



Knowledge and Implementation Partner

CEE

Centre for Environment Education

Swachhagraha: Creating a culture of cleanliness December 1-31, 2016

Swachhagraha is a campaign launched by Adani Foundation with Centre for Environment Education being the Knowledge and Implementation partner. It aims to create a culture of cleanliness through behavior change education. The project has been launched in 6 cities of Gujarat namely Ahmedabad, Vadodara, Surat, Anand, Rajkot/Jasdan and Bhuj/Mundra. More than 600 teachers from 400 schools were trained to inculcate the habit of cleanliness by insisting on not creating litter. Swachhagraha activities are focused on the themes of Waste Management and Littering, Sanitation, Personal Hygiene and Toilet Etiquettes.

Acknowledging your safai heroes through #SafaiKeSitare

423 selfies received nationally

118 schools participated

Maximum entries from St Kabir School Naranpura, #Ahmedabad.

Best Entries



Jassaram with his safai hero Pa Pa Ramji from Barmer #Rajasthan in action to support



Whole Government High School Dasgrain saluting their safai ke sitare Seeta Devi for her contribution in giving them a healthy life. #Punjab

H.B Kapadia New High School Memnagar to initiate literacy drive for their cleaning staff, starting with making them to learn to write their name. #Ahmedabad



Anjali from Mahalaxmi Public School, Jaipur #Rajasthan, says to not create waste and inspire others to do the same. Narmada ben is her inspiration.

his cleaning staff
in school.

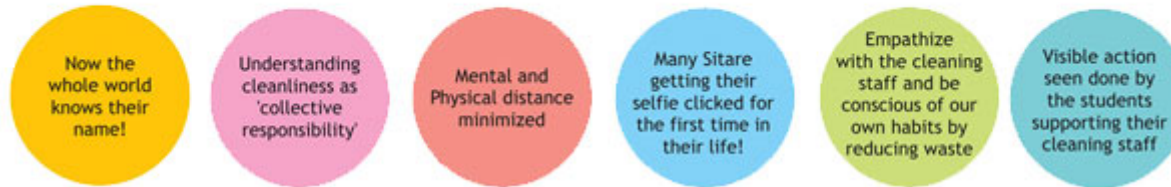


जिन कामों से ऐतराज है हमें,
वो इन्हें दिलसे करती है.
Vidushi Rai from City
Montessori School
#Lucknow with Munni ji.



Cleanliness of a school
is a collective
responsibility. Students
of Maharana Pratap
Corporation School no 6,
#Vadodara learnt this
from Manjula ben.

Impact



The first national campaign launched under Swachhagraha was '**Safai Ke Sitare**'. The objective was to acknowledge the cleaning staff around us who are the unheard heroes of cleanliness. A selfie to appreciate and value their hardwork and take action to support them. The campaign was used as a means to bring the children close to them. The time period of the campaign was from September 15, 2016 to October 2, 2016. We received more than 400 selfies all over India with more than 100 schools getting engaged with us. The winners were felicitated with awards and certificates.

See the selfies at www.facebook.com/swachhagraha.org

Schools going the #Swachhagraha Way!

In a span of just 4 months, Swachhagraha has been receiving inspiring stories from schools and individuals. Swachhagraha has been able to initiate behavior change which is happening slowly in the schools. Schools have welcomed Swachhagraha with all their heart. The perseverance shown by the Swachhagrahi in their own sphere of influence inspires each and every one of us to become a catalyst in bringing about a cultural change in sanitation and make India litter free. Some examples of best practices are as follows:

A Dialogue for Change



Nagar Prathamik shala Number 2, a government school for girls in Anand had been facing problems by the vegetable vendors selling vegetables outside the school premises and throwing leftover and rotten vegetable waste at their doorstep and sometimes in school premises. Even though the school premises was cleaned, the students had to walk through the waste thrown by the vendors. The school decided to confront...

[Read more...](#)

Where there is Will, there is Cleanliness



Yatimkhana Ahle Sunnat(YAS) School, Bhuj is located in a slum area. Earlier this isolated place used to be a homestay for orphan and underprivileged children (Yatimkhana) where primary education was provided along with basic needs. For many reasons this place was neglected. But as they say, "Education is the most powerful weapon for bringing a permanent change in a non-violent way", as time passed, this orphanage took a shape of school. Classes were pouring out as students increased. School was ready with new building but with a new challenge...

[Read more...](#)

Launching #Gandagi Se Azadi.

Satyagraha was a mass movement to get independence. On the same lines, Swachhagraha aims to get Azadi from dirt and litter through conscious efforts of not creating the waste. We invite schools to join **Gandagi se Azadi** campaign where the schools Explore one issue related to cleanliness in their school, Discover the stakeholders involved and reasons behind the issue, Think on how the issue can be resolved or reduced, Take Action collectively to solve the same, and Share the story with us!

Best reports would be felicitated with exciting prizes!

#GandagiSeAzadi

Themes

- Waste Management/Littering
- Personal Hygiene
- Toilet Etiquettes
- Sanitation

Submit your report by February 1, 2017

Best entries will be felicitated in April 2017

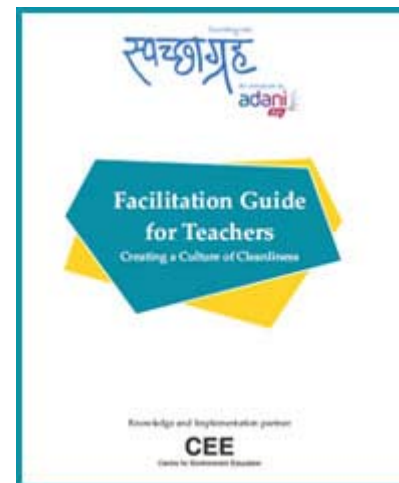
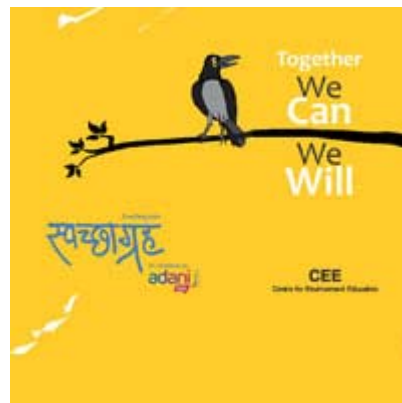
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Resource Material (Available in English, Hindi and Gujarati)



For more details, visit www.swachhagraha.org



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Share your stories



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