



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



Swacchta Hi Seva Campaign- Report



Swachhta Hi Sewa

Mahatma Gandhi had once famously said, *“Sanitation is more important than political freedom.”* This statement underscored the criticality of sanitation in society.

The Prime Minister has named the nationwide sanitation campaign from 15th September to 2nd October 2017 as **“Swachhta Hi Seva”**. And our President administered the Swachhta Hi Seva Pledge whereby the Nation, resolved to create a clean healthy and new India. India is fighting a decisive battle for cleanliness and hygiene. Cleanliness is not the responsibility of only sanitation personnel and government departments; it is a multi-stakeholder national movement. The objective of the campaign is to mobilise people and reinforce the “Jan Aandolan” for sanitation to contribute to Mahatma Gandhi’s dream of a Clean India. Swachhta Hi Seva campaign will see large-scale mobilisation of people from all walks of life to undertake *shramdaan* for cleanliness.

Campaign For Swachhta Hi Sewa

CERC -ENVIS participated in Swachh Bharat Mission and took the initiative in bringing the awareness amongst the locals for keeping their home and nearby places clean. To campaign, CERC-ENVIS along with Consumer Club visited

- “Pol” (Gujarati: પોલ) : Desai ni Pol
- School: Stri Kelvani Uttejak Mandal School
- Green pledge by CERC Staff

The team campaigned for **“Swachhta Hi Sewa”** and encouraged students and people to Go Green! It is the time to focus on sustainability. Now "Swachhata Hi Seva is becoming a movement.

The team visited each house of Desai ni Pol and distributed posters- *Swachhta Hi Sewa* (Cleanliness is Service) and pamphlets prepared for

- Swachh Bharat Programme in English & Gujarati
- Easy ways to keep our Bharat Swachh in English & Gujarati
- How to separate your household waste? in English & Gujarati
- All you need to know about how to make compost in English & Gujarati

Desai ni Pol, Khadia, Ahmedabad

The team visited Desai ni Pol, Khadia, Ahmedabad characterized by its wooden carves architecture. It is a well-known place for its heritage structure. The Pol has received awards for its cleanliness from Municipal Corporation. People have pasted Swachchata Quotes on the walls of their lanes and by lanes.



CERC Office Staff Pledge

All CERC staff took “Green Pledge” to save the environment and following the adoption of “Swachh Bharat-Harit Bharat” activities. Displayed posters on Notice Boards.



SKUM School, Gurukul, Ahmedabad

The School believes in “Swachhata hi Sewa.” Thirty Students of the school volunteered themselves as “Swachhagrahi.” Swachhagrahi are encouraged to act and inspire others. Swachhagrahis enable people to understand the issue of lack of cleanliness, to be motivated to act and spread the culture of cleanliness. These 30 students, encourage and inspire their fellow students to spread the message to their localities. The one part of the main hall of the school is dedicated to the display of posters made by students. They have made the models of the dustbins- blue and green and other relevant items.



Poster



Swachhta Hi Sewa (Cleanliness is Service)

17th Sept to 2nd Oct, 2017



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**Consumer Education and Research Centre
Suraksha Sankool, Sarkhej – Gandhinagar Highway, Thaltej
Ahmedabad-380054 (India)
www.cerecenviis.nic.in
cerc-env@nic.in**

Prepared pamphlets and distributed in both English as well as in regional language i.e. Gujarati.

1. **All you need to know about how to make compost:**http://cercenvis.nic.in/PDF/Compost_eng.pdf
2. **How to separate your household waste:**http://cercenvis.nic.in/PDF/waste_seg_eng.pdf
3. **તમારા ઘરનાં કચરાને કેવી રીતે અલગ કરવો?** http://cercenvis.nic.in/PDF/west_seg_guj.pdf
4. **કંપોસ્ટ કેવી રીતે બનાવવું?** http://cercenvis.nic.in/PDF/compost_guj.pdf