



एक कदम स्वच्छता की ओर.....

सो. ई. आर. सी. के साथ



Consumer Education & Research Centre
Ahmedabad, Gujarat
www.cercindia.org Helpline : 1800 233 0222

CERC – ENVIS Centre

Consumer Education and Research Centre

“Suraksha Sankool”, S. G. Highway, Thaltej, Ahmadabad – 380 054

Tel: 079-27489945/46, 27450528, 27438752/3/4

Fax: 079-27489947 Email: cerc-env@nic.in, cerc@cercindia.org

Website : www.cercenviis.nic.in, www.cercindia.org



Swachh Bharat Pakhwada

1-15 June 2016

Swachh Bharat Abhiyan

The 'Swachh Bharat Abhiyan' is a massive mass movement that seeks to create a Clean India. A clean India is the best tribute we can pay to Bapu when we celebrate his 150th birth anniversary in 2019. Mahatma Gandhi devoted his life so that India attains 'Swarajya'. Now the time has come to devote ourselves towards 'Swachchhata' (cleanliness) of our motherland.

Keeping this in mind, the Indian government has decided to launch the Swachh Bharat Mission on October 2, 2014. The mission will cover all rural and urban areas. The urban component of the mission will be implemented by the **Ministry of Urban Development**, and the rural component by the **Ministry of Drinking Water and Sanitation**.



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

ENVIS-CERC along with different NGOs worked with different people residing in slums, visited slums of different areas. We also gave them the tips to keep Environment clean, to make their children aware of cleanliness as well as the importance of saving water and electricity on the daily basis. We also distributed pamphlets on the Swachh 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.

Pledge for Swachch Bharat

The staff of ENVIS Project and host organisation Consumer Education and Research took a pledge to fulfil Mahatma Gandhi's vision of Clean India.



Campaign for Swachch Bharat

ENVIS-CERC has participated in Swachch Bharat Abhiyan and campaigned for it.

The centre visited SAMERTH, a non-profit development organisation that works towards accelerating a humane, sustainable and equitable society. We make members of the organisation aware of the Swachch Bharat scheme launched by the Ministry of Urban Development and tips how to keep the environment safe and clean. We have distributed pamphlets.



ENVIS-CERC Centre 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 different slums. We visited "Geetaben ni Chali" on 9th June 2016 and make residents aware of the Swachh Bharat scheme launched by the Ministry of Urban Development. We gave tips how to keep the environment safe and clean. We have distributed pamphlets on such information also.



The Juhupura branch of SAMERTH, a non-profit development organisation that works towards accelerating a humane, sustainable and equitable society visited our centre. We make visitors aware of the Swachh Bharat scheme launched by the Ministry of Urban Development and tips how to keep the environment safe and clean. We have distributed pamphlets. Project Coordinator Mr Uday Mawani addressed them.

Six students from Ohio State University – Nourish International visited our centre. We explained the CERC-ENVIS activities.



Please view the pamphlets

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