We asked them to form a group of like minded people which is the best way to practice waste management

We guided them on making compost at their home with fruit and vegetable peels. We distributed pamphlets on “**All you need to know about how to make compost**” and “**How to separate your household waste.**” We prepared pamphlets in both English as well as in regional language i.e. Gujarati.

We also distributed pamphlets on the Swachch Bharat Programme launched by the **Ministry of Urban Development** and tips how to keep the environment clean. We prepared pamphlets in both English as well as in regional language i.e. Gujarati.

**10<sup>th</sup> June 2017**

## **Slum Area**

ENVIS Team, Ms. Bhigisha Mackwana and Mr. Girish Shah of CERCA along with SAATH, a non-profit development organisation works with slum residents, migrants, minorities, children, women, youth and vulnerable people in urban and rural areas visited B. Colony, Meghaninagar, Ahmedabad. The residents of this slum are getting training for skill development. Trainees played a skit on “swachchata.”





12th June 2017

## Pol (Gujarati: પોલ)

A pol is a housing cluster which comprises many families of a particular group linked by caste, religion or profession. Pols are self-contained micro neighbourhoods consisting of a street and houses on either side. Each Pol has its own temples, community wells, and Chabutaras. Pol is derived from the Sanskrit word 'Pratoli' which means gate or entry. ENVIS team visited "Dhal ni Pol" and interacted with residents.



14<sup>th</sup> June 2017

## Ganesh Vidhayalay, Nava Vadaj, Ahmedabad.

Ms. Medhavi Joshi, Ms. Ashoka Ghosh and Ms. Priyanka Joshi addressed students. Ms. Joshi talked on Consumer rights. Ms. Ghosh gave light on Swachhta abhiyan , its beginning and tips to keep our country clean. At the end we asked students to take a pledge to keep surrounding clean and encouraged them to spread the message. Swachhta Bharat Abhiyan pamphlets were displayed on notice board.





**17th June 2017**

## **Nava Naroda, Ahmedabad.**

ENVIS Team, Ms. Bhigisha Mackwana and Mr. Girish Shah of CERCA along with SAATH, a non-profit development organisation works with slum residents, migrants, minorities, children, women, youth and vulnerable people in urban and rural areas visited Nava Naroda, Ahmedabad. The residents of this slum are getting training for skill development. Team interacted with them for making them aware of Swachh Bharat Mission.



**Please view the pamphlets**

[All you need to know about how to make compost](#)

[All you need to know about how to make compost – Gujarati](#)

[How to separate your household waste](#)

[How to separate your household waste–Gujarati](#)

Swachh Bharat Abhiyan: [Information](#) on Swachh Bharat Programme

Swachh Bharat: [Easy ways](#) to keep our Bharat Swachh

Swachh Bharat Abhiyan: Information on Swachh Bharat Programme in Gujarati

Swachh Bharat: [Easy ways](#) to keep our Bharat Swachh in Gujarati