

SOCIAL

MEDIA INITIATIVES



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01

India, a nation of different societies with a populace of 1,210 million has 70 percent of its people living in 641,867 towns (approx.). It displays a special instance of advancement dilemma. The sheer populace estimate, the culture as well as geographical diversity, various dialects and tongues toss challenge for any improvement plan. The test in actualizing Swachh Bharat Abhiyan was no special case. The issues of Swachh Bharat ought to be found in its totality where population growth, wellbeing, and cleanliness are interrelated and can't be managed in detachment. It ought to be found in the all-encompassing setting of wellbeing and sanitation, which has pulled in national and universal core interest.

The social media, having an ability to make far reaching awareness about Swachhta and giving the correct vibe to conduct changes, was picked for top to down communication dissemination. It has a fundamental job in embellishment a decent society to develop people's way of life and move it on the correct way, since it generally attempt to agree with reality and significant factor. It is the best apparatus to spread awareness in the cutting edge society, be it political, social or economic and giving the most recent sight about what's going on in reality, making citizens aware about the rights and accordingly bringing a progressive change.

This report gives a depiction of numerous such social media initiatives and campaigns which were structured after long sessions of conceptualizing and strategic planning, crafted especially for creating awareness and advancing Swachh Surveskshan 2019. At a more extensive dimension, two noteworthy campaigns were cut – Garv Hai and Jhola Campaign.

EVERY

Garv Hai was an activity to salute the Change Makers of Young India, Pursuing the Dream of #MyCleanIndia. An aggregate of 150 stories were shared by the natives of India under Garv Hai crusade. The stories were brought by citizens towards waste management and sustainability. This activity got fantastic acclamation as India reacted by making a social media reach of 2.8 million to #GarvHai.

Having no less magnitude, Jhola campaign alongside was receiving golden showers. The goal of the Jhola campaign was to refuse over 1 million single-use plastic bags by using the Jhola power (cloth bag) and beat the plastic pollution. A Jhola Challenger was able to refuse up to 10 plastic bags in a day and input the same through his account, which means 70 single-use plastic bags in a week during the 7-day challenge duration. The impact of this campaign was extensive - as per the research, every new habit takes 21 days to actually become a part of anyone's daily actions. In 7 days, it was believed that 40+ crore urbanites living in over 4000+ cities can change the perception of the world and communicate through their actions.

Swachh Surveskshan concluded with an effective social media reach of 40+ Million across the internet, thereby making it a Jan Andolan with one of the largest citizen engagement as compared to the last year.

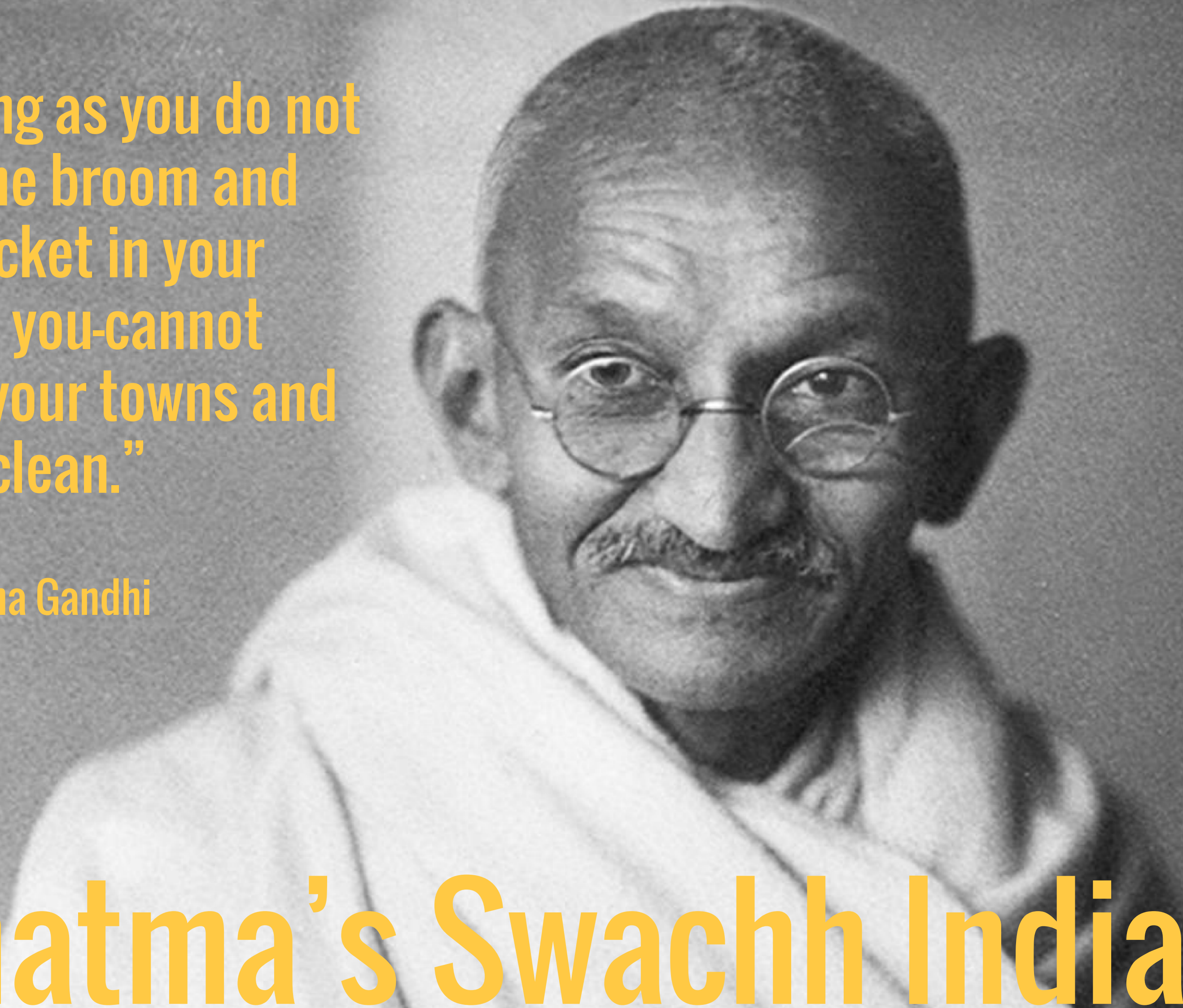


EXECUTIVE SUMMARY

“So long as you do not
take the broom and
the bucket in your
hands, you-cannot
make your towns and
cities clean.”

~ Mahatma Gandhi

Mahatma's Swachhh India



#GARVHAI

An Initiative to
Salute The
CHANGE MAKERS
of Young India,
Pursuing The Dream
of #MyCleanIndia

SWACHH SURVEKSHAN 2019 | MoHUA

150

Stories of Change

www.GarvHai.SwachhSurvekshan2019.org

Aagey Aai Naari, Swachhhta Ki Taiyari

SWACHH SURVEKSHAN 2019 | MoHUA

**Stories of
5 Ordinary Women,
With Extraordinary
Drive For Sustainability.**

www.GarvHai.SwachhSurvekshan2019.org

#GARVHAI



Seetha AnanthaSivan

*“sensitising youngsters to
macro-ecological issues and
humanising education”*

Instead Of Going Corporate, This IIM-A Grad Chose To Build A Beautiful College Close To Nature

IIM-Ahmedabad has a long list of distinguished alumni, who have gone on to make a name for themselves in various fields. When you think management, you usually associate high-flying jobs with them. What if we told you that one person choose to set all that aside and pursue another path?

While most IIM graduates start their own corporate houses, Seetha Ananthasivan was interested in studying the environment and which, interestingly, led her to take up a management degree from IIM-Ahmedabad.

But management was not what she wanted to do. After graduating from the college, she started working at World Wildlife Foundation (WWF), India. But, she left it all to work at a plantation in Munnar, Kerala.

Her own struggle to find places to learn about nature led to the establishment of educational institutions that foster the movement towards sustainability in students from a young age. While there were a few colleges that taught ecology and environmental science, she believed these should not be taught in an academic manner.

The first institution she started was Prakriya Green Wisdom School with the objective of sensitising youngsters to

macro-ecological issues and humanising education. Nine years later, Bhoomi College was established. Bhoomi College, in the outskirts of Bangalore teaches its students to learn through living in a community.

The campus has more than 100 species of trees. The college encourages people to work and live as a community. The college offers one-year courses in Science and Management of Sustainable Living and Holistic Education and several short-term courses in sustainability, gardening, ecology, etc. The first batch of 10 students belonging to the one-year course completed it in 2013.


Bhoomi's courses are designed such that a student can focus on experiential and hands-on learning as well as theoretical understanding of the complex issues and concerns. The students have the opportunities to meet and engage with a diverse group of thinkers, practitioners, teachers and activists. Field trip are an integral part of the curriculum.

The members of the Bhoomi community weave in various threads of a culture of celebrating nature and living with voluntary simplicity – making learning here a rich, transformative and fulfilling experience.



Meera Shah

*“we could cut it down from 360kg
of waste a year to nothing.
Together we can do it.”*



A Mumbai based Physiotherapist is trying to make the world a better place by following a five word mantra

- Refuse, Reduce, Recycle, Reuse and Rot.

Astonishing as it may be, she hasn't shopped for new clothes in the past two years. She believes in not buying anything that isn't required. Refuse, as the first point goes. 'A cotton t-shirt will use around half a kilo of pesticides. We can limit the number of clothes in order to reduce the impact,' said Meera who was inspired to change her consumer lifestyle after reading an article about the Municipal Corporation of Greater Mumbai spending huge amounts of money on solid waste management.

She expressed 'I am very concerned with the use of plastics... Wherever I go, I make sure I carry my container. I have a minimal number of plates and glasses at home. Just enough for ourselves and guests. Nothing extra.'

She makes use of her composting bin to get rid of the waste from kitchen and other degradable items. The 'wet waste' as she calls is added along with the other natural wastes. 'After having a haircut or getting my nails done, I bring the strands of hair and pieces of nail with me and put it in the bio-compost,' said Shah. The composed is later used for gardening and other similar activities.

Talking of the challenges she said 'zero waste is not about changing your lifestyle in one day. It is a journey you have to take, for life. People ask me, 'how can one person alone bring about change?' To which I say that if a family of four – who on average generate around a kilo of waste every day – adopted this lifestyle, we could cut it down from 360kg of waste a year to nothing. Together we can do it.

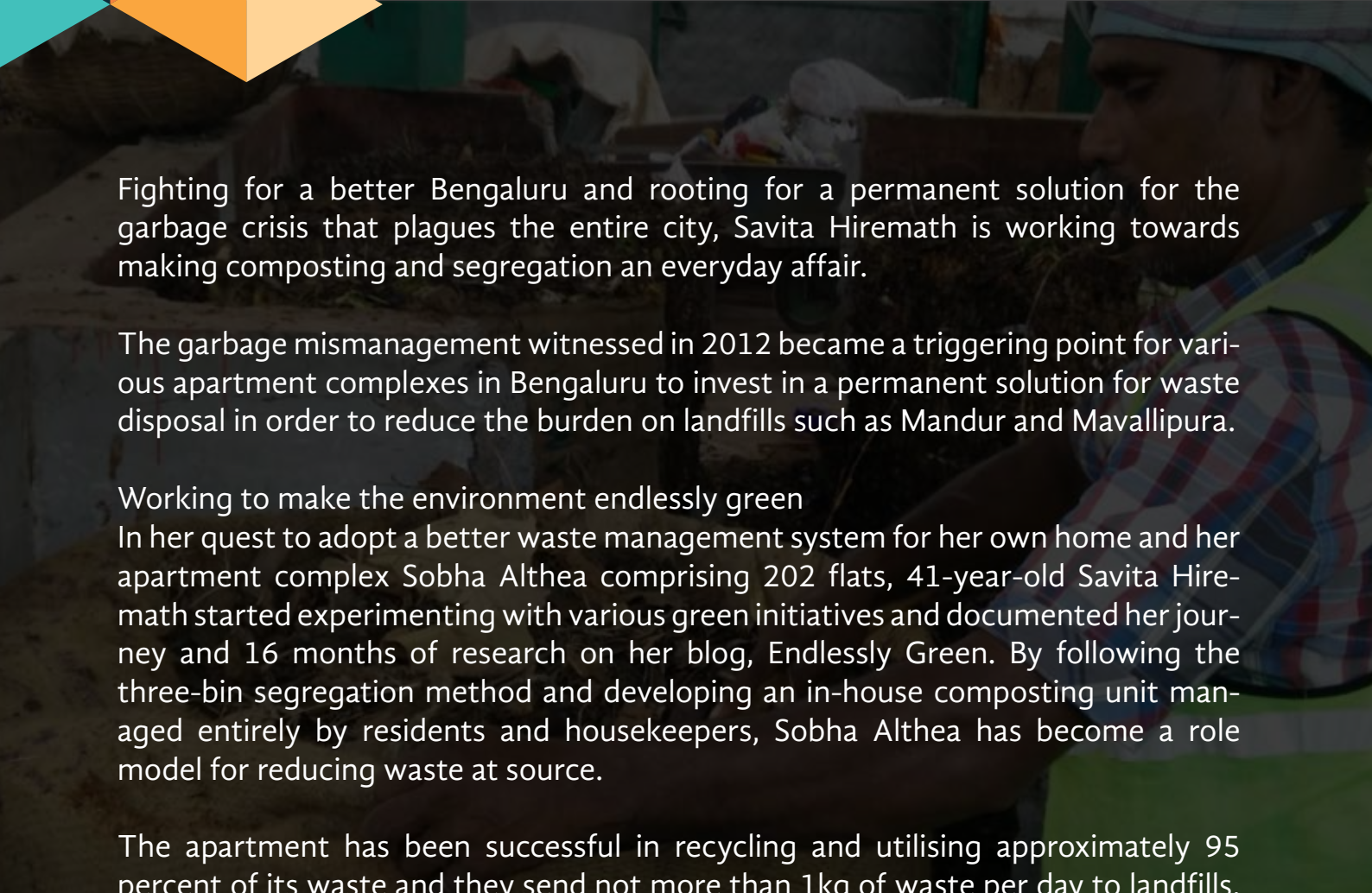


Savitha Hiremath

“Working towards making composting and segregation an everyday affair..”



When One Bengaluru Woman's Battle Changed How Her Apartment Complex Manages Waste



Fighting for a better Bengaluru and rooting for a permanent solution for the garbage crisis that plagues the entire city, Savita Hiremath is working towards making composting and segregation an everyday affair.

The garbage mismanagement witnessed in 2012 became a triggering point for various apartment complexes in Bengaluru to invest in a permanent solution for waste disposal in order to reduce the burden on landfills such as Mandur and Mavallipura.

Working to make the environment endlessly green

In her quest to adopt a better waste management system for her own home and her apartment complex Sobha Althea comprising 202 flats, 41-year-old Savita Hiremath started experimenting with various green initiatives and documented her journey and 16 months of research on her blog, Endlessly Green. By following the three-bin segregation method and developing an in-house composting unit managed entirely by residents and housekeepers, Sobha Althea has become a role model for reducing waste at source.

The apartment has been successful in recycling and utilising approximately 95 percent of its waste and they send not more than 1kg of waste per day to landfills. Citing an example, Savita, a waste management activist and blogger, says that the residents use paper linings, which are recyclable, instead of garbage bags in their dustbins. As a result, within just a few months, the apartment has managed to keep close to one lakh plastic bags away from the landfill.

Housekeepers sieving the compost prepared from kitchen waste.

Further, due to the usage of organic manure in gardening and the decreased use of pesticides and synthetic fertilisers, there is a reduction in water consumption. The payment given to the municipal and private garbage contractor also goes down, Savita elaborates.



Wilma Rodrigues

“Discovering Sustainable Waste Management Techniques To Reach Zero Waste Mission”

A group of approximately 20 people, including Wilma Rodrigues, are posing for a group photo outdoors. They are arranged in several rows, some standing and some sitting on the ground. The background shows greenery and a building. The image is overlaid with a semi-transparent dark grey box containing text.

Closing The Loop By Diverting Over 15,000 Tons of Waste From Landfill To Recycling And Created Over 200 Livelihoods

When Mumbai-born Wilma Rodrigues, 56, started her career as a tour guide for the India Tourism Development Corporation in 1983, she was excited at the prospect of showcasing heritage spots to foreign tourists.

While the country's monuments fascinated the visitors, they were quick to point out the contrast elsewhere—the roads were defiled by litterbugs. “The tourists would ask, ‘This is such a conflict [beauty and garbage]. How do you deal with this?’” recalls Rodrigues.

The garbage heaps were antithetical to the idea of promoting India's heritage. “On the one hand, we are proud of our monuments, but on the road you see a completely different picture [of garbage],” she says.

Waste is a critical problem across the country today. Legislation clearly mandates a waste management system which converts waste to resources so as to support sustainable living. This is the core of all the programmes at SZW. Personally, Wilma is also aligned to the concept of a Zero Waste Life. She has been composting all her wet waste at home since the last 8 years. Dry waste is given to the Saahas collection center for recycling.

Thus, in 2001, Rodrigues co-founded Saahas, a not-for-profit focusing on solid waste management—segregation of wet and dry waste at source, composting wet waste and recycling dry waste, among other things, in Bengaluru.

The venture began by helping supermarkets reduce their plastic waste before progressing to sustainable on-site waste management solutions for bulk waste generators such as large corporate offices. The State Bank of India was Rodrigues's first big client and presently serving over 1,25,000 citizens.



Shubhashree Sangameswaran

“Simplifying ways to cut down individual waste”

This 36-Year-Old Waste-Warrior From Hyderabad Who Knows How To Cut Down On Garbage.

Shubhashree Sangameswaran from Hyderabad has compiled ways to cut down personal waste generation in her book titled 'Let's Talk Trash'.

For Shubhashree Sangameswaran growing up in the 80s meant accompanying her father once every few months to the wholesale market to purchase grains and pulses in bulk for the house and returning in a hired tempo with all the groceries. As a child, Shubhashree would be excited every time she was given the task of carrying steel bottles to buy fresh milk and oil from the local kirana shops. Almost three decades later, even today her favourite household chore is to empty food items in steel or glass jars, some of which are as old as her.

Back in her childhood little did she realise that the little domestic tasks she enjoyed as a child were actually instrumental in keeping plastic out of day to day life. Now, 36, Shubhashree continues that practice and has taken it to the next level by embracing the three pillars of waste management – reuse, reduce and recycle. It is these regular and traditional habits that is helping her to produce less waste and follow a sustainable lifestyle

It was recently after watching a video showing the zero-waste activists Lauren Singer and Ben Jonson, I realised that consumerism is gradually killing our old habits of a sustainable lifestyle. The aspect of convenience has resulted in more personal waste generation. For example, a plastic bottle which takes years to decompose is discarded once it is used as one knows that there exists thousands of plastic bottles and one can buy them in any place, says Shubhashree.

The triggering point for the IT professional was when she came across an opportunity of sketch writing, an art project by Brooklyn Art Library. "People get intimidated when they hear of a zero-waste lifestyle. Often they give up the idea, thinking it will

Kyunki Bachhon Ki Baat Koi Nahin Taalta

SWACHH SURVEKSHAN 2019 | MoHUA

Stories of
Young Swachhta
Heroes, Saving The
Environment

#GARVHAI



Prathyaksha Ramakrishna

*“Helping People Build
Toilets At The
Age Of 14”*



14-Year-Old Actor Turns Real-Life Swachh Warrior, Offers Her 1 Lakh Movie Fee To Build Toilets.

Prathyaksha Ramakrishna is a 14-year-old upcoming child actor with a deep consciousness towards her civic duties. She has just completed her shoot for her first silver screen performance in a Kannada children's movie, Sandaas, directed by Ajaykumar A J. During the course of the shoot, Prathyaksha had travelled to a village called Dhanapura for two months to prepare herself for her character in the film. The film is based on an agitation of a girl called Mallama who fasted for three days due to lack of toilet facilities in the village. Prathyaksha is playing the lead role in the film.


During her preparation, Prathyaksha noticed that most people relieved themselves in the open. After engaging with several villagers, she realized that there was a lack of toilet facilities in the area. Prathyaksha herself hails from an agricultural family, based in Tumkuru district, Jaladigere Village. "I myself am from a small village and since I was already earning enough from the shoot, I wanted to do something for people in the village," she says. She spoke to the producer of the movie and finally came to a decision to give away her pay of Rs 1 lakh to help the village. Her contributions were sent towards Swachh Bharat Abhiyan in January.

Following her father's footsteps as a theatre artist, her journey started with H Nagaveni's Gandhi Bandha which was directed by Champa P Shetty. Later she was part of several famous plays like Vaidehi's Akku, KY Narayanaswamy's Anabigna Shakunthala and Mallige, which she performed across the country. Her guru who has been training her for these roles is the renowned theatre artist Champa P Shetty. Prathyaksha also played a guest role named Saraswathi in the movie Ondu Motteya Kathe.



Bilal Ahmad

*“18-year-old has removed
12,000kg of trash from Kashmir's
Wular Lake
”*



18-year-old rag picker, Bilal Ahmad Dar from Bandipora district of north Kashmir, has taken the onus of cleaning Wular Lake on himself

Over the years, the lake has become infamous for its toxic debris, littered with everything from plastic to animal carcasses.

The young lad, who was appointed the brand ambassador of the Srinagar Municipal Corporation (SMC) on July 15, has reportedly cleared approximately 12,000 kg of trash from the lake. In a conversation with Dr Shafqat Khan, SMC commissioner.

He will be our brand ambassador. He is an inspiration for everybody. He has been earning his livelihood by cleaning Wular Lake and removing garbage, used bottles, and shoes, among other things, for many years now.

Khan says that Bilal will be presented with a unique uniform and a transport vehicle. It is been over five years since he has been actively involved in collecting this garbage, which he sells for a meagre sum of Rs 150–200 per day. The responsibility of supporting the family—his mother and sister—lies on his shoulders.

I found plastic and polyethene going into the Wular lake from Srinagar, I took the initiative to collect the trash from the lake, I thought this will clean the lake and become a means of earning a livelihood for me, said Bilal in a video captured by Ultimate Horizons.

After the death of his father, who was also a ragpicker, Bilal took up the role of sole breadwinner of the family. Prior to cleaning the lake, he worked as a mechanic at a garage and as a helper at a local tea shop. He was also featured in a documentary, 'Saving the Savior—Story of a Kid and Wular Lake', which was directed by Jalal-u-Din Baba, a Kashmir-based documentary maker.



“Six students studying in class 12 are on a mission to make Powai plastic free by replacing plastic bags with paper bag.”



6 Teens From Mumbai's Suburb Powai Are On A Spree To Fight Plastic With Their Motto Of #PlasticFreePowai

Amidst the cluster of stalwart tall buildings, situated on the banks of the beautiful Powai lake and hills of Vikhroli Parksite, there is a growing concern of plastic waste hampering the environment. Well aware of the fact that Mumbai generates nearly 700 metric tonnes of plastic waste daily, 17-year old Shlok Babu, a resident of Powai took the decision to address the growing problem by tapping the largest market of plastic item- polythene. With an aim to replace polythene bags with paper bags in Powai, Shlok gathered his childhood friends and started an initiative titled 'Plastic Free Powai' about a month ago.

Highly passionate about the subject of global warming, Shlok believes that vendors are an integral part of the plastic business. "Though the issues of waste management are often raised, usage and disposal of polythene bags are relatively untapped in most parts of the urban areas and with the aim of generating awareness among the vendors I started the campaign," says the 12th grade student.

The campaign aims to replace plastic bags in all shops of Powai and vegetable markets with paper bags in next three months. After spending almost a month on studying the pros and cons of replacing plastic bags, the boys designed a cost friendly model and got in touch with Mahalaxmi Mahila Mandal, a local Self Help Group (SHG) to get paper bags at cheap rates.

The reason why we are drowning in plastic bags is its highly cheap cost. We wanted to procure paper bags at a rate which has the same cost as the plastic bags if not cheaper, so we came up with a two plan strategy – one was to approach a SHG and the other was get raw materials without having to spend much says Shlok.

To acquire paper, the group started the 'Raddi Collection Drive' and approached nearly 12,000 households requesting them to donate their newspapers to them instead of giving it to the local scrap dealers. While campaigning from door-to-door the boys made sure that they make every citizen aware about the harmful effects of using plastic bags, "Since most of families in the area are well-to-do, they agreed to donate newspapers for the noble initiative," adds Shlok.

How India Responded To #GarvHai

Social Media Reach

2.8 Million



Hasiru Dala Innovations
@HasiruDalaInnov

#GarvHai Last year we managed 16,461kgs of waste from 33 weddings. On your special day, make an eco-friendly choice to reduce and manage waste responsibly.
#ecoweddings #zerowasteweddings #weddingseason @SwachhSurvekshan



In the last year, 16,461 kgs of waste generated at 33 weddings kept from piling up in landfills. We're the right match for these events.

9:16 PM - 9 Jan 2019

8 Retweets 30 Likes

You, Narvani Atubaker, Hasiru Dala and 7 others

Hasiru Dala
@Hasiru_Dala

Hasiru Dala means green force in Kannada, is a social impact organization co-created with the #wastepickers. In the year 2018 we managed 10, 927.2 tonnes of dry waste
#circulareconomy #GarvHai @SwachhSurvekshan



6:44 PM - 1 Jan 2019

11 Retweets 37 Likes

Manjunatha Prasad, Swachh Bharat, SwachhBharat DDNews and 4 others

Swachh Survekshan
@SwachhSurvekshan

#GarvHai Tamil Nadu's Coconut Vendors Ditched Plastic Straws and Have The Perfect, Green Replacement.
garvhai.swachhsurvekshan2019.org/eco-friendly

Read their Story to know more and also share similar story at bit.ly/2SctZ1f
@MoHUA_India @bambooindia @SwachhBharatGov #SwachhSurvekshan2019



Tamil Nadu Coconut Vendors' Eco-Friendly Alternative To Plastic Straws
No plastic straws? No problem! TN tender coconut sellers find ingenious replacements from papaya stalks to bamboo stems, they are leaving no cylindrical...

garvhai.swachhsurvekshan2019.org

Swachh Survekshan
Published by Aarushi Singh | 22 January

#GarvHai Roseland Residency
This Society has made a contribution towards the protection of the planet by going Zero Waste Residency.
#SwachhSurvekshan2019 #MyCleanIndia

Ministry of Housing and Urban Affairs Hardeep Singh Puri Swachh Bharat Mission - Urban Swachh SDMC Roseland Residency, Pimple saudagar, Pune Saahas Zero Waste Solid Waste Management, MCGM Ecogreen Energy CHULA Zero Waste Bare Necessities - Zero Waste India CleanIndia My Clean India Keep India Beautiful PMC Pune Navi Mumbai Municipal Corporation Municipal Corporation Gurugram Swachh Pune - Swachh Bharat Green Powai Swachh Powai Plastic Free Plastic Free Powai



Roseland Residency Contributes Towards The Environment
Roseland Residency is committed to promoting and implementing...

4,607 People reached 213 Engagements

Suraj Sraj Birpur, Kumar Chand and 69 others 8 shares

Swachh Hyderabad
@swachhhyd

#GarvHai
Despite a #Toilets being close by, Citizens urinate on pavements GHMC sanitation staff Smt B. Renuka is on alert to keep city clean
#TeamGHMC Rajendra Nagar circle.
#SwachhSurvekshan2019 #SaafHyderabad #ShaandaarHyderabad #MyCleanHyderabad #MyCleanIndia



7:57 AM - 15 Jan 2019

8 Retweets 32 Likes

You, Hi Hyderabad, Prathiyutha Porekam and 5 others

Swachh Hyderabad
@swachhhyd

#GarvHai
Appreciate this in 🙌 Rajendra Nagar circle. @KTRTRS
The students of Getaanjali Junior college Decorating the Garbage vulnerable points through rangoli.
#ManaNagaram @zcvz_ghmc @amartadi @HiHyderabad @mythreyaa #SwachhSurvekshan2019 #MyCleanHyderabad #MyCleanIndia



1:25 PM - 9 Jan 2019

SWACHH SURVEKSHAN 2019

Ministry of Housing and Urban Affairs Government of India

swachh_survekshan
Rajnandgaon Chhattisgarh

swachh_survekshan #GarvHai Swachhata Sakhi
The Initiative group of 255 women from Rajnandgaon. Women members of Swachhata Sakhi were part of wards wise SHGs(Self-Help-Group) who chose to work for Swachh Bharat Mission, India
#SwachhSurvekshan2019 #MyCleanIndia hoshangabadnagarpalika 🙌🙌🙌




#GarvHai Swachhata Sakhi
Rajnandgaon, Chhattisgarh Waste Management

Liked by safai_karamchari and 2,062 others

JANUARY 28

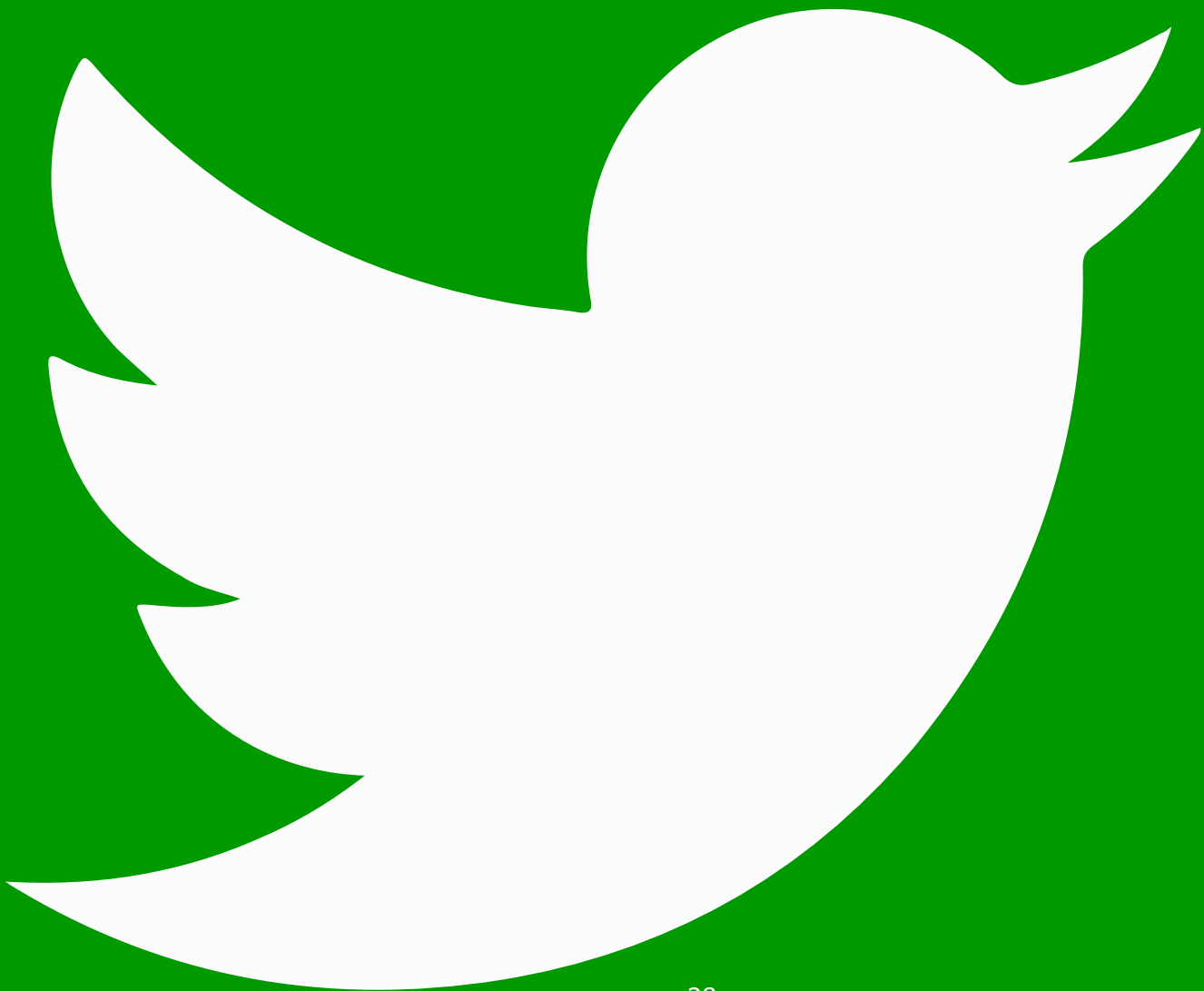
Add a comment...

#MYGREENHABIT

OVER TIME, THE ENVIRONMENT IS ALWAYS CHANGING, AND THIS CHANGE MAY BE BROUGHT ABOUT BY BOTH ACTS OF NATURE AND HUMAN ACTIVITY.

2.8 SOCIAL
MEDIA
REACH
MILLION

**A Tweetathon To
Share Green Habits
Where Citizens
Inspired Us With
Their Daily Habits**



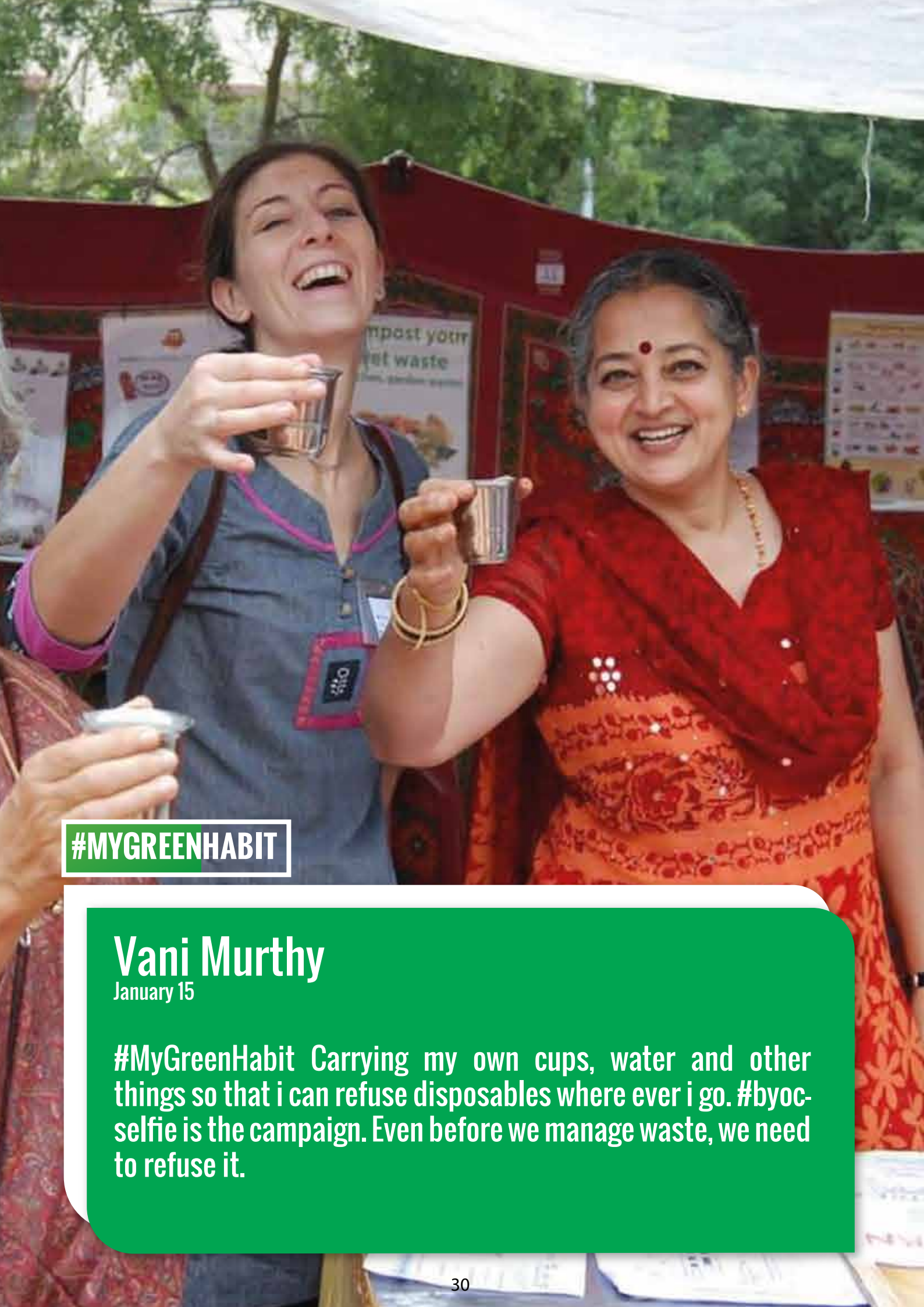


#MYGREENHABIT

Pinky Chandran

January 15

#MyGreenHabit #steelcontainers to store all groceries and masalas have been a practice at my place, for as long as I can remember. Mom would never allow any plastic container at home including Tupperware. The only alternative that was permitted was glass.



#MYGREENHABIT

Vani Murthy

January 15

#MyGreenHabit Carrying my own cups, water and other things so that i can refuse disposables where ever i go. **#byoc-selfie** is the campaign. Even before we manage waste, we need to refuse it.

#MYGREENHABIT

Swachh Survekshan
@SwachhSurvekshan

Do you save fuel and walk instead, use its benefits to stay fit too? If so Share & Use
#MyGreenHabit
#SwachhSurvekshan2019

SWACHH SURVEKSHAN
2019

Long walk is better than Long Drive

#MyGreenHabit
13th-18th January
TWEETATHON

3:21 PM - 15 Jan 2019

2 Retweets 6 Likes

Run Club
@RunClubIndia

Runners are awesome, we run and Plogg
@PloggingGB @runnersVrubbish
@SwachhSurvekshan @swachhbharat
@AfrozShah1 @SwachhChd @limarachen
@ChandigarhAdmin @SwachhPanchkula
@CKforCleanIndia #MyGreenHabit
@LitterFreeEarth

1:37 AM - 15 Jan 2019 from Chandigarh, India

10 Retweets 18 Likes

Pinky Chandran
@pinkychandran

#MyGreenHabit #7 Takeaways in my own dhabba: @SwachhSurvekshan #swachhsurvekshan2019 #bestplasticpollution

11:00 PM - 15 Jan 2019

4 Retweets 5 Likes

vanimurthy
@vanimurthy

#MyGreenHabit
Composting needs no excuses, space can hardly be a constraint. In my small balcony I have so many Composting systems. Both aerobic and anaerobic.
@SwachhGraha
@SwachhBharatGov
@SwachhSurvekshan
@swachhindia
@swachhbharat

8:35 PM - 18 Jan 2019

5 Retweets 17 Likes

Palak
@palak11

using public transport whenever I can is #MyGreenHabit. we should strive to reduce our carbon footprint for a cleaner and better environment!

8:48 PM - 18 Jan 2019

1 Retweet 7 Likes

Dr. Bhairavi Joshi
@Bhairavijoshi1

@SwachhSurvekshan #MyGreenHabit | #Cyclotowork Carry cloth bag everywhere. use compost at home. use sleet glasses and steel suction tips in my clinic. My best was to have all the Bottles of Valsad Marathon collected and now turning into dustbins.

10:11 PM - 22 Jan 2019

1 Retweet 4 Likes

Sundus Khursheed
@Sundus97

[2] And I decided to say NO to plastic bags because the alternatives to this can save my environment for a better living for ourselves and are better in use! I use paper bags! Choose your alternative today, for a better tomorrow!
#MyGreenHabit #SwachhSurvekshan2019

6:24 PM - 15 Jan 2019

2 Likes

swachhika
@swachhika

#MyGreenHabit
Composting is part of my daily routine now for last 5 years. Started my first batch of bioenzymes too. #SwachhIndia #SwachhHyderabad

7:54 AM - 16 Jan 2019

1 Like

Swachh Hyderabad
@SwachhHyd

#MyGreenHabit
Salute to @AMCH10GHMC who carry a STEEL BOX to purchase meat* to #BestPlasticPollution #SwachhSurvekshan2019 #SaathHyderabad #ShauddhHyderabad #MyCleanHyderabad #MyCleanIndia

5:58 PM - 16 Jan 2019

14 Retweets 30 Likes

Tulika Shukla
@TulikaShukla

Reusing plastic bottles and how!
#MyGreenHabit #SwachhSurvekshan2019 #Hilldonor #2MinutesSataas/KaNeam

8:02 PM - 17 Jan 2019

8 Retweets 11 Likes

“Shoppers worldwide are using approximately 500 billion single-use plastic bags per year. This translates to about a million bags every minute across the globe, or 150 bags a year for every person on earth. And the number is rising. The Jhola Challenge is an initiative to use Jhola and refuse plastic bags.”

**Jhola
Challenge
Liya Kya ?**

JHOLA

More Jhola power means Less plastic use.

As per the research, every new habit takes 21 days to actually become a part of your daily actions. In 7 days, we believe 40+ crore urbanites living in over 4000+ cities can change the perception of the world and communicate through their actions.

***India's
7 Day Revolution
To Beat Plastic
Pollution***

2.5 million

Social Media Reach



JHOLA



Neelima Mishra

The Jhola Challenge-done and dusted! Step out without your own water bottle, reusable bag, cutlery too, to avoid single use plastic. @SwachSurvekshan #swachhsurvekshan2019 #jholachallenge #MyCleanIndia #beatplasticpollution

<https://gocrowdera.com/c/BmoYulZA>



Shruti Sharada

Committed to being a #jhola-wali for life!
#JholaChallenge
Nominating @Mangalnji, @aagrabakijasmin,
@mehtaforum24
@TheMachhli

@SwachSurvekshan #saynotoplastic



Sidharth Naik

#JholaChallenge This cloth jhola is always there in my office bag for last 5+ yrs and it hardly takes any space , so light weight. Saved me 500+ plastic bags , when I have to pickup some stuff on way back from office. #BeatPlasticPollution #SwachhSurveks-han2019 @SwachhSurvekshan

JHOLA



Radio Active 90.4MHz

#JholaChallenge And here are few of the #RJs @RadioActive90_4 with their favourite jhola. @BeulaAdithya @pinkychandran @a7_vijaya , Radha Mani, @RJUsharavi @Manjula02jan @ActivePadma @devakarpriyanka @SwachSurvekshan #BeatPlasticPollution

JHOLA

Jhola Challengers Across The Country

TusharWarang
@WarangTushar

Thank you girls for accepting Jhola Challenge. And quitting use of plastic bag.
@SwachhBharatGov @swachhbharat @SwachhSurvekshan @MCGMswm @swachhindia @SwachhMaha




3:09 PM · 31 Jan 2019

13 Likes

Swachh Survekshan
Published by Himanshu Singh · 30 January ·

Bindiya from Lady Sriram took the #JholaChallenge and this is her reason. What's your reason to refuse plastic and adopt Jhola. Share a selfie or a video using #JholaChallenge

#SwachhSurvekshan2019 LBB, Delhi ScoopWhoop YourStory SocialStory Roposo - TV By The People Roposo Zomato Paytm Nestle Karvy Growth Hub




Swachh Survekshan
Published by Swachh_Survekshan · 30 January ·

Kirti took the #JholaChallenge and this is her reason. What's your reason to refuse plastic and adopt Jhola. Share with us with a selfie or a video using #JholaChallenge

#SwachhSurvekshan2019 Tee Singh Nidhi Mohan Kamal @moghesaab @Its_food_o_clock Harleen Sethi @geetaphogat It is in the name @radhikaofficial ScoopWhoop LBB, Delhi Swachh Survekshan @maanvigagruo @sumeetyyas Kerala Tourism Outlook Traveller Healing Himalayas Foundation @hindustan.pictures @hibiscusmonkey Himalayan Geographic Traveller instaudalpur @instagram Anity Gurugram Marathon @amitabhachchan @arushkadisco Harleen Sethi @ajaydevgn Aditi Sharma @sushmitasen47 LBB, Bangalore LBB, Delhi LBB, Mumbai LBB, Kolkata LBB, Pune LBB, Gurgaon LbbKashmir Let Me Breathe




Swachh Survekshan
Published by Anushi Singh · 29 January ·

This 2.5-Year-old kid took #JholaChallenge and So did her Whole Family. If she can Beat Plastic Pollution at this age So can YOU. Click and Share using #JholaChallenge Pictures with us. Register at <https://bit.ly/2AZoZgp>



1928654010384?ltype=3&id=ARA-KbyZunF2BzUP-WqUKg1GertUzTyJnVnG



Swachh Survekshan
Published by Himanshu Singh · 19 February at 18:19 ·

We appreciate your support The Logical Indian team for taking the #JholaChallenge to another level. Let's #BeatPlasticPollution together. Share your selfies using your jhola with a hashtag #JholaChallenge



Take up the #JholaChallenge

THELOGICALINDIAN.COM
Take The #JholaChallenge And Say Goodbye To Plastics
The Indian government through the help of Swachh Survekshan 201...



Swachh Survekshan
@SwachhSurvekshan

Pratishtha took the #JholaChallenge, what about you?
Share your videos & pictures to #BeatPlasticPollution

#SwachhSurvekshan2019 @SwachhBharatGov @SwachhBharatBot @SwachhBharatBot @TeekhiMirchee @IndoreKaGaurav @rginnie @rjaunac @rjstutee @RealRjYuvi



0:03 51 views

4:27 PM · 31 Jan 2019



40+ Million

#SwachhSurvekshan2019

Concluded With An Effective Social Media Reach of 40+ Million Across The Internet.

**Making It A
Jan Andolan With One Of
The Largest Citizen
Engagement, Comparing
The Previous Years.**

Hasan Naqvi recommends Swachh Survekshan.
20 January at 19:23 · 🌐

We must give feedback in order to get better results

Start a private conversation with Hasan Naqvi in Messenger. [Message](#)

Sangeeta Shrivastava राष्ट्र हित में सहयोग देना ही सही मायने में गणतंत्र दिवस मनाया जाना है
Like · Reply · Message · 2h

Sangeeta Shrivastava Paper bag& jhola is very good for environment
Ek kadam swachhata ki our
Like · Reply · Message · 3h

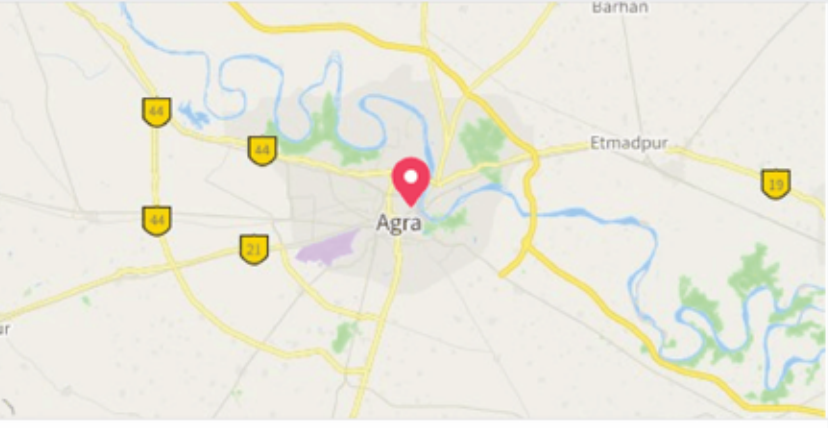
Manoj Kumar recommends Swachh Survekshan.
2 hrs · 🌐

Each and every citizen should participate & engage not only themselves but also motivate others to engage & support continuously for this wonderful project " Swachh Survekshan" , so as to attain our goal of "cleanest city" of India.

Start a private conversation with Manoj Kumar in Messenger. [Message](#)

Akash Tiginayat Swachh Survekshan
25 January at 23:10 · 🌐

this is a great idea organised by Indian government to clean more cities in our country. — in Agra, Uttar Pradesh.



Agra, Uttar Pradesh
City · India
4,440,434 people checked in here

Mayank Sameer Parihar recommends Swachh Survekshan.
57 mins · 🌐

The positive competition and the instillation of the drive to keep the surroundings clean among the citizens.

Start a private conversation with Mayank Sameer Parihar in Messenger. [Message](#)

Chirag Parmar recommends Swachh Survekshan.
20 January at 20:44 · 🌐

Swachh survekshan program is very initiative...
I hope we do better in tree plantation in every village,Taluka and in every district.and we start van survekshan program..Jai Hind..vande matram..

Start a private conversation with Chirag Parmar in Messenger. [Message](#)

Sanjay Kasliwal Swachh Survekshan
Yesterday at 14:37 · 🌐

इन्दोर के इतिहास मे पहली बार नगर पुरा साफ सुधरा हे , इतना साफ हमने पहले कभी नहीं देखा , हम धन्यवाद करते हे यहां के प्रशासन का ओर धन्यवाद प्रधानमंत्री को जिनके नेतृत्व मे यह सफाई अभियान जारी हे

Adv Denson Joseph recommends Swachh Survekshan.
22 January at 01:03 · 🌐

#SwachhSurvekshan2019 is our opportunity to mirror the true picture of our city hence each one of us MUST VOTE.

Start a private conversation with Adv Denson Joseph in Messenger. [Message](#)

Šānbāj Khāñ Āj recommends Swachh Survekshan.
23 hrs · 🌐

Its play major role for citizens ...for their valuable feedback

Pramod Kumar Swachh Survekshan
16 hrs · 🌐

really my city indore has developed habit in peoples for the cleaning.persons are aware in this matter.even my grand daughters aged 9 yrs and 4 yrs living in noida they also appreciate during their stay in indore in vacations.they take achallenge to make noida clean after listening the song/music of kachra gadi.

Govind Mishra recommends Swachh Survekshan.
23 hrs · 🌐

Please give your feedback about swachh survekshan in your city via #Swachhsurvekshan2019 .

Start a private conversation with Govind Mishra in Messenger. [Message](#)

Citizens Recommendations On Facebook

SOCIAL
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