



## **'Swachhagraha'- Towards Creating a Culture of Cleanliness**

***Adani Act Launches 'Swachhagraha' in Ahmedabad;***

***To promote civic consciousness by engaging Students, teachers and society at large'***

**July 22, 2016, Ahmedabad:** 'Swachhagraha' – an Adani Act initiative towards 'Creating a Culture of Cleanliness' has been launched on July 22, 2016 at Ahmedabad, in the premise of Adani Vidya Mandir. The initiative has been launched in association with the Centre for Environment Education (CEE) as its Knowledge and Implementation partner. The programme plans to be rolled out in 250 schools across 6 cities in Gujarat, namely Ahmedabad, Surat, Vadodara, Anand, Rajkot and Bhuj-Mundra. It is envisioned that Swachhagraha will eventually be scaled up to covering more than 12 states across the country in the times to come.

'Swachhagraha' draws inspiration from the 'Satyagraha' movement, which catalyzed action through tremendous patience & perseverance, and united the entire nation to fight against a common enemy. Swachhagraha, similar to Satyagraha, aims at engaging people and bringing about a change, similar in scale to India's freedom movement, where people get involved to take action for 'Creating a Culture of Cleanliness'. Aligning with the Swachh Bharat Mission (SBM) announced by our Hon'ble Prime Minister, Shri Narendra Modi, Swachhagraha's mission is to kill the litterbug amongst all of us and transform the face of the nation beyond 2019 and forever.

City-based schools participated in the Ahmedabad launch similar to other cities of Gujarat. Dignitaries present on the occasion included Dr. Priti G. Adani, Chairperson, Adani Foundation; Ms. Shilin R. Adani, Trustee, Adani Foundation; Shri Navneet Mehta, District Education Officer, Ahmedabad; Shri. Kartikeya V. Sarabhai, Director, CEE; Shri P. N. Roy Chowdhury, Executive Director, Adani Foundation; Ms. Sushama Oza – Director (Sustainability) Adani Foundation and Ms. Madhavi Joshi – Program Director, CEE.

Post unveiling the formal posters of Swachhagraha, Dr. Priti G. Adani addressed the gathering and candidly said, "The ripple effect of Swachhagraha will create an impact not only in Gujarat but across India. The impact will be seen when Swachhagraha turns into a habit and the habit becomes sustainable so as to inculcate behavioural change amongst all of us."

Corroborating Dr. Priti G. Adani's address, Shri Kartikeya V. Sarabhai, Director, CEE said, "Swachhagraha is about promoting civic consciousness amongst the citizens through youth leaders. Being clean is integral to us. We should not tolerate dirt and litter. *Agraha* (insistence or strong request) for us and *Agraha* for others- is important. It is important to join in this *Agraha* to create a culture of cleanliness. When students learn something, they influence their parents".

He further added, "*Swachhata* is linked to better health, which further leads to the economic growth of a nation."

Adding on to Shri Sarabhai, Shri Navneet Mehta, District Education Officer, Ahmedabad, categorically said "Where there is discipline, there is everything. Cleanliness is liked by one and all, and it is time we observed our own behaviour and take necessary action. We must aim at making 'Swachhata' integral to our character."

'Swachhagraha' will be open to all schools and the module will focus on standards VI to IX, even though all classes may be involved. Modules of Swachhagraha will be online soon which will emphasize on activity based learning to ensure creating a culture of cleanliness. The School, Teachers, and the Students will be the key to achieving the objectives of the programme.

Describing the mission and vision of Swachhagraha, Smt. Shilin R. Adani said, "Mahatma Gandhiji made Satyagraha a people's movement and Swachhagraha aims to follow the similar path and make it a people's movement to create a culture of cleanliness. We need freedom from littering and filth. A mother does the work of imparting values (Sanskar), a teacher does the work of nurturing values and behaviour, while, children influence the family decisions. Swachhagraha is a continuous process, and we need an India where people have developed the habit of not littering at all. Together we can and we will make a difference".