

'LET'S KEEP OUR EARTH CLEAN AND GREEN FOR FUTURE GENERATIONS'



**COMPREHENSTIVE REPORT ON THE CAMPAIGN ORGANIZED ON THE
OCCASION OF "NATIONAL CLEANLINESS DAY" ORGANIZED
ON 30TH JANUARY, 2025**

Article 21 of the Constitution of India, provides that "no person shall be deprived of his life or personal liberty except according to the procedure established by law". The Hon'ble Supreme Court in MC Mehta Vs. Union of India, AIR 1987 SC 1086, has held that right to live in pollution free environment is a fundamental right.

A clean environment enhances the quality of life and promotes overall well-being. It is the responsibility of every individual to keep their surroundings clean and healthy. In India, this commitment to cleanliness is emphasized through the observation of National Cleanliness Day on January 30th. The day serves as a reminder to maintain high standards of hygiene in our homes, workplaces, streets, and public spaces. By adopting sustainable practices like waste management, recycling, and reducing pollution, we can contribute to a cleaner and healthier environment for present and future generations. Cleanliness is essential for maintaining a healthy and hygienic environment, promoting overall well-being, and preventing diseases.

A clean environment reduces the spread of infections, enhances mental and physical health, and improves the quality of life. Clean surroundings also contribute to aesthetic appeal, creating a pleasant and positive atmosphere in homes, workplaces, and public spaces. Moreover, cleanliness fosters discipline, responsibility, and sustainability, encouraging eco-friendly habits such as waste management, recycling, and pollution control. A clean society not only ensures a healthier population but also reflects a nation's progress and development. By making cleanliness a priority, we can build a greener, safer, and more livable world for future generations.

National Cleanliness Day has been observed on 30th January, and it is an important occasion dedicated to promoting cleanliness and hygiene across the country. It serves as a reminder of the collective responsibility we bear toward maintaining a clean and healthy environment. On this day, communities, schools, and organizations come together to organize various cleanliness drives, awareness campaigns, and educational programs. The emphasis is not only on cleaning our surroundings but also on fostering a long-term commitment to proper waste disposal, recycling, and overall environmental sustainability. National Cleanliness Day encourages individuals to take pride in their surroundings, contributing to a cleaner, greener, and healthier nation.

Keeping in view of the aforesaid, Hon'ble the Executive Chairman, has been pleased to direct the Legal Services Institutions to observe the **National Cleanliness Day** on 30.01.2025 and conduct cleanliness drive to commemorate Mahatama Gandhi vision of cleanliness with the aim of promoting cleanliness and sanitation as a way of life.

S.N.	PARTICULARS	REPORT
1.	Total No. of awareness programmes, camps, etc. organized.	201
2.	No. of Cleanliness Drive Organized.	32
3.	Total No. of persons attended these programmes, camps and Cleanliness Drive etc.	55347
4.	Awareness Rallies organized.	07
5.	Total No. of Nukkad Natak organized.	05

6.	Total No. of persons benefitted by this Campaign.	13079
7.	Brief summary about the awareness campaign.	<p>The Legal Services Institutions and Para-Legal Volunteers (PLVs) organized awareness camps and cleanliness rallies across rural and urban areas of the state. These initiatives aimed to educate people about the crucial role cleanliness plays in their daily lives.</p> <p>During the camps, attendees were encouraged to adopt cleanliness as a habit, starting with their homes. They were reminded that if every individual maintains cleanliness in their surroundings, the entire village will remain clean. This collective effort fosters a healthier and more hygienic environment for all.</p> <p>A clean environment is essential for a healthy life, as "a healthy mindset develops in a healthy body." To support this vision, individuals and communities were urged to actively participate in the cleanliness movement, beginning with homes, schools, colleges, offices, and public spaces. The goal is to create a nationwide Clean India revolution.</p> <p>Additionally, participants were informed</p>

		about the toll-free number 15100, released by NALSA, for legal aid and assistance.
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During the Cleanliness Drive, awareness was successfully raised among the common masses and attendees by the Legal Services Institutions emphasizing a range of critical topics. They were educated on **Personal Hygiene and Health** with the message "Clean hands, healthy you-stop germs in their tracks" highlighting the power of simple habits to prevent illness. **Waste Management and Recycling** was underscored with "Trash in its place keeps our world safe" promoting responsible disposal and sustainability. The importance of **Clean Public Spaces** resonated through "A clean town is everyone's crown-don't litter, make it better" inspiring civic pride. **Water Sanitation** focused on keeping water sources clean and avoiding contamination, while **Household Cleanliness** reinforced "A clean home is a happy home" for family well-being. **Workplace Cleanliness** was tied to productivity with "A clean desk, a clear mind" and **Cleanliness in Schools** encouraged lifelong habits with "Learn clean, grow strong." The broader **Environmental Impact of Cleanliness** was captured in "Clean today, thriving tomorrow," linking individual actions to planetary health. Finally, **Fighting Disease Outbreaks** emphasized "Cleanliness is our shield-stay safe," framing sanitation as a vital defense. This multifaceted approach effectively informed and motivated participants to adopt cleaner, healthier practices across all aspects of life.

Across the campaign common mass and people participated in the said cleanliness drive were also asked to **Join Local Drives:** Check with your Local Panchayat, Municipal Corporation, or NGOs for upcoming cleanliness events such as Swachh Shanivar regular clean-ups.

Organize a Neighborhood Clean-Up: Gather friends and neighbors to clean your street or park. Start small, like the community in Bandhwari, Gurgaon, that extended cleaning 10 feet beyond their homes.

Practice Waste Segregation: Separate biodegradable and non-biodegradable waste at home. Use blue and green dustbins, as promoted in Ludhiana's campaigns.

Reduce Plastic Use: Carry reusable bags and bottles to cut down on single-use plastics, a focus of Swachh Bharat's urban initiatives.

Spread the Word: Share cleanliness tips on WhatsApp, Instagram, or community boards. Post about drives using hashtags like #SwachhBharat or #MyCleanIndia.

Teach Others: Talk to children, neighbors, or coworkers about hygiene practices like handwashing and using dustbins. Campaigns like HUL's "**Haath, Mooh aur Bum, Bimari Hogi Kam**" show how fun messaging works

The said cleanliness drive has come to an end by spreading message to all participants and local people/common mass "Cleanliness is next to godliness, and it starts with you! Join a cleanliness drive, start one in your community, or simply stop littering. Every step counts toward a cleaner, healthier India. As Mahatma Gandhi dreamed, let's make Swachh Bharat a reality by 2025. And by taking the pledge: "**Na gandagi karenge, na karne denge**" (We won't litter, nor let others litter). Together, let's clean Uttarakhand, one street at a time!

ALMORA



BAGESHWAR



CHAMOLI



CHAMPAWAT



DEHRADUN



HARIDWAR





NAINITAL



PAURI GARHWAL



PITHORAGARH



RUDRAPRAYAG



TEHRI GARHWAL



UDHAM SINGH NAGAR



UTTARKASHI

