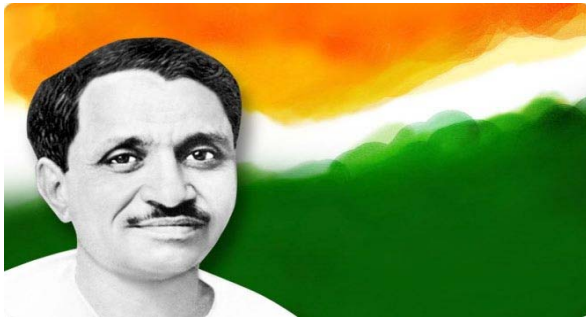


# A report on celebration of “Swachhata Ane Samarasta Saptaha” 25<sup>th</sup> Sep 2016 to 2<sup>nd</sup> October 2016

## Introduction:

With the launch of ‘Swachh Bharat Swachh Vidyalaya’ (SBSV) initiative in 2014, the Education Department of Gujarat has started various interventions under “Maari Shala Swachh Shala” to ensure that all schools in Gujarat have



access to functional Water and Sanitation Hygiene (WASH) facilities. A “Swachhata ane Samarasta” campaign was launched to emphasise on promoting harmony in the community and safe and appropriate hygiene practices and behaviour among society. The week,

celebrated from Pandit Deendayal's birth anniversary 25/09/2016 to Gandhiji's birth anniversary 02/10/2016, recognises children as “Agents of Change” in society.

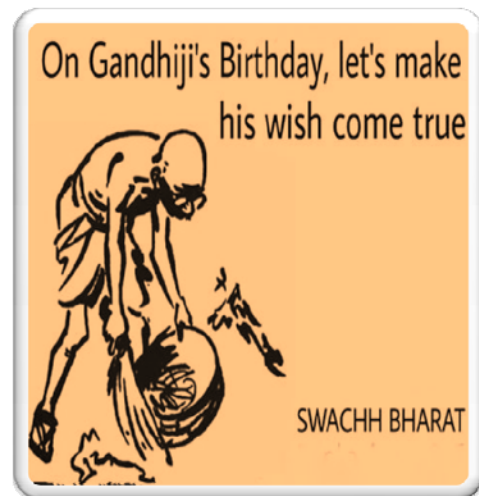
## Rationale:

Children are most impressionable at a young age and if healthy habits and positive thoughts are inculcated early in them, they also pass it on to their families and community. With this objective, the

Education

Department of Gujarat decided to observe

“Swachhata ane Samarasta



Saptaha” across more than 33000 schools of Gujarat from 25<sup>th</sup> Sep 2016 to 2<sup>nd</sup> Oct 2016. The grand launch and end of the week also commemorates the birth anniversaries of great leaders and motivators Pandit Deendayal Upadhyay and Mahatma Gandhi respectively who also stressed on the importance of Social harmony and Cleanliness & Hygiene



throughout their lives.

The week has focused on carrying out different activities in schools and through schools to promote the habits of Sanitation & hygiene, use of dustbin to throw garbage, construction and use of toilets every time for defecation and urination etc. among students and their community. The week has been celebrated by students and teachers to spread awareness for a better and healthier society. As per the strategy adopted, activities like Community Rally along with Schools, Community Awareness through Wall Painting, Poster, Banner, hoardings etc., various competitions at school level, Street Play, Gram Sabha, Massive Cleaning Practices and Seminars/ Workshops, Exhibition have been executed with outstanding participation from stakeholders; including Community, NGOs, Clubs, Universities, Gram Panchayat, Schools, Urban Local Bodies during the celebration.

### **Objectives of Swachhata and Samarasta Saptaha:**

- i. To contribute towards creating a healthy and harmonious atmosphere in the state, especially for children.
- ii. To spread awareness on sanitation and its impact on quality of life, health and education through schools and students, leading to communities.
- iii. To contribute towards improving public health and socio-economic by improving sanitation and ensuring sustainable positive behaviour change
- iv. To promote social harmony among society by behavioural approaches of mutual obligations and human values



### **Convergence as a strategy:**

The Education Department has planned to observe the week in convergence with all the concerned stakeholders to ensure sending a strong message on Sanitation and Harmony.

- All line departments including Panchayat & Rural Development Department (P&RDD, Department of Health & family Welfare (H&FWD), Department



of Women & Child Development (DWCD) etc., were invited to join hands and observe the week in their offices and by their field level functionaries.

- Involvement of Corporations, Municipalities, Districts, Taluka and Gram Panchayats.
- Participation of Non Government Organizations (NGOs), Community Based Organizations (CBOs), Faith Based Organizations (FBOs), Self Help Groups (SHGs) etc.



The schools and government offices were urged to clean their premises daily and remove all dead stock. Besides cleanliness of surroundings, they were also urged to focus on importance of hand washing before meals and after defecation, use of toilet, safe disposal of waste etc.

### Day wise activities:

DATE	ACTIVITY
25.09.2016	Launch of Celebration by Gram Panchayat
26.09.2016	<ul style="list-style-type: none"> <li>• Swachhata Rally</li> <li>• Cleanliness drive at schools and public places by students and villagers</li> <li>• Discussion on sanitation and harmony during school assembly</li> <li>• Meetings of various village level committees for planning and ensuring support for sanitation and hygiene</li> <li>• Essay competitions in schools and colleges on relevant themes</li> <li>• Distribution of “Sankalp Patra” in schools</li> <li>• Establishing dustbins in schools and public places</li> </ul>
27.09.2016	<ul style="list-style-type: none"> <li>• Swachhata Rally</li> <li>• Cleanliness drive at schools by students and teachers</li> </ul>

	<ul style="list-style-type: none"> <li>• Elocution competition</li> <li>• Street plays, skits, speech to increase public awareness</li> </ul>
28.09.2016	<ul style="list-style-type: none"> <li>• Swachhata Rally</li> <li>• Cleanliness drive at schools by students and teachers</li> <li>• Games &amp; Sports competition</li> <li>• Programs to celebrate Social harmony</li> </ul>
29.09.2016	<ul style="list-style-type: none"> <li>• Swachhata Rally</li> <li>• Cleanliness drive at schools and public places by students and villagers</li> <li>• Speech and discussion on Swachhata and Aarogya (Sanitation &amp; health)</li> <li>• Invite parents and guardians to schools to discuss on Sanitation, hand washing and hygiene.</li> </ul>
30.09.2016	<ul style="list-style-type: none"> <li>• Grand Swachhata Rally</li> <li>• Cleanliness drive at schools by students and teachers</li> <li>• Programs to celebrate Social harmony</li> </ul>
01.10.2016	<ul style="list-style-type: none"> <li>• Grand Swachhata Rally</li> <li>• Cleanliness drive at schools by students and teachers</li> <li>• Collection of signed Sankalp Patra in schools</li> </ul>
02.10.2016	<ul style="list-style-type: none"> <li>• Grand Swachhata Rally</li> <li>• Grand Cleanliness drive for 60 hours “Safai ni 60 Minute” with participation of all citizens of Gujarat</li> </ul>

## Key Highlights on Program Implementation:

### Announcement:

- The celebration of the “Swachhta ane Samarasta Saptaha” was announced by **Hon’ble Education Minister Shri Bhupendrasinhji Chudasma** on **9<sup>th</sup> Sep 2016** in the presence of **Hon’ble Gram Vikas Minister Jayantibhai Kavadia** and senior dignitaries of





Education Department, P&RDD, colleges, universities etc.

### **Teleconferencing/Video conferencing/Meetings:**

- To ensure convergence and better participation, many NGOs, CSOs, FBOs etc. who actively participate and support school Sanitation and Education were invited for a consultation on 14<sup>th</sup> Sep 2016. The participants included leaders of reputed NGOs like Ramakrishna Mission Vivekananda Memorial, Vadodara, Rotary International, Lions' Club, influential faith leaders like Swami Nikhileswaranand and respected heads of education institutes like Pandit Deendayal Petroleum University, Gandhinagar. These leaders have pledged to provide support in celebrating the week and involving students in activities like rally, play, skits, various competitions like drawing, essay, debate and 'shramdaan' for spreading awareness on Sanitation & hygiene and help in speedy construction of toilets for families needing it. These organizations will also provide sanitary materials like broom, dustbin, water filters etc. to strengthen the WASH infrastructure in schools.
- A teleconference with teachers of all schools of Gujarat was held on 17<sup>th</sup> Sep 2016 to discuss the objective of the celebration and activities to be carried out in all schools. Stress was laid on importance of teachers and their role in making the week a success. The teleconference was held through



the BISAG network under the guidance of Honourable minister education and it was attended all DPEOs, DEOs, TPOs, BRCs, CRCs and all the principle of primary and secondary schools. Schools were asked to involve students in rally on rotation basis i.e. two classes on each day.



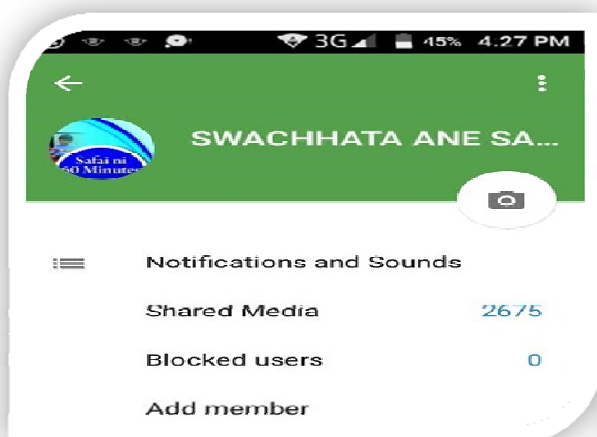
- A Video Conference with the District Collectors, District Development Officers, Municipal Commissioners and other key district level officials was organized on 20<sup>th</sup> Sep 2016 to mobilize and sensitize the district staff and gather their support for making necessary arrangements and providing guidance to Taluka and schools for observing the week successfully.
- Another consultation was held on 21<sup>st</sup> Sep 2016 with famous celebrities and leaders in different fields like mass media, entertainment, news, sports, unorganized sector etc. to associate them with the celebration. This strategy was adopted to further motivate children and their families to join the movement and adopt harmonious and healthy practices. The consultation saw participation of celebrities like Shahabuddin Rathore, Farida Meer etc. and representatives from SEWA, Gandhinagar Cultural Forum etc.

### Social Media Coverage:

- To engage people on social media page and groups were formed on Facebook, Whatsapp, Telegram, Twitter and Youtube.
- More than 620 likes on Facebook, posts reached to more than 3000 people.
- More than 4,000 photos of Swachhata Drive collected from telegram app and same pictures posted on Facebook and twitter.

Facebook

link:



<https://www.facebook.com/swachhataanesamrasta/>

Follow on Twitter : @swachatasamrsta

Telegram link: <https://telegram.me/joinchat/DrsMVD7YNZP-I-AsCFuWrg>

### Mass Media Coverage:

- Jingle on Swachhata ane Samrasta was played on Radio Mirchi and All India Radio- Gujarat Network two times daily during the week
- Video on Swachhata ane Samrasta theme was played thrice a day on DD Girnar
- During the campaign, print and electronic media gave regular coverage to activities done at village level: GUJARATI NEWS ON DD GIRNAR 8.30 PM , DATE - 21-09-2016-Segment 1.vob



- Vichargosthi program telecasted on 2<sup>nd</sup> October on DD to spread awareness on Samarasta and Swachhta

### Community Mobilization:

- Poster and Swachhata Videos prepared to reach out to people and boost Swachhata drive
- SMS having message on Swachhata ane Samrasta was sent to 2.5 Lakhs people and invite them in Swachhata event



## Overwhelming Participation - Day wise:

### Day 1 - 25<sup>th</sup> September 2016:

#### Launch of celebration by Gram Panchayat:

- Celebration in more than 13,240 Gram Panchayats of the state. During the launch of the week, the Sarpanch and village leaders invited the community to a common place and urged the households to construct sanitary toilets and use them. Inspired by this, many households did “Khatmuhurat” for construction of toilets.



- More than 55,000 community leaders participated
- 1,40,771 members of SMC participated in the launch
- 1,12,230 Teachers participated in the launch
- More than 17,59,179 Students actively participated in the launch. They participated in the discussion, requesting their parents and guardian to follow healthy and hygienic habits and maintain social harmony amongst each other. They also helped in upgrading the existing old toilets by painting them.

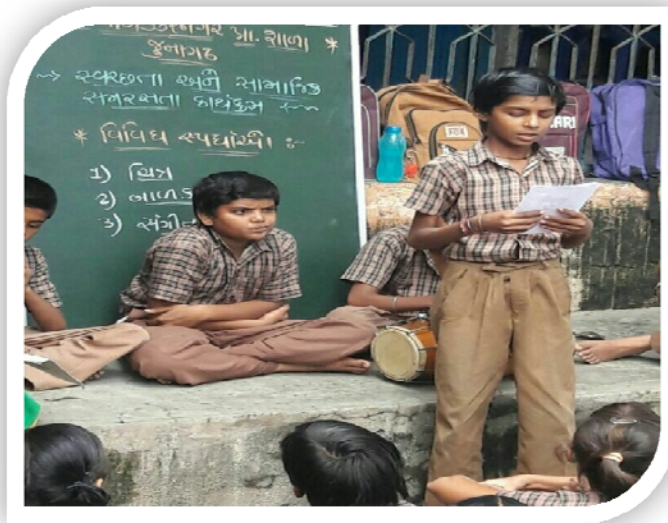




## Day 2 - 26th September 2016

### Swachhata Rally by Students and Villagers

- More than 15,27,925 community members participated in the rally
- Cleanliness drive held in 35,780 schools with participation more than 34,58,000 children
- 41,49,806 Students participated in the discussion on Swachhta Ane Samrasta in schools. The schools organized the discussion with SMC, teachers, students and guardian. The children led by members of “Bal Sansad” discussed the various events which are to be held in the entire week and also the relevance of celebrating the week.



- 29,880 SMCs held meetings on Swachhta Ane Samrasta
- More than 26,618 Schools held essay competition on themes of sanitation, hand washing etc.
- Around 5,43,309 Sankalp Patra distributed by schools to students
- 31,408 Schools ensure dustbins in schools for maintaining cleanliness. Children in schools also donated





dustbins to the community by creatively converting old tins into attractive dustbins by painting, colouring them



### **Day 3 - 27<sup>th</sup> September 2016: Street plays, skits, Speech**

- More than 17,52,894 community members participated in Swachhata rally
- 16,65,647 people participated in Cleanliness drive around village area
- 4,60,695 Students participated in Elocution Speech
- 4,45,213 Students participated in street plays, drams, skit etc. In many schools children took part in fancy dress competition and sanitation themed dances to spread awareness on importance of cleanliness and sanitation.
- Schools also organized Medical Camps in convergence with Medical Officers of PHCs and district hospitals under DH&FW with special message on link between poor Water and Sanitation and spread of diseases like Dengue, Chikungunya, Malaria etc.





#### **Day 4 - 28<sup>th</sup> September 2016:**

#### **Cleanliness drive at schools by students and teachers**

- More than 17,80,476 community members participated in Swachhata rally
- 15,80,294 people participated in Cleanliness drive around village area. Children along with the adults took brooms, dustbins, garbage collection trolleys and cleaned places around schools, streets, bus stands etc.
- 15,15,959 Students participated in Sports competition
- 11,02,633 people came together to celebrate Social harmony. People from different sections and caste of the society came together and shook hands to commit their



support to each other with children as the witness to ensure that the social movement continues even beyond the Saptaha.



### **Day 5 - 29<sup>th</sup> September 2016:**

#### **Cleanliness drive at Schools & Public Places**

- More than 16,25,643 community members participated in Swachhata rally
- 15,10,746 people participated in Cleanliness drive around village area
- Schools in 24375 villages were cleaned and more than 46890 public places were cleaned
- 628738 people participated in events and discussion on Sanitation and health
- 764563 people participated in events and discussion on Handwashing, Sanitation and hygiene. Children from various schools took to streets and public places with huge gathering to demonstrate the steps of hand washing, why hand washing was important and the important times when one should wash hands.







**Day 6 - 30<sup>th</sup> September 2016:**  
**Grand Swachhata Rally & Cleanliness drive**

- More than 17,57,500 community members participated in Grand Swachhata rally
- 15,19,448 people participated in Cleanliness drive around village area
- 61125 Sanitation workers felicitated for their contribution in keeping the society clean
- 35622 schools celebrated DISE day
- 9292 different centres of NGOs participated voluntarily in celebrating the Swachhata and Samrasta campaign



## Day 7 - 1<sup>st</sup> October 2016: Swachhata Rally & collection of signed Sankalp Patra

- More than 18,02,545 community members participated in Swachhata rally
- 17,58,364 people participated in Cleanliness drive around village area
- The Sankalp Patra were distributed to schools who formed groups of 4-5 children and gave them one Sankalp Patra each. These children then went door to door in their neighbourhood and appealed the household members to contribute to social harmony and maintain sanitation and hygiene in their daily routine. They also requested that if the household members agree to their appeal, they sign the Sankalp Patra. 36,62,942 people signed on Sankalp Patra.
- 25,15,532 people came together to pledge Social harmony and maintain friendly relation with each other irrespective of their caste, religion and class.





## Day 8 - 2<sup>nd</sup> October 2016:

### Cleanliness drive “Safai ni 60 Minutes”

- More than 22,81,396 community members participated in Swachhata rally. There were special initiatives carried out by the district. For example, 147 children in Rajkot city dressed as Mahatma Gandhi, the apostle of Peace and Sanitation, on his 147<sup>th</sup> birth anniversary and rallied to spread awareness through his message.



- More than 21,68,275 people participated in Cleanliness drive and mega event “Safai ni 60 Minutes”.

Celebrities from the famous show “Taarak Mehta ka Ooltah Chasma” also participated in the drive in Rajkot Municipal Corporation to encourage the public to maintain the habit.

- 30,78,946 Students participated in mega event
- Prabhari mantri, Prabhari Sacheev participated in their respective district.
- Education department send their officer to participate in mega event at district level



- 130 schools perform best in the area of Water, Sanitation & Hygiene (WASH) were awarded by “Swachh Vidyalaya Puraskar”. The schools were selected after an intensive self- evaluation by schools followed by cross verification by district level officials. The process was started from 1<sup>st</sup> July 2016 and district level verification ended only on 12<sup>th</sup> Sep 2016.

In the district of Porbandar, the winning schools received the prize and certificate from the **Hon’ble Chief Minister Shri Vijaybhai Rupani**.



- They were awarded in the manner of 1<sup>st</sup> , 2<sup>nd</sup> and 3<sup>rd</sup> with Rs 10,000, Rs. 7,000 and Rs. 5,000 respectively in each district
- Additional amount of Rs. 10,000 awards given to one urban school in each district.
- More than 61,125 Employees engaged in cleaning Operations were honoured by GP leaders, district level officials like District Collector, DDO, DPEO etc. These employees were overwhelmed by the gesture and expressed their gratitude for the recognition that they have received.

## Outcome

The initiative has led to an increased awareness and participation among students as well as community members. Many schools and Gram Panchayats have pledged to regularly carry out cleanliness drives in their neighbouring areas. Various teams visiting schools and interacting with community have received the feedback that children are taking initiatives to keep their surrounding like hand washing area, drinking water area, toilet, school campus etc. clean.

There has also been an increased collaboration between schools- community- NGOs; the NGOs who earlier focused on education have now also included WASH as an integral part of their focussed area of interest.