



Ten kilometres of students around the lake in Ajmer Rajasthan

# क्या आप साथ चलने को तैयार हैं ?

Your invitation to participate in empowering people

On 18 September 2007, Nainital celebrated *Clean Up Nainital Day* (CUND 2007). Some 6 000 residents and students participated in an event that today is celebrated annually and already in ten towns and cities.



## What happened on 18 September 2007?

- A cleanup of the town by residents.
- Taking of oaths to keep clean.
- Posters (600 from schools) and banners celebrating the possibility of "Prosperity and Beauty through Community".
- Commissioning of a lake aeration program.
- Stopping of traffic to exchange paper bags for plastic ones.
- Talks at schools
- Agreements signed to keep clean.



The possibility for Nainital on the banner



Taking the oath



Celebrating in the town centre (The Flats)

## One year later ...

- The town is **cleaner!** A journalist received an email..."...*my visits to Nainital had become fewer by the year- largely due to its ruination caused in the name of modern day tourism, that murdered its ecology, choked its lake, and trashed its civic amenities. .... Till we visited it last week .... and saw the most pleasant change in its environment !!!*"
- The **attitude changed.** Eg. a public event previously marked by much rubbish, in 2008 left the grounds remarkably clean.
- There is a *Mission Butterfly* - a community owned waste management program. (see MCI website or [www.myclean.org](http://www.myclean.org)) .

- A new program being designed to revitalise the town (preserving its heritage).



Mission Butterfly bins

Today there are **ten** towns and cities such as Lucknow, Allahabad, Agra, Haldwani, Bhowali etc. with tens of thousands having marched under the banner of *My Clean*, with ribbons, banners, oaths and posters used.

More than a dozen leaders – at least one per town and city.

There is a waste management program, cleanliness awards and growing confidence in the community.

Schools have been visited, there are seminars and a growing awareness of My Clean's "*Prosperity & Beauty through Community*".



Here is your opportunity to be a part of this revolution and add your weight to this *Tipping Point*.

### What you can promote now?

- *Mission Butterfly* introduction as a model for waste management owned by the community and requires community interaction reinforcing existing networks. It can be expanded to health and environment. It represents a network for all including schools.
- Annual cleanups during September to celebrate with millions *Clean Up the World*.
- Community interaction including surveys, oaths, Cleanest Street Award, talks, sponsors, posters with more on website.

### Want to know more?

Website at [www.mycleanindia.com](http://www.mycleanindia.com). Follow the links and read for yourself. Tens of thousands directly participating.

Yahoo Group <http://groups.yahoo.com/group/mycleanindia/>

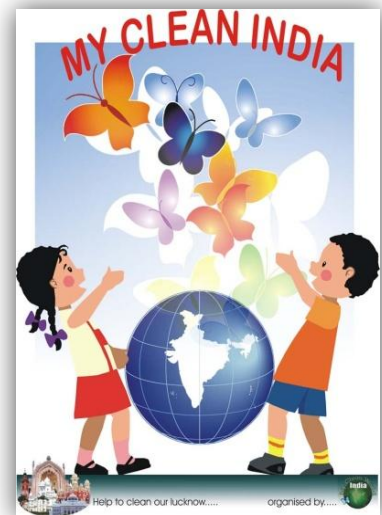
Email any of the facilitators through the website.

### What will you do?

Often a phonecall is enough to inspire people into action by creating a vision – a possibility.

The MCI website has some guidance material including to download and use. Here are some things you can do..

- Participate in **Yahoo Group, MyCleanIndia**.
- **Link up people** –find complementary people and services to share.
- **Inspire people** to promote *Mission Butterfly* and the extensions from being oriented to waste management to include health, environment and community care.
- **Acknowledge and compile stories** and photographs to share and acknowledge happenings to give to MyCleanIndia website webmaster. Each town and its leader(s) have their own page. Leaders are profiled.
- Create awareness that the **schools** can practice leadership and community interaction (including



- - My Clean Team -

finding the Cleanest Street, surveys of what and where, promoting street marshals, attitudes etc). Wonderful media opportunities can result.

- Find **sponsors** and share ideas for sponsorship.
- Encourage your town/city leader to **join Clean Up the World** (<http://www.cleanuptheworld.org/en/>).
- Create **documents** and graphics etc. for their use.
- Find and share relevant **expertise** from your own environment.
- **Compile stories** and photographs to share and acknowledge happenings to give to MyCleanIndia website webmaster.
- Use [www.mycleanindia.com](http://www.mycleanindia.com) and its downloadable resources.
- **Anything** that grabs your passion.

The only rule is the spirit of *Prosperity and Beauty through Community*. Just inspiration, creating 'space for action', acknowledging people and creating transformation. There are truly beautiful people involved with *My Clean* – if you read this far, **you** are one.

As Gandhiji said, *Be the change you want to see in the world*. Here is an opportunity to promote a transformation with beautiful people and be in transformation yourself.

Jai Jagat!

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