



A BRIEF REPORT ON ACTIVITIES OF SWACHHTA HI SEWA PAKHWADA (17TH SEPTEMBER TO 2ND OCTOBER, 2017)

DETAILED REPORT

The WII-NMCG project team celebrated the 'Swachhta hi Sewa' pakhwada during 17th September to 2nd October, 2017, by organizing various activities viz. an awareness rally, cleanliness drive, plantation drive, Swachhta Pledge, workshops, competitions in schools, Ganga Chaupals with Religious leaders and local communities in Ganga Grams, Nukkad Natak and cultural events were organised. These activities were organized in association with Rajghat inter-college Narora, Udaygarhi Junior High School, Narora, Bhriku Ashram, volunteers of Shiv Sena, Dibai block, Bulandshahr, Uttar Pradesh, Dev Sanskriti Vishwavidyalaya, Haridwar, Uttarakhand Science Education & Research Center, Dehradun, NGO - Society of Environmental Education and Mass Awareness (SEEMA) and National Service Scheme (NSS) under the Ministry of Youth Affairs and Sports, GOI. The main purpose of these activities was to spread awareness and build the capacity of the participants on the significance of biodiversity conservation of Ganga River and importance of cleanliness along the banks of the River. The team from WII consisted of Dr. Sangeeta Angom, Dr. Deepika Dogra, Mrs. Shashi Joshi, Ms. Monika Sharma, Ms. Anita Devi, Ms. Aditi Dev, Ms. Ekta Sharma, Ms. Monika Mehralu, Ms. Suneeta Rawat, Ms. Shatakshi Sharma, Mr. Ravindra Nath Tripathi and Mr. Sartaj.

PROGRAMME SCHEDULE

1. Swachhta Pledge to make Ganga Pollution free at Saptarishi Ghat, Haridwar

The Swachhta Pledge was taken at the Saptarishi Ghat, Haridwar. The participants pledged for never dumping any kind of pollution into the Ganga River or any other water body. They pledged from abstaining dumping of painted statues, plastic, polythene, detergents, chemicals and other non-biodegradable material into water bodies and also pledged to prevent the pollution of any religious place.



2. Swachhta Pledge at Udaygarhi Junior High School and Rajghat Inter-College, Narora, Uttar Pradesh 27th September 2017

Students and teachers of the schools alongwith the NMCG-WII Ganga team took Swachhta pledge (*Humara Sankalp- Swachhta hi Sewa*) on this occasion.



3. Swachhta Pledge at Ganga Chaupal organized in Bhrigu Ashram and Ganga Gram Dhak Nagla, Narora, Uttar Pradesh on 1st October 2017

Swachhta pledge was taken by religious group and local communities in keeping the Ganga and its surroundings clean by actively involving themselves in periodic cleanliness drives.



I. Cleanliness Drives:

1. Cleanliness drive at Rajghat, Narora, Uttar Pradesh on 2nd October 2017

A cleanliness drive was organized at Rajghat. The ghat was cleaned with the support of Gram Pradhan, local communities, youth of the village, volunteers from Shiv Sena, shopkeepers on the ghat and tourists visiting the ghat for religious activities.



2. Cleanliness Drive at Gita Kutir Ghat, Haidwar

A cleanliness drive was organized at the Ganga kutir Ghat, Haridwar with Professors and staff of Dev Sanskriti Vishwavidyalaya, representatives of Uttarakhand Science Education & Research Center, Dehradun, members of SEEMA and volunteers of NSS. All the participants participated in the cleanliness drive, with great enthusiasm. The cleanliness drive started at 10.30 a.m. and continued till 11.30 a.m. The Ghat premises and outside were cleared of plastic waste and bio-waste.



II. Ganga Chaupal:

1. Ganga Chaupal at Bhrgu Ashram on 27th September 2017

Discussion was held emphasizing on role of religious community in keeping the Ganga and its surroundings clean by actively involving themselves in periodic cleanliness drives, using religious and cultural activities as an active platform to spread awareness on importance of Ganga and its aqualife to the masses.



2. Ganga Chaupal at Ganga Gram Dhak Nagla, Narora, Uttar Pradesh on 1st October 2017

Discussion with Gram Pradhan, members of the local communities and youth was held in the Ganga Chaupal on issues pertaining to the cleanliness and hygiene on the banks of the Ganga River and its surroundings, proper disposal of wastes and role of local communities especially youth in maintaining a healthy ecosystem.



III. Swachhta Awareness Rally

1. The awareness rally took off from Dev Sanskriti Vishwavidyalaya and culminated at Geeta Kutir Ghat. A total distance of 2.0 km was covered. The rally participants sensitized the local communities and tourist on the proper disposal of the waste and encouraged them to maintain healthy ecosystem in the vicinity of the Ganga River. The rally was conducted by NMCG-WII Ganga team in association with Dev Sanskriti Vidhyalaya, Haridwar, Uttarakhand Science Education & Research Center, Dehradun, NGO - Society of Environmental Education and Mass Awareness (SEEMA) and National Service Scheme (NSS) under the Ministry of Youth Affairs and Sports, GOI on 29th September, 2017.



V. School Awareness Programmes and Competitions

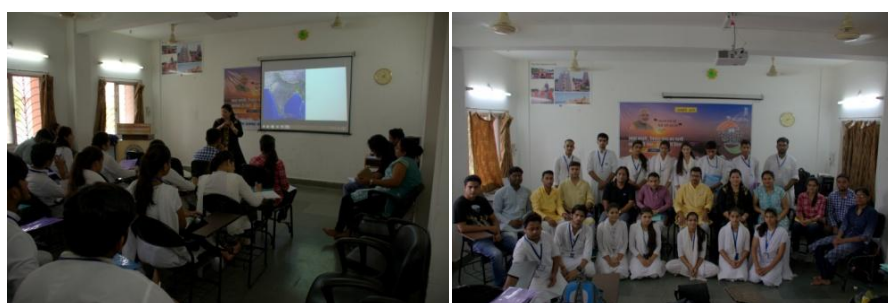
1. Slogan writing and Essay writing competitions on 27th September 2017

Swachhta awareness programs and competitions on topic *Ganga Swachhata and Ganga Jaivivdhita* were held by NMCG-WII Ganga team in two schools of Gram Panchayats of Dibai block (Gram Panchayat Udaygadi and Gram Panchayat Rajghat).



2. Training Workshop at Dev Sanskriti Vishwavidyalaya., Haridwar

The training team organized a capacity building workshop on “Ganga river ecology and biodiversity conservation” at Dev Sanskriti Vishwavidyalaya., Haridwar in association with NGO - Society of Environmental education and Mass awareness (SEEMA) and National Service Scheme (NSS) under the Ministry of youth affairs and sports. A total of 25 post graduate students and 7 professors attended the workshop.



VI. Plantation Drive

The plantation drive was conducted by WII-NMCG Team, students and faculty members of Dev Sanskriti Vishwavidyalaya, saplings of religious and medicinal values were planted in the premises Vishwavidyalaya.



VII. Cultural Event

The concluding function, a cultural event on the theme Swachhta hi Sewa with special reference to Ganga River was held on 2nd October 2017 at the Wildlife Institute of India, Dehradun. Dr. G.S. Rawat, Dean, Wildlife Institute of India inaugurated the event with an opening remark on the importance of maintaining cleanliness (swachhta). A group song by the WII faculty children followed it. Students from the mass communication department of the Sai Group of Institutions, Dehradun performed a skit on how Ganga River is being polluted due to ignorance and indifference of the people. The event proceeded with a dance performance by students of the Janki Children Academy, Banjarawala through which they appealed to keep Ganga clean under Swachh Bharat Abhiyan. Dehradun-based Sambhav theatre group performed a riveting nukkad natak (streetplay) about cleanliness.



Opening of cultural event



Opening Song and Skit on the theme "Swachh Ganga Abhiyan"



Group Dance on the theme "Swachhta and Namami Gange"



Nukkad Natak - "Jaggo" (Sambhav Manch Parivar)



Swachhta Pledge

Group Photo