



FOUNDATION *for* RESTORATION of NATIONAL VALUES

ॐ सर्वे भवन्तु सुखिनः। सर्वे सन्तु निरामया।।
सर्वे भद्राणि पश्यन्तु। मा कश्चित् दुःखभाग् भवेत्।।

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NEWSLETTER

July 2017



**SWACHH BHARAT
ABHIYAN**
EK KADAM SWACHHATA KI ORE

FRNV 9th Foundation Day Celebration

A part of our flagship programme on Values based living celebrates the values surrounding hygiene, sanitation and good health. We decided to extend this vision of Clean India by commemorating our new Project on Sanitation.

We celebrated this through our theme of 'Swachh Bharat' on our 9th Foundation Day programme held on 7th June 2017 at DMRC Auditorium.

Our initiatives found resonance with the profound words of Shri Venkaiah Naidu, Hon'ble Minister for Urban Development, who graced the occasion as Chief Guest. The Foundation Day was attended by FRNV friends, members of the NGO fraternity, government departments, corporate houses and all others who shared our vision of 'Swachh Bharat.'

The day was packed with powerful speeches from the Hon'ble Minister, FRNV President Dr. Sreedharan, and learned Speakers Shri R. P. Khandelwal, CMD, HLL and Shri. Amit Garg, ED, Railways who deliberated upon a Swachh India that embraces 'Swachhata' or cleanliness from within.

Speaking on the occasion, Dr. E. Sreedharan, President, FRNV, reiterated, "Our aim is to inspire society and instil values among all people, especially those

at the decision making level," stating that the mindset of the people has to be changed so that they start to think about their lives in terms of making their neighbourhood, locality and the country a better place to live in.

R.P.Khandelwal, CMD, HLL and Amit Garg, E.D (Environment), Railways, shared the endeavors done by their respective organizations to contribute to clean India that had directly benefitted citizens. Khandelwal shared his experience of introducing and promoting eco-friendly and affordable options in Kowdiar ward of Trivandrum. Amit Garg shared how cleanliness had been introduced in the Railways by the use of bio toilets, mechanized cleaning, centralized waste disposal area and use of CCTVs to monitor cleanliness. The day wrapped up with a round of discussion and debate—a much needed food for thought for our further interventions.



Release of the Souvenir on case studies of Waste Management by Urban Development Minister , Shri Venkaiah Naidu.



side for beautifying the area. Waste material is not longer duped on the roadside. Waste burning plant has also been installed. Regular maintenance work is being carried out.

HLL also maintains the Gopala Pillai Park and Kowdiar Boat Club.



A Pipe Compost in a household



Kowdiar Boat Club

My City Project

-An initiative by the citizens of Kowdiar ward, Trivandrum, supported by HLL

When the CSR wing of Hindustan Lifecare Limited (HLL) set out to promote awareness on waste segregation and to promote eco-friendly and affordable options of waste management to the residents of Kowdiar ward of Trivandrum, little did they expect that the people of the area would accept it so whole heartedly and make it a part of their regimen.

Four years down the line, the “My City” project initiated by HLL has become self sustainable. It is now run by the Residents of this ward who get 300 kg of plastic waste processed each week, process manure out of the waste and successfully run solid waste management system.

The project was initiated in 2013. HLL took the residents of Kowdiar ward into confidence. Several rounds of meetings were held. Mechanisms for collecting the processing the waste was discussed. Ten persons were engaged to carry out the actual work.

Young volunteers from NSS from schools and colleges were also roped in. They helped with campaigning on Solid Waste Management by going door to door of each resident in the area. The residents were taught to segregate the waste, keep plastic waste separately. They were also given seeds and saplings for plantation. Messages on waste management were put up on hoardings and banners. Surveillance cameras were installed and flower pots were placed along the road



Kudumbasree Workers in Kowdiar Ward

Cleanliness Drive in the Bhairon Mandir Slum

-Shri Ashok Malik, Friend, FRNV

As the Board Member of Delhi Slum Dwellers Federation, Ashok Malik was so moved by the pathetic, unhygienic living condition of the slum dwellers, which he decided to do something about it. Cramped houses, overflowing drains, mounds of garbage and polythene bags are a common sight in most slums. Bhairon Mandir slums are no different.

He registered an NGO, got four five well meaning friends together, each one of whom shelled out some money, and decided to train the residents in hygienic living. With Rs 40,000 in their kitty, he

purchased drums for depositing garbage, a spud or khurpi for makeshift pit latrines to cover their faeces, and gave them tips to keep their drains from choking. Today, the colony is much cleaner than it used to be.



A girl digging a small pit by using 'khurpi' before defecation

It took lot of coaxing, cajoling and convincing the residents to keep their colony clean was no easy feat, says Malik. Women folk would complain that the garbage dumped on the road was done by the 'other' women.

“I had to tell them that whosoever did it, the germs are not bothered. They disregard boundaries and spread disease all over’.



Children picking up rags with the volunteers of Swayam Sewa Samiti

Malik has discontinued his NGO, but often visits the slum colony. “It is maintained much better now”, he says with satisfaction.

NEWS AND EVENTS

□ FRNV organized a workshop for teachers on May 31, 2017 at Delhi University Social Science Higher Secondary School located in Maurice Nagar, Delhi University Enclave. The workshop was conducted by Dr. Seema Pawar, Project Director – VBE. The objective of this workshop was to introduce FRNV's Values-Based Education System to the teachers and help them understand the background of the VBES and how and why it was developed.

During the workshop, a discussion was also initiated to ponder on how we acquire values and how these values affect our lives. During the discussion, some of the Case studies from the recent incidences like Man beaten to death while objecting two men urinating in public; Rape case of Haryana; and Teacher was shot dead by his student were used to facilitate the discussion. A group activity was also organized in which teachers were asked to select few lessons from the first quarter syllabus. Then Dr. Pawar encouraged the teachers to identify values from each lesson and design activities/story/slogan/drawing to imbibe values in their teaching content. The School Principal was encouraged that the day should begin by introducing values in the morning assemblies. Focus should be on one value per month through value based

- Talk
- News
- Poem
- Instances from biographies
- Story
- Quotations
- Personal Experience

The objective of values based morning assemblies is to target all the children from class 1 to XII.



Poster Hatao Campaign -A citizen centric initiative to prevent defacement of property in public view

-Col Shivraj, Life Member, FRNV

When 52 year old Col Shivraj, retired from the army, little did he know that one day he would take the politicians head on, and challenge their authority to mindlessly paste pictures and hoardings on walls in the city. He had hoped to lead a quiet family life, perhaps work for some companies to keep himself busy. But providence had other things in store for him. In March 2009, 'The Delhi Prevention of Defacement of Property' Act became effective. According to this Act, "defacement" includes impairing or interfering with the appearance or beauty, damaging, disfiguring, spoiling or injuring any property in public view". And "property" includes any property including public, private, static or moving; this includes building, hut, structure, wall, tree, fence, post, pole or any other erection.



BS&ES Pillar before cleaning and after cleaning

Five months after the Act came into being, Col Shivraj and his wife, Mrs. Laxmi Kumar, and the team from 'Citizen-Centric Initiative' organised an event in Punjabi Bagh to tear away posters from the walls, and bring down hoardings, and remove unsightly banners. They named the campaign 'Poster-Hatao'. It became so effective, that they soon identified other areas in the city to carry out this exercise. The walls of Vasant Enclave, Munirka Vihar, Gurgaon, Dwarka and Green Park are few places that comes to the mind immediately. Col Shivraj was so infused with a zeal to keep the city clean, long before 'Swachh Bharat' came into being that he spent lot of his time planning the exercise out. It might sound very simple, but in reality it is not. It takes effort to motivate citizens to contribute their time to a social cause, liaise with local MCD councillor, the police, local MCD staff and the RWA of the area, and convince them of the importance of the work. Not only that, to get people out of the comfort of their homes for public good, is never easy.

On the day of the 'event' of Poster Hatao, the enthusiastic group start early. The area of operation is identified in advance and the group of 100 odd people spread themselves out in the area, walk up to the poster/banner/hoarding and start tearing them down. Legally, of course, in the presence of local police, RWA members and MCD staff. Walls in the public view, letter boxes, electric poles, trees, building – any structure plastered with posters are their hunting ground. Young and old, everyone joins in. His 'Poster Hatao' campaign was also carried out successfully by different groups of people and RWAs in Mumbai, Chennai, Bengaluru and Mysore.



"Posters and hoardings are made of paper and countless trees are saved when posters will be banned. Aside from that, when permission is taken from MCD for the posters, then MCD will also earn revenue from it", says Col Shivraj candidly.

In 2012, Col Shivraj stopped this exercise because he was deterred by new posters that came up for every poster that he and his group removed. He was at his wits end. So, he moved the Delhi High Court and filed a PIL complaining that the Delhi Prevention of Defacement of Property Act 2007, was being violated with impunity. The High Court ordered that all the three Municipal Corporations would fully comply with the Delhi Prevention of Defacement of Property Act 2007 in letter and spirit. It went on to say that the hoardings on top of buildings, hoardings on unipoles, bipoles, wall-raps and advertisements on footpaths would be removed. In fact the direction by the court was that the Municipal Corporation of Delhi would ensure full implementation of the Outdoor Advertisement Policy 2007 and they would ensure that there is no hoarding advertisement, wall rap etc. which is contrary to the Delhi Prevention of Defacement of Property Act 2007.

Col Shivraj says that MCD has not complied with the order of the Court and he is still battling it out.

Dear Readers,

FRNV invites stories from its readers on deep-rooted values that have helped us in our everyday lives. Some of these stories will be featured in the next issue of our newsletter. So put your thinking caps on, recall the values integral to your life which you cherish and write to us at shilpi@valuefoundation.in.