

CLEAN-India

CLEAN-India is a nationwide environment assessment, awareness, advocacy and action programme.

Programme Goal

The programme aims to mobilize community responsibility for environmental assessment and improvement in all major towns and cities of India through a network of schools and NGOs linked with government, business, academia and other institutions.

The underlying realization is that "each one of us is responsible for the current state of environment in the country, and we cannot wait for someone else to solve it."

Programme Objectives

The primary objectives of the CLEAN-India programme are to :



- systematically assess and document the environment quality of all major towns and cities.
- generate awareness among citizens, decision makers and other stakeholders in society on the environmental concerns and possible ameliorative action.
- establish vibrant network of schools, welfare associations, NGOs, media, corporate sector, scientific institutions, district administrations and local government for advocacy and policy change.
- mobilize communities to undertake environmental improvement actions at the local level.

Salient Activities

- ❑ Systematic environment quality assessment by a network of schools supported by NGOs and validated by government and research institutions.

Students are trained in using simple environment monitoring kits which enable them to seasonally assess water and air quality and also keeping a check on food adulteration. Environment audits and surveys help them to understand prevailing status of energy consumption, solid waste generation, trees and bird species. The results of this assessment are projected as interactive digital environment quality status maps.



Students monitor water quality with the Jaf TARA kit

- ❑ Large-scale environment awareness initiated by students to influence the community.

Rallies, exhibitions, street plays, public hearing form an integral part of the programme. Students spearhead initiatives like Eco-festivals and campaigns against use of polybags for catalysing attitudinal change among local communities.



Students enthruse others for a cleaner environment

- ❑ Community Initiated action demonstrating good practices for environmental improvement.

Students and communities participate in local environment improvement activities like tree plantation, vermicomposting, water purification and conservation, clean-up drives, waste paper recycling.



Students recycling paper with mini paper recycling plant

CLEAN-India Partners

The CLEAN programme is conducted in association with NGOs, Schools, Local Administration, Business Associations, Pollution Control Authorities and Resident Welfare Associations.

- ❑ NGO Partners mobilise a network of schools and involve them in the activities of the programme.
- ❑ School Partners provide the basic strength and enthusiasm for the programme.
- ❑ Pollution Control Authorities / Scientific & Academic Institutions ensure the technical quality of the programme.
- ❑ Resident Welfare Associations motivate their communities to undertake environment management activities.
- ❑ Business & Industry Associations support local initiatives to improve the environment quality.
- ❑ Media spread children's message on environment protection.

Our Spread- CLEAN-India Centres

CLEAN-India was initiated in 1996 by Development Alternatives, with Delhi as its first centre. Influenced by the success of the programme in Delhi, NGOs from other parts of India have initiated CLEAN-India activities in their own towns and cities.



CLEAN-India Supporters

- ❑ European Commission
- ❑ Ministry of Environment and Forests
- ❑ Rajiv Gandhi Foundation
- ❑ Catholic Relief Services
- ❑ Swiss Development Corporation
- ❑ Government of NCT, Delhi
- ❑ Ministry of Water Resources

Technical support to the programme is extended by:

- ❑ Central Pollution Control Board
- ❑ IIT, Delhi
- ❑ Department of Science and Technology (DST)

Development Alternatives

Development Alternatives is a non-profit research, development and action organization established in 1983. It fosters new relationships in people, technology and environment interactions, needed to attain the goal of sustainable development.

Development Alternatives offers the following resources for CLEAN-India :

- ❑ Jai TARA - Water Quality Testing Kit with Aquacheck vials
- ❑ Pravaar TARA - Air Quality Testing Kit
- ❑ Jai TARA Slow Sand Filter
- ❑ TARA Mini Paper Recycling Unit
- ❑ Technology packages for Solid Waste Management - vermicomposting.
- ❑ Audio-Visual Environmental Education Material
- ❑ Expert professionals in environment education, environment management and community development
- ❑ Network linkages with local NGOs, administration and residents.



*The CLEAN-India anchor team
- NGO Coordinators and Teachers*

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COMMUNITY LED ENVIRONMENT ACTION NETWORK CLEAN-India

- an environmental assessment, awareness, advocacy and action programme



Students catalysing community action



CLEAN-India

 An Initiative of
Development Alternatives