



My Clean India



Introducing

My Clean India

DRAFT Nov. 2008

2008



Introducing My Clean India

My Clean India (MCI) represents an exciting new opportunity to reach and inspire the people of your community to show their love and pride in their environment. MCI encourages people to take personal responsibility and by that, together finding ways to keep their environment clean and green. This action is not just for less litter and rubbish, MCI also stands for cleaner air, cleaner water, cleaner soil, and even a cleaner mind and relationships.

We know that cleanliness in all its forms is associated with prosperity.

Simply put MCI is about promoting beauty and prosperity through community and acknowledging those that contribute. There are people all around doing things and enrolling others, and we want to recognise them.



Cities, towns and villages in India are joining MCI to help to bring people together who are willing to make a difference. It's difficult to do it alone but when you link together with a common passion, you can become powerful. We can partner with you to advance your community and people in your life and, as you will read, we are about leadership and personal empowerment.

MCI will partner with you to create awareness, share insights and, by that, to inspire others into action.

See the website at www.mycleanindia.com which also;

- Records what action different communities are taking; and
- Acknowledges people who take action.

Principles summary

- *My Clean India* (MCI) is a **concept**.
- Its theme is "*Prosperity and Beauty through Community*."
- MCI is simply a *banner* to promote **cleanliness in all forms** including cleanliness of the mind and cleanliness in relationships.
- *My Clean India* concept is promoted by a society (an NGO) **not** named *My Clean India*¹.
- *My Clean India* represents a '**banner**' - a unifying network to share resources, ideas and promote public recognition of activities relating to cleanliness.
- The society manages and develops a **network**.
- The **network** of the society comprises of schools, colleges, universities and action groups.

¹ The name of the Society could include the *Inspire [or Hindi name] India Society* or simply *MCI Society*.



Introducing My Clean India

Society to promote:

- *My Clean India* concept.
- Self development, including leadership, confidence and originality.
- Opportunities for schools to interact with the community, including under the *My Clean India* banner as extra curricular activity to promote leadership and quality citizens – ie. as tomorrow's leaders.
- Networks of groups that takes action.
- Quality links to media

How can MCI help you?

MCI can assist you in many ways:

- Provide you with resources such as ribbons, fliers, posters, manuals and artwork to promote the activities of MCI.
- Provide a platform for different communities to share experiences.
- Publicly acknowledge people who take action in the spirit of the Aims of MCI
- Train and skill people with tools to enrol others into action.
- Promote ideas and opportunities to inspire others into action.
- Provide basic material for articles and write ups which you can modify and distribute to local media.
- Provide you with personalised visiting cards and stationery.



So what can you do?

1. **With your community** you can

- Enrol community leaders, passionate friends and people to join in participation in the annual international *Clean Up* celebration event in September (see later)
- Encourage everyone you meet to wear the green *My Clean India* ribbon.^[1]
- Hold community meetings and share the MCI PowerPoint presentation notes (printouts or live), distribute membership forms, fliers, your business card. Alert to website, international links and achievements to date or just talk to inspire others.
- Leave fliers and posters (with your MCI introduction card) at relevant places.

2. **With the schools, colleges and universities** to promote MCI as a pathway to evolve leadership skills and community interaction and by that make the students more employable. With projects, surveys, and other forms of community interaction, skills for their students. Some things you can do include to:

^[1] The ribbon can be cheaply printed with details on the MCI website. Contact Dr Prashant Natu if required.



Introducing My Clean India

- Promote poster and essay **competitions** on topics related to the environment with prizes.
- Conduct surveys of community needs, problems, opinions, opportunities for action and progress reports.
- Prepare media releases based on community surveys.
- Promote care for the environment with agreements, acknowledgement and awards.
- Prepare posters and essays with sponsorship and media promotion.
- To be community champions with marches, posters and essays to causes of concern to the community.
- To be a voice and monitor of the progress of the community in creating a prosperous and beautiful environment.
- Encourage their participation in the annual Clean Up event and targeting areas for cleaning up, to assume responsibility for promoting cleanliness in assigned areas.

Sponsorship and donations.

MCI is self funding and not-for-profit.

Opportunities for sponsorship could include prizes for the schools competitions (posters, essays etc) and for the high profile *Clean Up the World* event in September (“Clean Up Xxxx Day”) (see later).

Possible sponsors could include;

- Waste management and environmental businesses and organisations and offer to help promote them through MCI.
- Associations such as hotels and restaurants, industry, merchants; and
- Anyone who would like to be seen as a good corporate citizen.

Clean Up Xxxx Day – a special September event

The single most effective opportunity to create awareness that is easy to begin and is very effective is the annual *Clean Up* celebration day held in September.

Each year, on the third weekend of September, some 120 countries participate in the *Clean Up the World* (www.cleanuptheworld.org) event. This is your opportunity to participate as *Clean Up Xxxx Day* (where Xxxx is the name of your city, town or village). It is an opportunity for recognising people that take action and make a difference to “cleanliness” in your community. It is the act of recognition that not only rewards those that ‘made a difference’, but to inspire others to do likewise. It is an especially effective opportunity for community building with a cause that is long lasting.



Introducing My Clean India

EXAMPLE: In Nainital, a hill station in Uttarakhand in 2007 at least one-tenth of the population directly participated in CUND2007 (*Clean Up Nainital Day*) and the whole town was made aware through enthusiastic media interest. From that single day, many initiatives were begun, including a solid waste management scheme, that is today seen as the beginning of a significant transformation, arguably a *Tipping Point*^[2]. Schools in Nainital contributed posters, essays, and participated in enrolling the community. They conducted surveys and circulated oaths and agreements to keep the area clean and the town and its civil employees participated in the cleaning process. One resident said, “.... *there has been tremendous progress in Nainital*”.



So what exactly can you do and how can you begin?

This is a special opportunity, and a few basic things can be initiated with the help of the municipality,

administration and existing groups and community. Regular events include;

- Professional cleaning up. The event is called a *Clean-up day* and so special effort could be made for regular cleaners of your community to take on a higher profile on the day. Perhaps they could be offered additional resources and wear special clothing to mark the event. This alone will make it newsworthy and the administration will be seen as a supportive partner for the day.
- Volunteer cleaning. Consider the opportunity for volunteer associations and groups. There is *My Clean India* and *Clean Up the World* artwork available that could be used on litter bags and even on banners. These bags could be distributed to volunteer groups and encouraged to participate (and of course recognised by MCI). Special T-shirts, caps, fliers could be distributed on the day with help of sponsors and donors.

The **schools and colleges** represent the movers and shakers of tomorrow. School assemblies can be addressed to encourage their participation who are very keen to hear from MCI especially with opportunities for community interaction, leadership development and scholarship on a hands-on basis. The schools can do a huge amount to promote awareness and do it on creative, high profile basis which of course attracts the media.

Everyone, including the schools could be inspired to undertake;

- A poster competition on some particular theme relating to the environment;
- An essay or poetry competition. Perhaps as a complement to the poster competition.
- Surveys of community-identified issues and proposed solutions.²
- Create and obtain Agreements to keep your area clean to be signed by community groups.

^[2] *Tipping Point* by Malcolm Gladwell Published Little Brown and Company 2000. Small events can “tip” (ie. shift) a status including in awareness, crime, economic well-being, product sales etc. A notable event in New York in the 1980s resulted in a major clean-up of the subways with spill over benefits including in crime reduction and social conditions. MCI could become a “Tipping Point” event for India.

² By the community identifying them promotes ownership and, compiled and interpreted, thereby media worthy.

- Promote the taking of Oaths (sankalps) by community groups.
- Design and use of banners.
- Street marches.
- Public awareness engagement opportunities.³
- Follow-up surveys.
- Street marshals to take responsibility for on-going cleanliness and reporting.
- *Cleanest Street of 200x* awards (with sponsorship).
- Acknowledgement certificates for people that make a difference.
- Sponsorship of litter bins.
- Planting of trees.
- Collection and disposal of water bottles/rubbish.
- Information/education about better sanitation and clean water.



There are basically



many other initiatives that the Nagar Palika and other groups may help as well.

Remember all you are doing is **facilitating** an opportunity for them. The My Clean India banner is a convenient universally acceptable unifying statement.

On the day, a central area could be set aside for public acknowledgements, for displays (including the posters) and may be preceded by a march which ends there. It is an opportunity for making a public statement and showing the community including the Nagar Palika at

work. It is simply a day of celebration, awareness, commitment, acknowledgement and creating a sense of empowerment of the individual as a member of a community which cares.

It is your day however you wish to shape it, to promote a community awareness and agreement to improve cleanliness. We recommend that you join the international *Clean Up the World* network at www.cleantotheworld.org and look for more ideas.

Encourage media coverage

Write letters to the editors of various newspapers. Write articles for papers and other magazines. All school magazines and house magazines of various industrial houses may welcome MCI coverage – particularly if the writer is involved with that organisation.

³ One example was in Nainital where cars were stopped on entering the town precincts and asked to exchange plastic bags for paper ones. This proved highly successful.



Introducing My Clean India

Acknowledgement

Publicly acknowledging people who make a difference to the community creates awareness and inspires others into action. Taking every opportunity, including in conversations, is a key activity of MCI. MCI uses its website (www.mycleanindia.com) and media contacts to promote and advance people who make a difference to inspire others into action.

Other Information

Communicating including speeches and press releases



MCI is about communicating to inspire so obviously it takes every opportunity to address public venues, events and especially school and other assemblies. The core topics such as how MCI works as described here can be conveyed and try and be as casual and engaging as possible – consider having a spontaneous ‘**conversation**’ more than a speech. Reflect on how you would have felt at their age listening to someone from My Clean India so **acknowledge them** for being progressive that ‘education’ is more than what ends up graded in the annual report or directly graduation certificate.

A key communication could be that **MCI represents an opportunity for developing community and leadership skills** and to be more employable.

So topics that could be discussed could include opportunities for interaction with the community (eg. surveys, agreements and other initiatives). Suggest that surveys and other initiatives represent opportunities to demonstrate that the students are interested in them as a community. And, a well constructed survey allows for the community to promote the problems and their perception of the solutions. So doing it provides for;

- Learning about student and community interaction,
- An opportunity for the student to learn what the community is concerned about and their solutions,
- Compiled as a report, the community are more likely to take ownership of the survey as being ‘theirs’.
- The report represents a media release where the community has spoken.
- The schools can by their action could contribute to promoting a “*Tipping Point*” in their city/town.^[2]

^[2] *Tipping Point* by Malcolm Gladwell Published Little Brown and Company 2000. Small events can “tip” (ie. shift) a status including in awareness, crime, economic well-being, product sales etc. A notable event in New York in the 1980s resulted in a major clean-up of the subways with spill over benefits including in crime reduction and social conditions. MCI could become a “Tipping Point” event for India.



Introducing My Clean India

So having shared what MCI is about, consider obtaining a vocal and hand- in- air agreement at the conclusion to begin today to take action based on being inspired to be leaders in the community. Their immediate steps could be simply modifying your own behaviour, promoting it in others, taking whatever steps to promote cleanliness. Encourage the formation of a leader to represent MCI.

Media releases should be considered in terms of engaging the people and not just informing about MCI. Reflect on what you write in terms of creating space for action and acknowledging those that do. Write from enrolment (not from convincing them) – in other words, inspire rather than request or cajole. Create space for them to be inspired into action.

Sustainability

Obviously we all want outcomes that are sustainable to produce lasting results. The annual celebration in September will require resources and some time in preparation. The experience of *Clean Up Nainital Day (CUND2007)*, in Nainital held Sept 2007, created a shift in attitude and commitment by the administration as the event showed that the community actually cared. In no time a new solid waste management program, litter fines and lake-marshals were introduced and more is happening triggered by that one event that showed the community cared. Your town, city or region will have its own priorities and particular needs but we know that the annual Clean Up celebration has benefits greater than the cost and effort. And again, because MCI is about creating community spirit and opportunities for creating leadership, this is also an important focus.



Acknowledgement.

You are joining a pan-India network that facilitates the achievement of the ambitions of others and **acknowledges** those that take action. Acknowledgement represents a key activity for MCI and it goes out of its way to salute those that take action, partly as a reward but also to inspire others. The website, media, events, prizes and awards are just a few opportunities available with the logo/banner of My Clean India and especially at the annual Clean Up celebration in September.

Sponsorship (and donations)

Under the MCI logo, it will be easier to raise sponsorship funds. Donors too are more likely to come forward as they achieve visibility in association with MCI activities. With a little creativity, there are many opportunities for sponsorship such as litter bins, caps, T shirts, fliers etc. Define what you need, reflect on where that will appear to the public and reflect on how a potential sponsors would like to be seen.

Basically we believe in accountability and self management. While funding from government and institutions is welcomed, it is not a primary pursuit as we believe that if MCI is to be truly effective, then donations and sponsorship will be attracted and readily provided. Harder to obtain, such funding expands the MCI network and by that too, public awareness of the mission of MCI. That said Central Office may release funds to help fledgling activities and provide services to help you. We believe that



Introducing My Clean India

working on the 'knife edge' will keep us fit and responsive and a vital integrated member of the community.

The MCI Society

MCI is simply a network of committed people and groups but obviously needs a permanent core represented by a not-for-profit association (non-government association, NGO) which too comprises of people with a common ideal and vision. There is a Central Office that manages the funds and resources with state and town offices called Regional Units (RU's) operating as a not-for-profit business system. Outside of its management, MCI is simply people who operate in the spirit of MCI, with integrity, transparency and in some way enhancing the "cleanliness" and beauty of the environment and by that, empowering people.

Gandhiji said *"Be the change you want to see in the world"*.

- In other words, what you do and how you do it can empower people more than your words.





Introducing My Clean India

EXTENSION

What you can say about *My Clean India*?

Inspire and motivate by creating visions sufficiently broad to enable others to select initiatives that suits them. This attitude means **to not be attached to your own ideas** (eg. do not be attached to your fix-it 'plan') as the solution must be theirs. Accept that solutions generally come from the people themselves. My Clean India is a program of community self-empowerment (ie. leadership, taking action, inspiring others, doing things one wouldn't normally do etc). Growing affluence has conditioned us to look to others instead of to ourselves for solutions to problems.

Creating visions is like creating 'space' or opportunities for others to **take action according to their needs**.

Learning to stand **with**, and not behind, educational qualifications.

MCI presents an opportunity for people of all ages to come together, not looking to the administration or the 'oldies' to do it, but to achieve results for themselves and in a satisfying way. **To be in action in a satisfying way**.

To act free of your own 'personal history' ie. experience. To see your 'personal history' (including your qualifications) as being just a 'story' and not necessarily the truth. You are most empowered 'naked' of your 'story'. Don't hide behind qualifications or your image and instead make a stand for what you believe. Miracles happen when expectations and 'experience' are placed behind. We have become too pragmatic (tied to our experience) and by that, disempowered.

Gandhi's words of "**BE the change you want to see in the world**". In other words, "Just do it!".

Reflect on a speech made by Nelson Mandela referring to "**Our greatest fear is not that we are inadequate, but that we are powerful beyond measure.**" We are all 'Mandela's.