



A  
report  
on work done under  
**Swachh Bharat Mission**  
in Anushaktinagar, Mumbai

Submitted by:



पीड़ा (PIRA)  
Public Issues Research  
Association

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## Our Inspiration



Honorable PM shri Narendra Modi Ji  
@Swachh Bharat Mission



# Acknowledgement

The work under this report has consumed a commendable effort; research and dedication of our volunteers, still implementation would not have been possible if we did not have support of many individuals and organizations. Therefore we would like to extend our sincere gratitude to all of them.

First of all we are thankful to **“Anushaktinagar Clean Friends”** and specifically Shri Srinivasan Sir, Shri Yadav ji, Shri Viresh Kumar ji, Shri Rawat ji, Shri. K.Kunhanandan and their team, for letting us join them in this project. They are the torch bearer and real hero in implementing Swachh Bharat Mission in Anushaktinagar. They started this mission from 2<sup>nd</sup> October, 2014 and all buildings from Akashganga to Eknath was covered during the cleanliness drive by Anushaktinagar Clean friends. Apart from active participation in cleanliness drives, they provided all the necessary items required like masks, hand gloves and polybags for collecting garbage. They also coordinated with DCSEM authorities for clearance of collected garbage after each cleanliness drive.

We are also very thankful to the staff and authorities of TSH, specifically R K Pai sir and AO-III TSH, for their support and guidance for “Avoid Food wastage” campaign in TSH.

We are also grateful to “Patanjali Yog Samiti, Chembur” specifically Aparna ji, Santosh ji, Kailash ji, Sawle ji, Priyanka and their team for their active participation in plantation drive. We are also very grateful towards Shri D H Parshuram Sir, for his active participation, coordination with authorities, support and guidance in plantation drive.

We would like to express our sincere thanks towards Shri Modi, Shri Mishra, Shri Parimalakanthanand and their team from DCSEM, who devoted their time and energy for this noble cause.

We would like to express our gratitude towards the residents of Anushaktinagar for their whole heartily participation and providing their feedback. In the last, but not the least, we are also thankful for every individual who supported and encouraged us directly or indirectly or through our face book page, in carrying out this work.



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## Who we are

This is a team of young volunteers from Anushaktinagar, who thinks and wants to contribute towards the betterment of our own people, our own society and environment.

The name PIRA is chosen because the members of this team have a burning desire (“Pira” in Hindi) within, for doing something and we were looking for a platform for doing something.

“कुछ न कर पा सकने की पीड़ा ही कुछ करने की प्रेरणा देती है”

Since we are in a research organization, this “पीड़ा” emerged in the form of “PIRA”

### **PIRA: Public Issues Research Association**

**Our approach:** Solution oriented research of public issues by awareness, volunteering, co-ordination and providing feedback to the authorities for improving the efficiency of the system.

**Our Symbol:** Since we believe that no mission can be completed without team work, so we chose our symbol likewise.



**Contact us:** email: [public.ira@gmail.com](mailto:public.ira@gmail.com)

### **PIRA in Social Media:**

We have updated and posted every single activity on our facebook page, since we have taken this work in hand. We request you to please visit our facebook page at

<https://www.facebook.com/PIRA-277275115779606/>



### **Objective of this report:**

The sole objective of submitting this report is to provide a feedback of residents to the authorities for improving the overall efficiency of the system, for making Anushaktinagar a better place to live. Anushaktinagar has potential of becoming a role model for implementing SWACHH BHARAT MISSION and our work and this report is an effort in this direction.

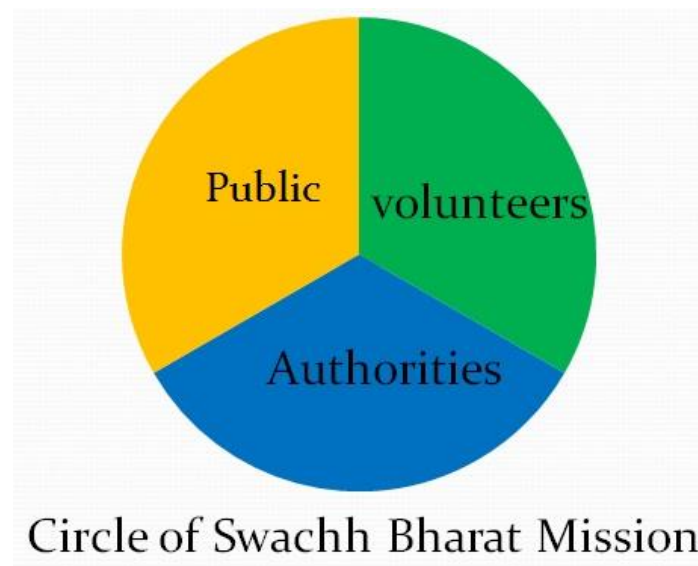
### **Swachh Bharat Mission: An opportunity for us**

- Inspired from the vision of our PM Shri Narendra Modi ji and Swachh Bharat Mission, we have grabbed this mission as an opportunity to channelize our energy for a noble cause. There was a team “**Anushaktinagar Clean Friends**” already working in Anushaktinagar for Swachh Bharat Mission.
- Infact, “**Anushaktinagar Clean Friends**” are the torch bearer for us and real hero in implementing Swachh Bharat Mission in Anushaktinagar. We join hands with this team immediately



# Our strategy for Swachh Bharat Mission

- We believe that no mission can be accomplished until all the concerned stake holders, the public, volunteers and authorities, do not work as a team
- So we have adopted this simple, unique and very effective strategy for Swachh Bharat Mission in Anushaktinagar



- We planned to focus on all three aspects
  - Building a team of motivated volunteers
  - Ensuring public participation
  - Feedback and co ordination with Authorities



## **Building a team of motivated volunteers**

In any team, specifically in a team of volunteers, every single team member is very important. And if this feeling is imparted in every individual, then it will build a very strong and motivated team and every one willingly takes responsibility. We imparted this feeling in each member by involving them in every step, right from planning to execution, to analysis after every campaign. Here everyone was a planner, executer and analyst. Any shortcoming was taken as team's responsibility and every small success is credited to team.



Brain storming session: Members of Team discussing how to make this event more entertaining



Our symbol: Joining hands of our team



**Apart** from that it is very important to keep the group united and imparting a feeling of oneness among each other. We celebrated “International yoga day” and participated in “Yoga by the bay” to make the group cohesive. As a result we become a very motivated and committed team of volunteers.







## **Ensuring public participation**

For ensuring public participation, we adopted

- Door to door awareness campaign, before the actual Cleanliness drive generally on Thursday evening 7 to 9 pm



Team after a door to door campaign on one of the Thursday night







- Motivating participants and volunteers by playing music/songs regarding Swachh Bharat Campaign during cleanliness drive



- Entertaining participants and volunteers by including fun activities like dancing, games, yoga, exercises after the Cleanliness drive.







Having fun after cleanliness drive



Kids with drawings prepared by them on Swachh Bharat Mission





**Yoga session after cleanliness drive**



**After celebrating International Yoga Day in rain**





# **Feedback and co ordination with Authorities**

This activity has two parts

- (1) Taking feedback from residents and analyzing
- (2) Providing this feed to authorities: It is the objective of submitting this report.

## **Taking feedback from residents and analyzing:**

To ensure what exactly residents think on how to make “Swachh Bharat Mission” a success, we decided to take their feedback. Our team came out with a feedback/survey form after a brainstorming session to collect data from participant. This form was modified further after taking feedback from participants from next few cleanliness drives. The raw data were analyzed and results were prepared in the form of charts for individual questions, asked in the survey during the cleanliness drive. The survey form is given in annexure-1.







**Volunteers Taking feedback from participants**



## Work done so far

In spite of small resources apart from a very strong dedicated and motivated team, we are able to do the following work in association with “Anushaktinagar Clean Friends”,

- 15 door to door awareness campaigns for Swachh Bharat Mission
- 15 cleanliness drives in Anushaktinagar
- 1 plantation drive in Chembur Children Home, Mankhurd
- 1 Avoid food wastage drive in Training school hostel
- Participation in cycle rally for awareness about Swachh Bharat Mission

The detailed list of work done under Swachh Bharat Mission with date is given in the following table.

Sr no.	Date	Activity	Area/Buildings
1	12/02/2015	Door to door awareness campaign for Swachh Bharat	Godavari building area, Anushaktinagar, Mumbai
2	15/02/2015	Cleanliness Drive	
3	19/02/2015	Awareness campaign	Mandakini building area, Anushaktinagar, Mumbai
4	22/02/2015	Cleanliness Drive	
5	26/02/2015	Awareness campaign	Mansarovar building area, Anushaktinagar
6	01/03/2015	Cleanliness Drive	
7	12/03/2015	Awareness campaign	Bhagirathi building area, Anushaktinagar
8	15/03/2015	Cleanliness Drive	
9	19/03/2015	Awareness campaign	Jaidev & Chaitanya building, Anushaktinagar
10	22/03/2015	Cleanliness Drive	
11	26/03/2015	Awareness campaign	Narmada building area, Anushaktinagar
12	29/03/2015	Cleanliness Drive	



13	2/04/2015	Awareness campaign	Kabir building area, Anushaktinagar
14	5/04/2015	Cleanliness Drive	
15	9/04/2015	Awareness campaign	Meera Bai building area, Anushaktinagar
16	12/04/2015	Cleanliness Drive	
17	19/04/2015	Participation in Cycle rally for awareness about Swachh Bharat	Anushaktinagar
18	23/04/2015	Awareness campaign	Namdev building area, Anushaktinagar
19	26/04/2015	Cleanliness Drive	
20	30/04/2015	Awareness campaign	Tukaram building area, Anushaktinagar
21	3/05/2015	Cleanliness Drive	
22	14/05/2015	Awareness campaign	Eknath building area, Anushaktinagar
23	17/05/2015	Cleanliness Drive	
24	21/05/2015	Awareness campaign	Tulsidas building area, Anushaktinagar
25	24/05/2015	Cleanliness Drive	
26	28/05/2015	Awareness campaign	Tapti building area, Anushaktinagar
27	31/05/2015	Cleanliness Drive	
28	4/06/2015	Awareness campaign	Saryu building area, Anushaktinagar
29	7/06/2015	Cleanliness Drive	
30	11/06/2015	Awareness campaign	Periyar building area, Anushaktinagar
31	14/06/2015	Cleanliness Drive	
32	4/07/2015	“Avoid food Wastage” campaign	Training School Hostel, Anushaktinagar
33	2/08/2015	Plantation Drive	Chembur Children Home, Mankhurd





## **Work done: Through a photo gallery**











































**All participants taking Swachh Bharat Pledge**













“Avoid Food wastage” campaign at Training School Hostel









Plantation Drive at Chembur Children's Home at Mankhurd





Plantation Drive at Chembur Children's Home at Mankhurd



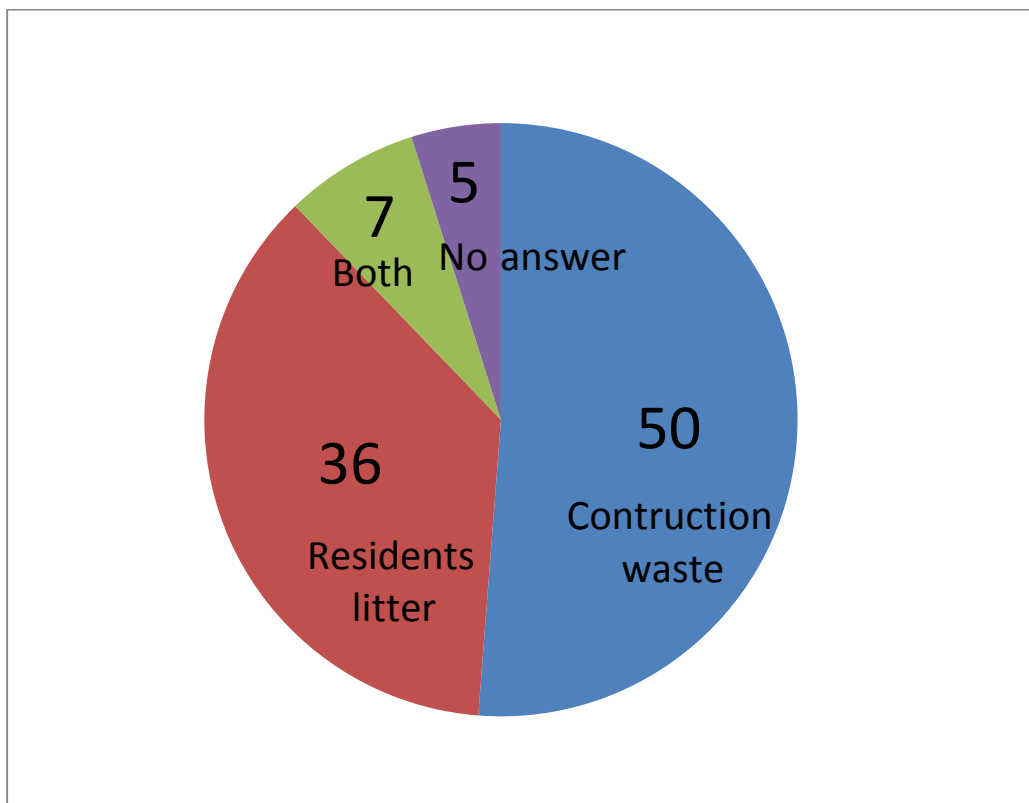
## Results and analysis of feedback

After analysis of the data collected from the residents during campaign, we found the following results. Please note that-

- This survey was conducted on the residents of age of 18 years and above.
- All results are in percentage (%)

**Question: What is the main problem in keeping your surrounding clean?**

**Result:**

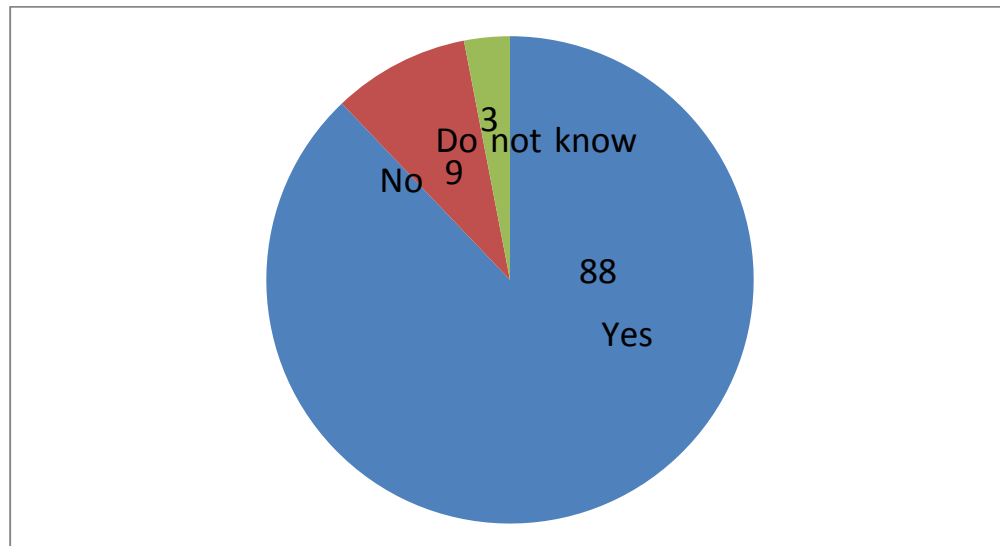






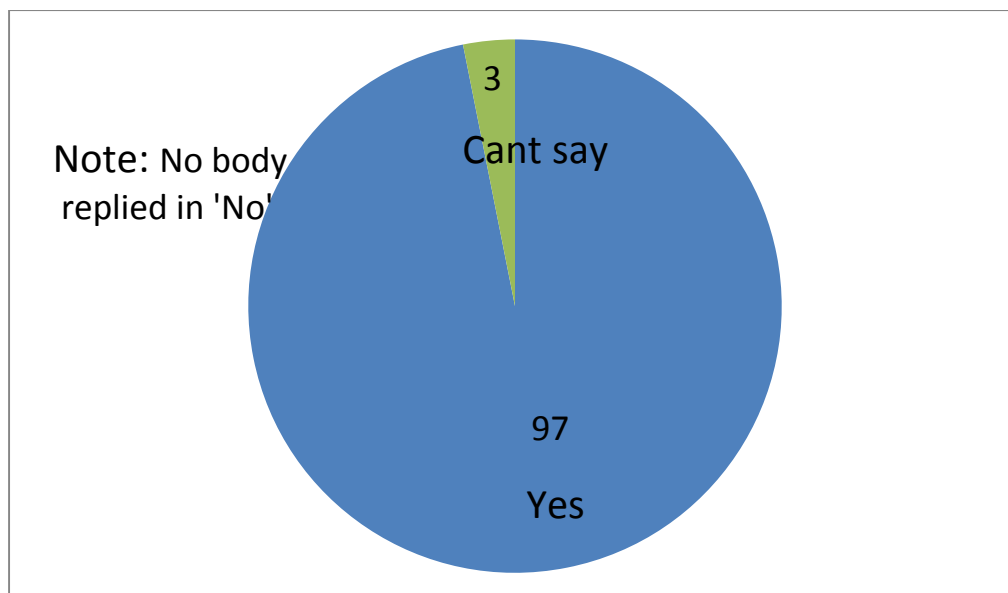
**Question: Do you think more roadside dustbin should be provided?**

**Result:**



**Question: Do you think sports grounds should have gents and ladies toilet?**

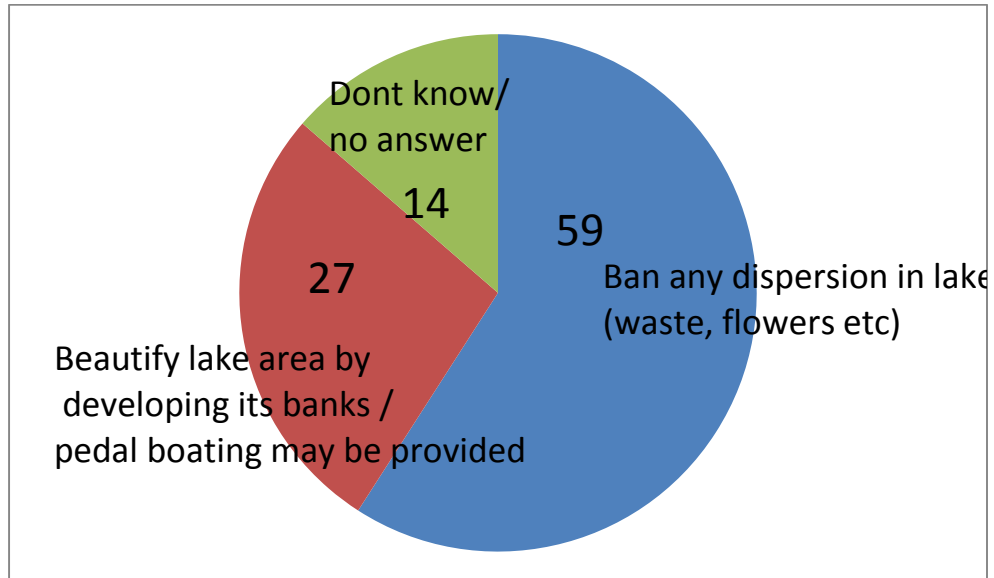
**Result:**





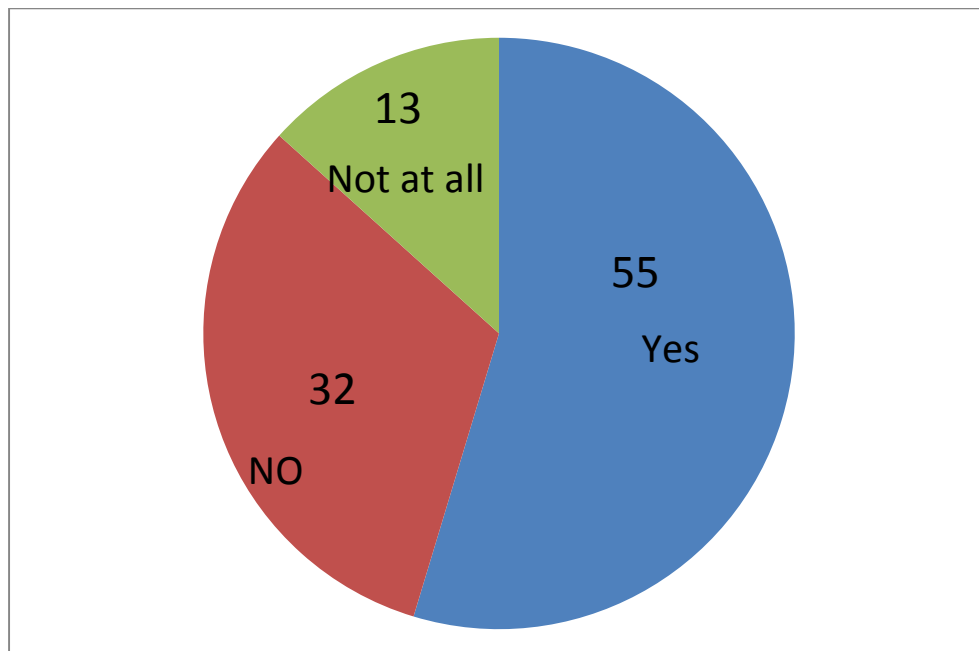
**Question: How to make Anushaktinagar lake more attractive?**

**Result:**



**Question: Are you happy with DCSEM's role in keeping your surrounding clean?**

**Result:**







## Our expectations

As it is evident from the results shown in the last section, the majority of residents of Anushaktinagar think-

- Construction waste/debris is the main problem in keeping their surrounding clean, it must be taken care seriously
- More dustbins should be provided along the roads
- Gents and ladies toilet must be provided in every sports ground
- Any kind of dispersion in lake must be strictly banned, and it should be beautified
- DCSEM authorities should put more efforts in keeping Anushaktinagar clean

We expect that authorities will take the above feedback for serious consideration and prepare a roadmap for implementation, if possible.

**If the authorities need any cooperation for this mission or other similar activities, we are happy to come forward to share the responsibility. We can assure you that we will not disappoint you for such a noble cause.**

We hope this feedback may be helpful to the authorities in realizing the SWACHH BHARAT MISSION in Anushaktinagar and making it a role model for other parts of country.

### Contact us:

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# Annexure-1

## Survey form



पीड़ा (PIRA)  
Public Issues Research  
Association

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### Survey Form

Name:	Mr/Ms	Age:	
Qualification:		Contact no:	

Please tick **only one answer** or write your comments where it is marked as "Other"

1. How important **CLEANLINESS** is for you?

A. Very Important	B. Important	C. I don't care
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2. Do you think there should be more **dustbins** (roadside) in Anushaktinagar?

A. Yes	B. No	C. I don't know
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3. Are you **happy with local authority's (DCSEM)** role in keeping your area clean

A. Yes	B. No	C. Not at all
--------	-------	---------------

4. What is the **main problem** in keeping your area clean?

- A. Debris/waste generated by contractor work by DCSEM
- B. Residents litter
- C. Other: \_\_\_\_\_

5. When you find garbage in your surrounding area, you can complain about it to --

- A. Maintenance office
- B. ARWA
- C. Other

6. How to make the lake (near junior college) clean?

- A. Ban the dispersion of waste/flowers etc in the lake
- B. Beautify Lake area by developing banks and providing boating services on contractual basis
- C. Others: \_\_\_\_\_

7. Do you think every sports ground (Jr college ground, Cricket ground etc) must have gents and ladies toilet?

A. Yes	B. No	C. I don't know
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8. Will you **join** and support PIRA to continue this mission?

A. Yes	B. No	C. May be
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9. Any **suggestions** for the mission?

Sign:

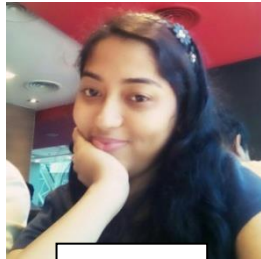
Date:



## Our Team: PIRA



Nidhi



Apeksha



Bharti



Sushmita



Rasika



Trushna



Nishi



Prajkata



Anita



Anagha



Anita



Vijya



Brajbandhu



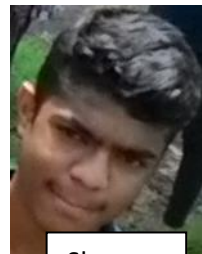
Ashwini



Neeeraj



Abhinav



Shreyas



Gangaram



Parshuram



Digamber



Nikhil



Abhishek



Anil