

CAF
India

Charities Aid
Foundation

AON



**AN INITIATIVE BY CAF INDIA TO
CONVERT CITIES INTO 'LITTER-FREE ZONES'**

CLICK2CLEAN 
CLEANING INDIA TOGETHER

ABOUT CLICK2CLEAN

Click2Clean campaign aims at 'cleaning up' selected littered public spaces in cities, through collective action by citizens, governments and the private sector. The goal is to identify and clean 100 sites in Delhi NCR, raise public awareness, enhance citizen participation and promote partnerships among various stakeholders. This unique campaign encourages citizens to click images of any littered sites, including street/garbage dumps/neighborhood and upload it on the dedicated Facebook page created for the purpose -

<https://www.facebook.com/clicktoclean/>.

CAF India will then select and assign the cleaning task to a partnered NGO, which in turn will clean the designated spot and upload the images of the selected sites back. This campaign is aimed at strengthening our commitment to Right to Sanitation.

THE MAIN **OBJECTIVES** OF THE CAMPAIGN ARE AS FOLLOWS:

- 1.** Raise public awareness and build critical ethical and civic sense in communities
- 2.** Enhance citizen participation and volunteerism through civic action
- 3.** Promote partnerships and alliances among various stakeholders (communities, government, private sector)

Success Story

THE 'CLEAN' WAY TO IMPLEMENT!

PROJECT DETAILS

DURATION OF PROJECT :

3 MONTHS

AREA OF INTERVENTION :

SADAR BAZAR AREA, OLD GURGAON,
NEAR BUS STAND

KEY STAKEHOLDERS :

GOVT. REPRESENTATIVES FROM GURGAON MUNICIPALITY,
CITIZENS OF GURGAON, SCHOOL STUDENTS, ARTISTS,
STREET VENDORS

DONOR :

AON INDIA CORPORATION

VALIDATED NGO PARTNER :

DEVELOPMENT ALTERNATIVES

WHY

WE CHOSE THIS SITE



After shortlisting the littered site from the images uploaded on the Click2Clean Facebook page, a baseline survey was conducted to assess the need of cleaning up the selected site. With citizens' participation being the core of the initiative, an interactive questionnaire was developed for citizens of Gurgaon to fill up, consisting of open and closed ended question followed by relevant probing queries. The questionnaire was designed to gather respondents' background information (i.e. age, education, family type, size) current waste scenario in the area, gauge perception of citizens on waste management, cleanliness, the preferred medium of communication for spreading information in the Sadar Bazaar area.

**THE RESPONSES OF
CITIZENS WERE THEN
ANALYSED AND A
STRATEGY DRAWN OUT
TO CREATE A HEALTHY
ENVIRONMENT
AROUND THE SELECTED
AREA, INCLUDING :**

- Assessing health hazards posed by the littered site
- Involving Gurgaon Municipality to support and participate in the initiative
- Need of handling waste lying in the open area through installations of dustbins and Wall Art to beautify the area
- Need to educate street vendors in and around the selected littered site
- Engaging volunteers and local citizens in the cleanliness drive
- Organising cleanliness sessions with employees of corporate partner Aon India as part of employee engagement activity
- Using social media platforms to draw attention to the cleanliness drive and updates from the ground

GOAL

TO STRENGTHEN PUBLIC PARTICIPATION FOR CREATING A HEALTHY ENVIRONMENT AT OLD GURGAON

METHODOLOGY - OUR APPROACH

1. ASSESSMENT

Shortlist littered sites to clean from the images uploaded on Facebook, carry out a need assessment study of the selected site for cleaning

2. AWARENESS

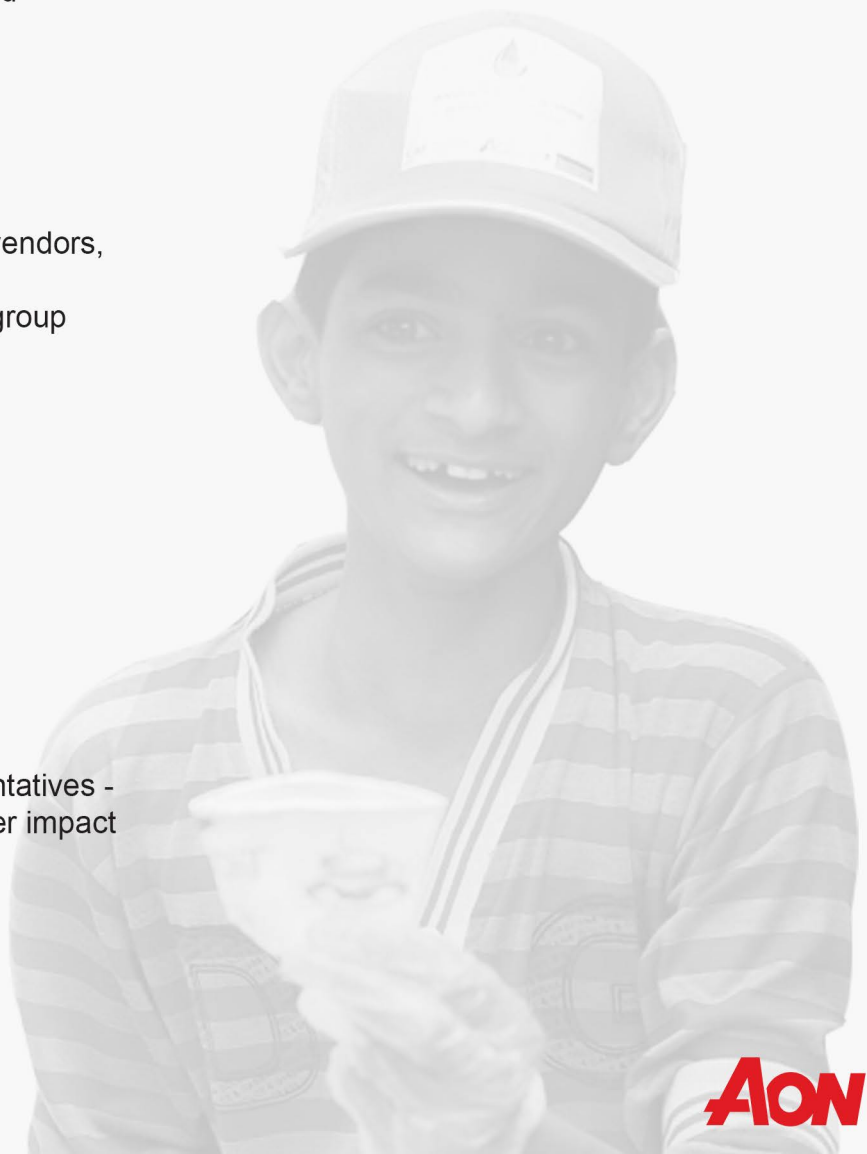
Conduct sessions on Waste management, educating street vendors, street play to engage citizens, involving musicians and dance group to raise awareness etc

3. ACTION

Installation of dustbins, Wall-art painting,

4. ADVOCACY

Association with Govt. Representatives - Gurgaon Municipality for stronger impact through the Click2Clean project



PROJECT **IMPACT**

- Enhance awareness on waste management
- Provide opportunity for local people to do something meaningful in their surrounding area
- Build ownership and a sense of pride in the citizens
- Make a visible difference by engaging volunteers in the cleanliness drive, including cleaning up city's walls and streets, and add art work to beautify site
- The wall mural will be a constant reminder to keep our surroundings clean and deter people from throwing garbage
- Wall painting will make discourage people from littering and encourage them to use dustbins



THE RESULTS WERE **OUTSATNDING!**



BEFORE



AFTER



CELEBRITIES WHO SUPPORT OUR **CLICK2CLEAN INITIATIVE**

PRO KABADDI TEAM **“DABANG DELHI”**



BOLLYWOOD SINGER **“JUBIN NAUTIYAL”**



RAISING AWARENESS ABOUT CLICK2CLEAN THROUGH MEDIA OUTLETS

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IANS | New Delhi
September 3, 2015 Last Updated at 16:48 IST

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An initiative that aims to clean up littered public spaces in cities around the country through collective action by citizens, governments and the private sector was launched here Thursday.

Brainchild of NGO Charities Aid Foundation (CAF) India, the 'Click2Clean' community-driven initiative, is initially being rolled out in the national capital region (Delhi, Gurgaon, Noida, Faridabad, Ghaziabad) initially and will later cover cities across the country.

"Citizens will upload photographs of unclean and littered public spaces, after which a screening committee will select 100 sites from all the images it receives and ensure the sites become litter-free within a given timeframe," said CAF India CEO Meenakshi Batra.



RAISING AWARENESS ABOUT **CLICK2CLEAN** THROUGH MEDIA OUTLETS

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Dabang Delhi partners with CAF India for Click2Clean campaign

Dabang Delhi participates in a unique initiative aimed at 'cleaning up' selected unclean and littered public spaces in Delhi

by Press Release News / 04 Sep 2015, 17:34 IST / Updated : 27 Nov 2015, 13:36 IST



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