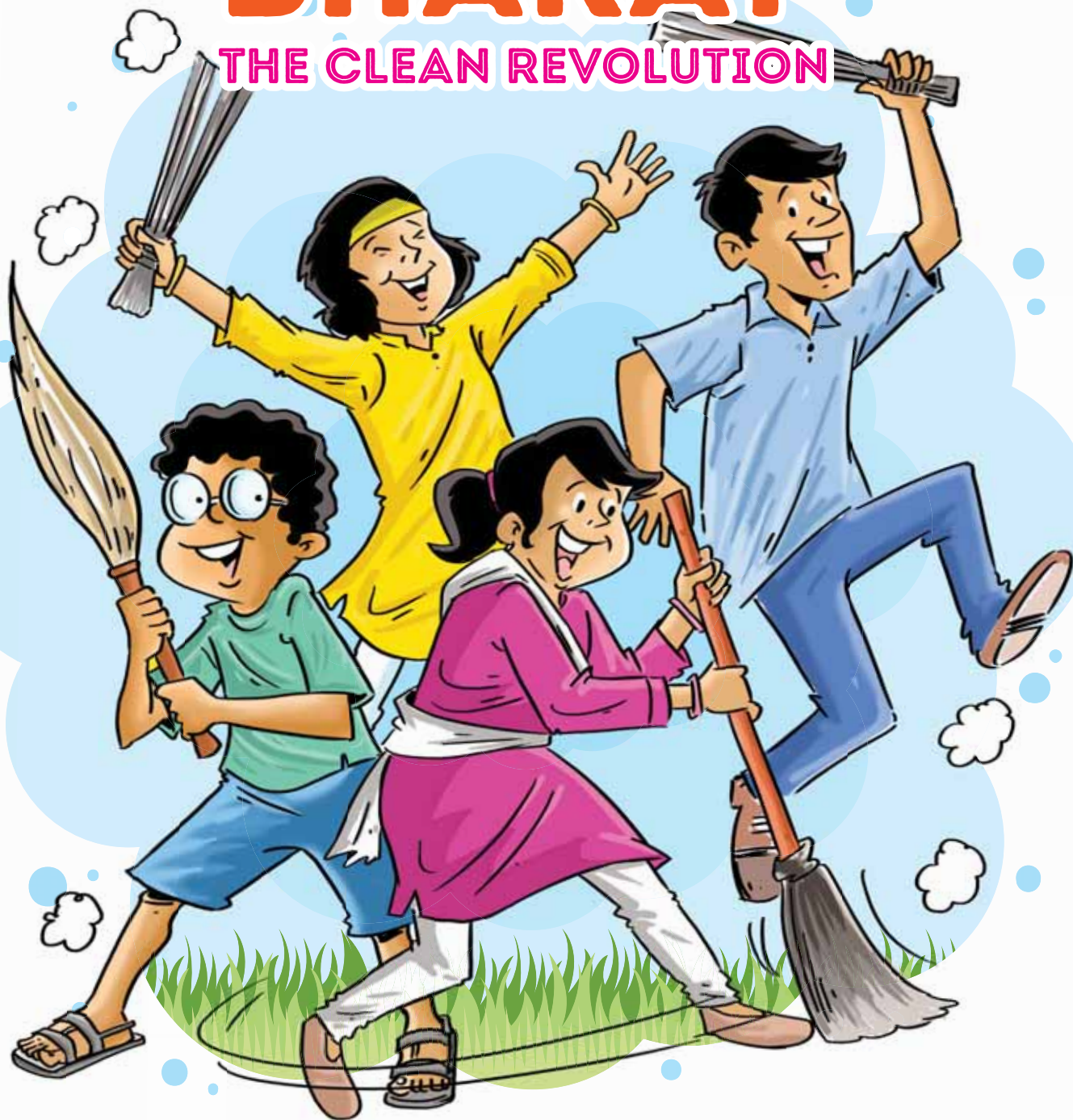




एक कदम स्वच्छता की ओर

SWACHH BHARAT

THE CLEAN REVOLUTION



SWACHHATA PLEDGE

“Mahatma Gandhi dreamt of an India which was not only free, but also clean and developed.

Mahatma Gandhi secured freedom for Mother India.

Now it is our duty to serve Mother India by keeping the country neat and clean.

I take this pledge that I will remain committed towards cleanliness and devote time for this.

I will devote 100 hours per year, that is two hours per week, to voluntarily work for cleanliness.

I will neither litter nor let others litter.

I will initiate the quest for cleanliness with myself, my family, my locality,
my village and my work place.

I believe that the countries of the world that appear clean are so because their citizens
don't indulge in littering nor do they allow it to happen.

With this firm belief, I will propagate the message of Swachh Bharat Mission in villages and towns.

I will encourage 100 other persons to take this pledge which I am taking today.

I will endeavour to make them devote their 100 hours for cleanliness.

I am confident that every step I take towards cleanliness will help in making my country clean”.

India was once called *Sone ki Chidiya*—the Golden Bird—a land known for its wealth, culture, diversity and richness of thought. This prosperity was reflected in all dimensions of life — physical and spiritual. The idea of Vasudeva Kutumbakam, or a one-world family, was a way of life. An individual did not live in isolation but realized that his individual actions impacted the entire community.

It is not surprising then that swachhata or cleanliness was a part of daily life. We see the emphasis on cleanliness in the marvels of the sanitation and drainage systems of the Indus Valley Civilization almost 5000 years ago. We also see it in the rules on hygiene in the Vedas and the guidelines on cleanliness by Chanakya in the Arthashastra. As an agrarian society, we recycled naturally and gave back to nature what it produced.

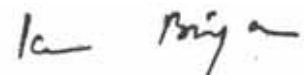
Over the years, we lost these ideals and the feeling of belonging to a larger community. The emphasis shifted to the individual from the whole. It became okay to throw garbage on the road, because, after all, it was not *my* road. It became okay to spit on the staircase as long as it was outside *my* house.

The Swachh Bharat Abhiyan is a clarion call for us to come together as a nation. We have been given an opportunity to go back to our roots, to unite as a country and to let the outer world reflect our inner beauty and strength. We cannot expect the government to do everything for us. We, the people of India, need to make it our own mission and change our behaviour along with the change in infrastructure happening around us.

We take great pride in publishing this comic about the Swachh Bharat Abhiyan. We hope that this will inspire you to join us wholeheartedly in the movement that our Prime Minister, Narendra Modi, has started. In his words, "Mahatma Gandhi devoted his life so that India attains Swarajya. Now the time has come to devote ourselves towards Swachhata of our motherland."

Decades ago, our forefathers fought for Swarajya. Today, let us come together and fight for Swachhata. Let us take ownership of our destiny and make India a *Sone ki Chidiya* once more.

Swachhameva Jayate!



KISHORE BIYANI

– On behalf of the Amar Chitra Katha Team

**CEO****Anuraag Agarwal****PRESIDENT****Sanjay Dhar****COO****M. Krishna Kiran****BUSINESS HEAD****Shilpi Mathur****SALES****Eric D'Souza - Sr. Vice President | Jaswinder Gill - Consultant****EDITORIAL****Reena I. Puri | Shruti Dave | Balkha Parikh | Sean D'Mello
Neel Debdutt Paul | Kuriakose Saju Vaisian****ART****Savio Mascarenhas | Vikas Upadhyay | Ghanshyam Bochgeri
Vineet Nair | Sahil Upalekar | Ashlesha Kardekar****COLOURS****Akshay Khadilkar | Snehangshu Mazumdar | Sahil Upalekar****DESIGN****Ketan Tondwalkar****COVER DESIGN****Savio Mascarenhas****PRODUCTION****Sagar Sawant | Devendra Satpute | Dhanad Patil | Shrikant Wagle**

©Ministry of Urban Development, Government of India. All Right Reserved.

Amar Chitra Katha Pvt. Ltd.

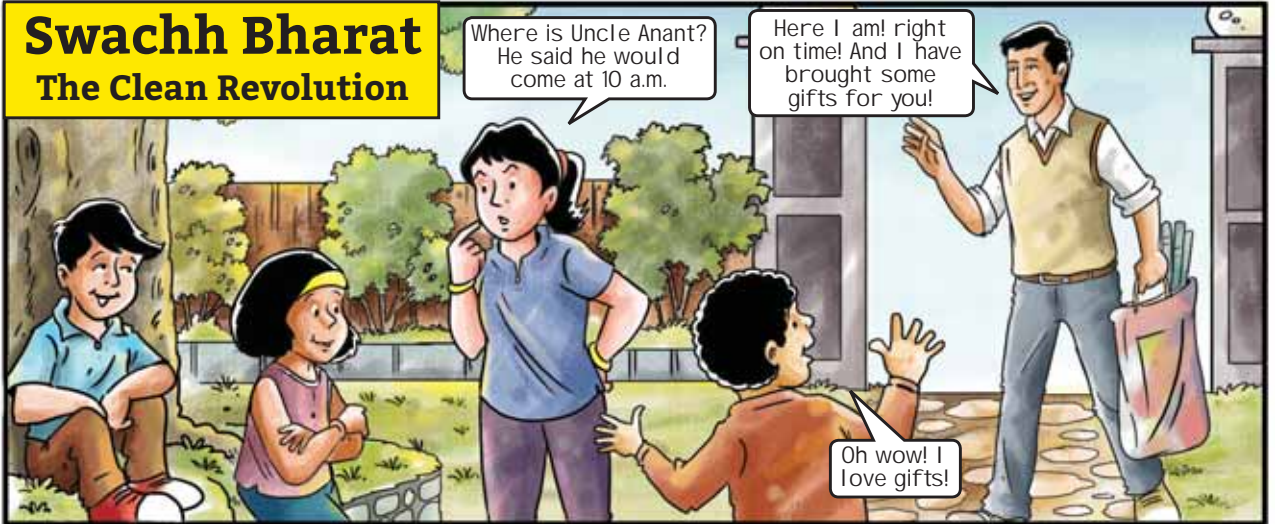
Sumer Plaza, 2 Floor, Marol Maroshi Road, Marol, Andheri (East), Mumbai – 400059

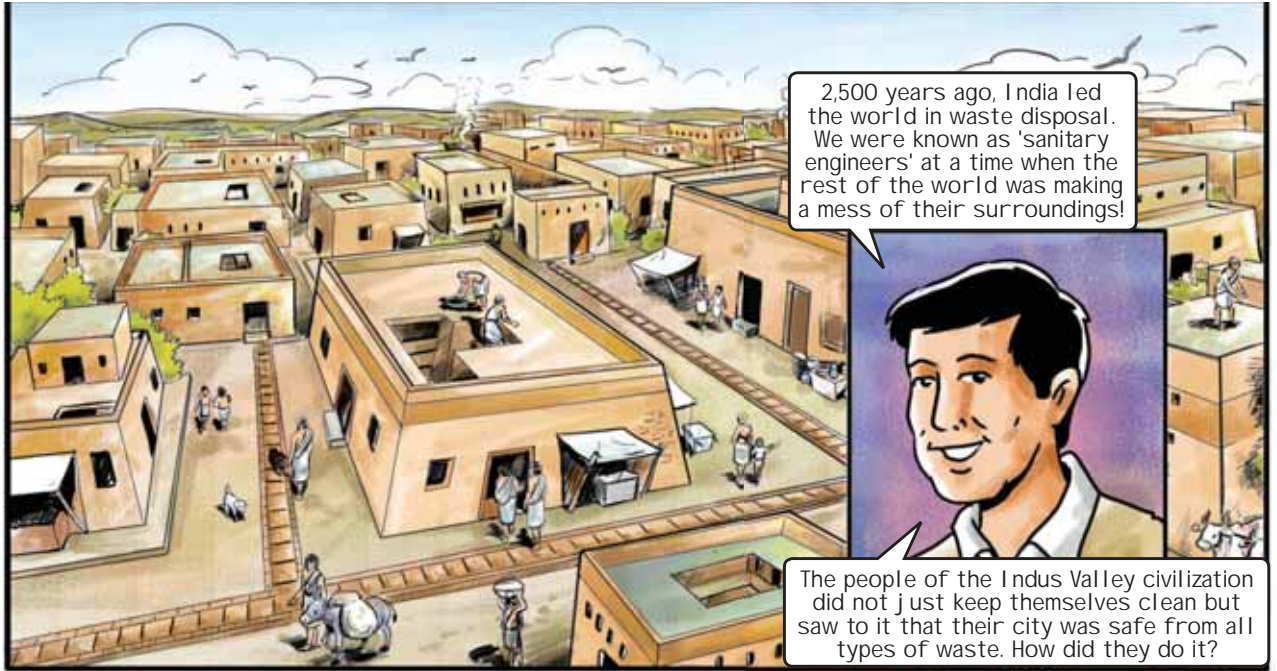
Tel: +91 22 4918 8888 | Fax: +91 22 4918 8802

www.ack-media.com | www.amarchitrakatha.com

Printed at Indigo Press (India) Pvt Ltd, Plot No. 1C/716, Off Dadoji Konddeo Cross Road,
Between Sussex And Retiwala Ind. Estate, Byculla (E) Mumbai – 400 027. India

Swachh Bharat The Clean Revolution



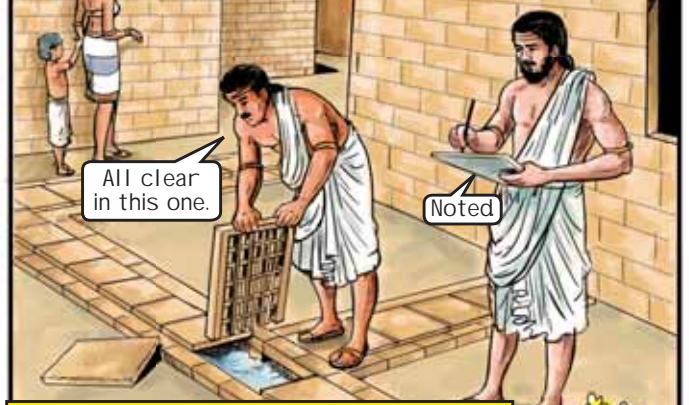


"a harappan house would have had a private bathroom AND A toilet waste would go out through drains to covered drains on the road"



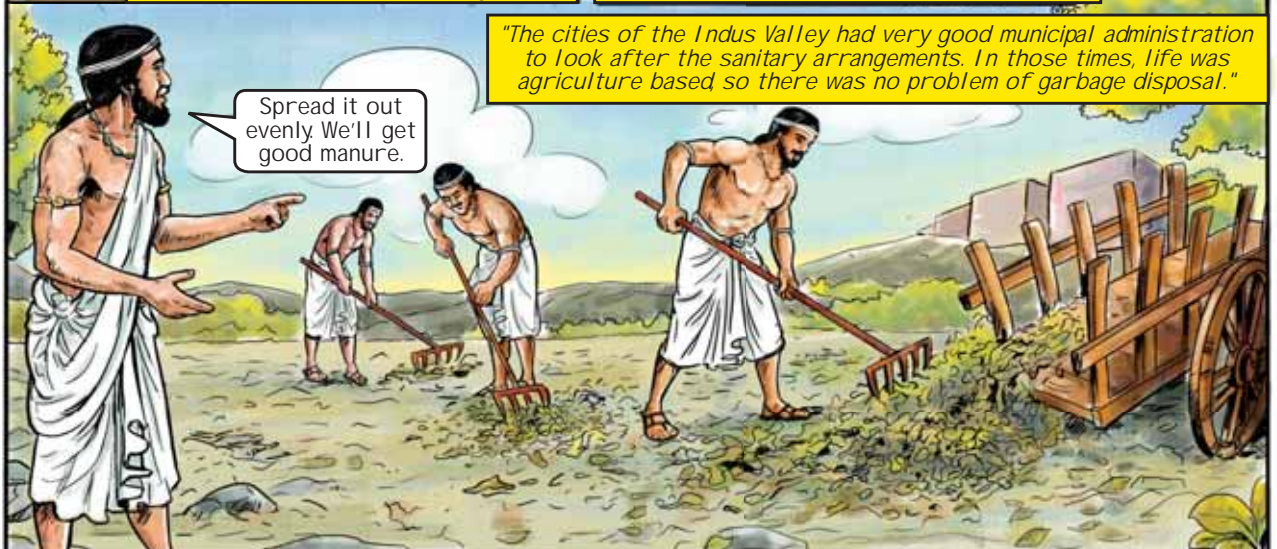
"Under the house would be a soak pit* which would take all the sanitary waste."

"The main drains had inspection traps so that the drains could be checked and cleaned"

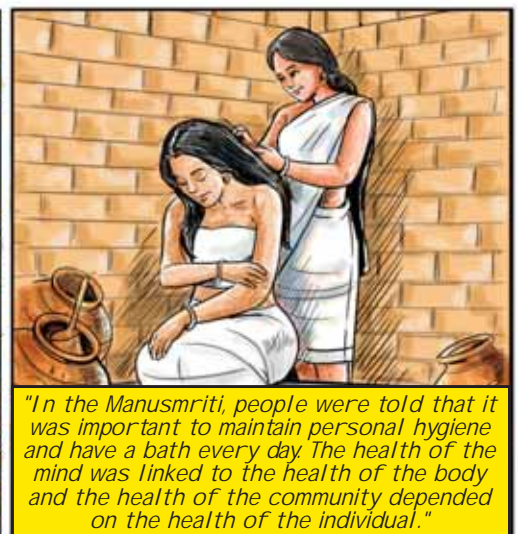
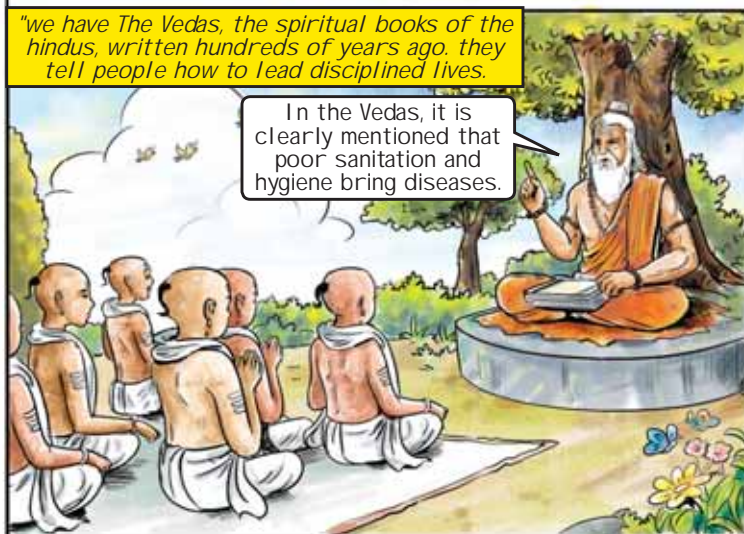
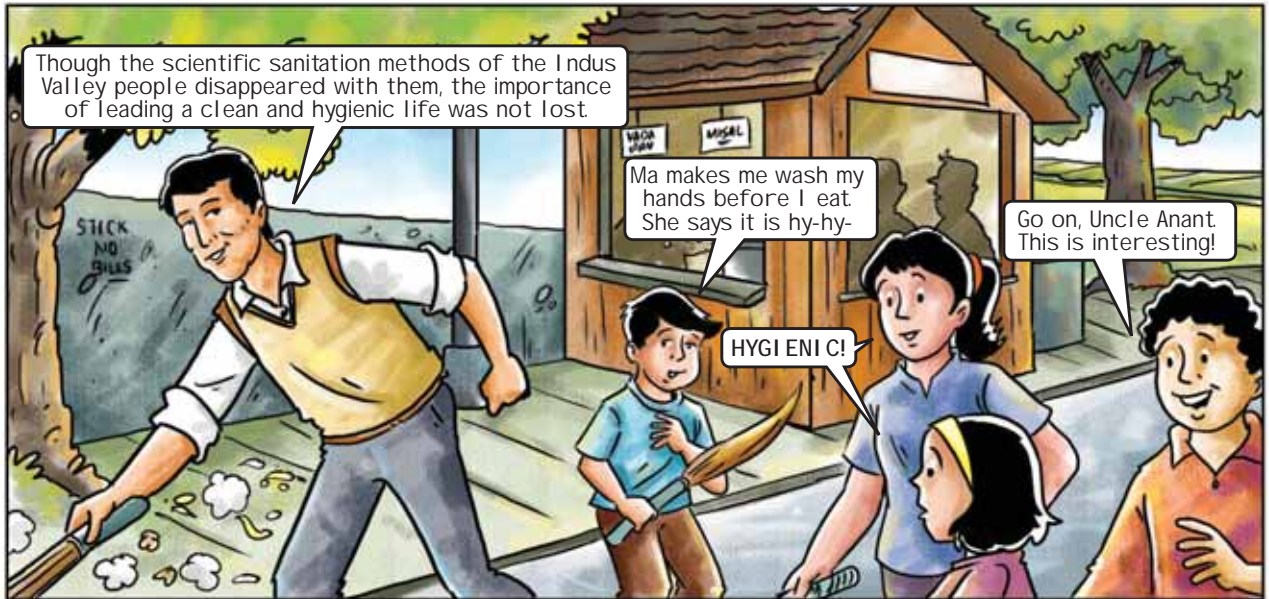


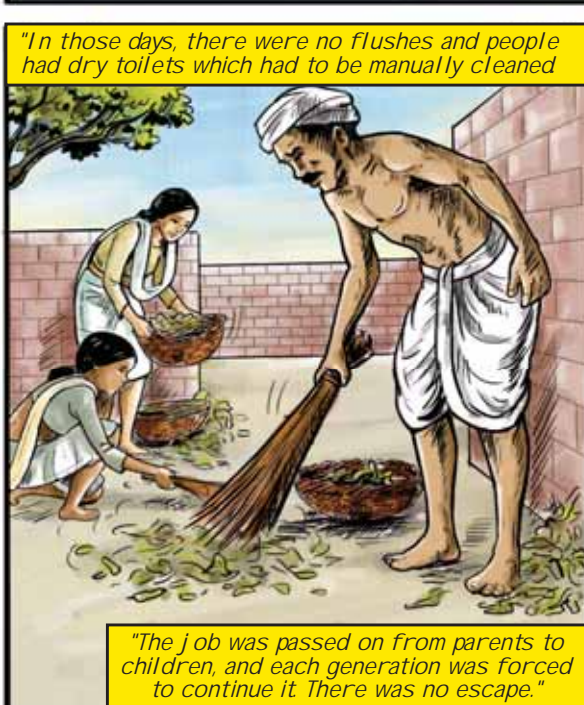
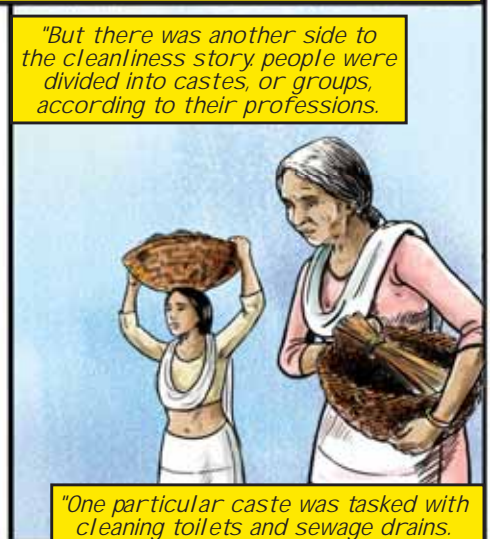
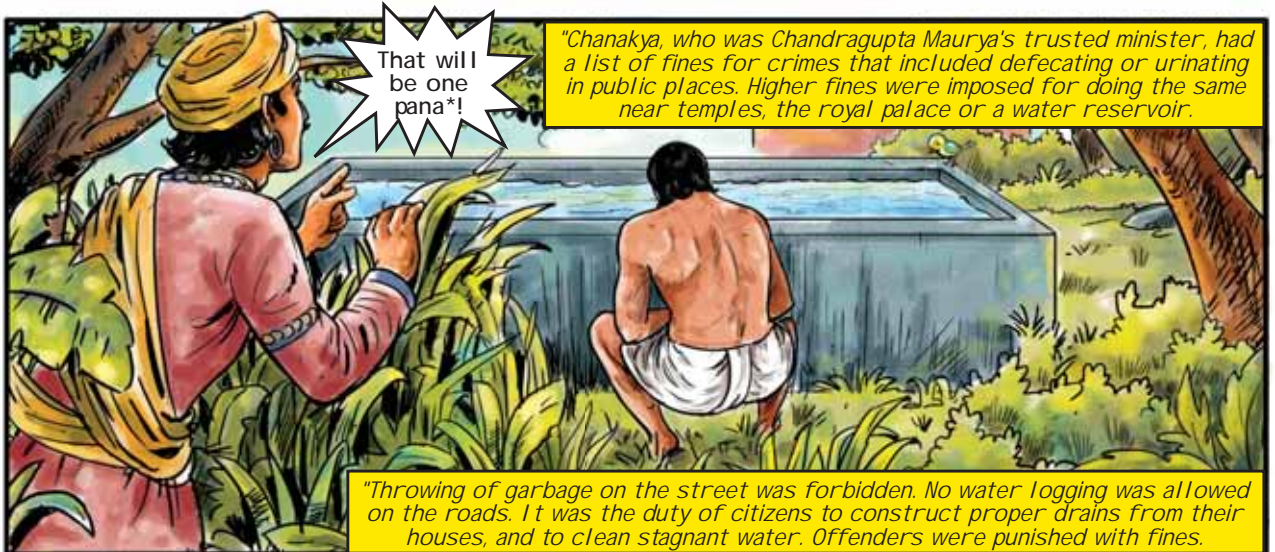
"These watertight drains had wooden screens at the end to hold back solid waste."

"The cities of the Indus Valley had very good municipal administration to look after the sanitary arrangements. In those times, life was agriculture based so there was no problem of garbage disposal."



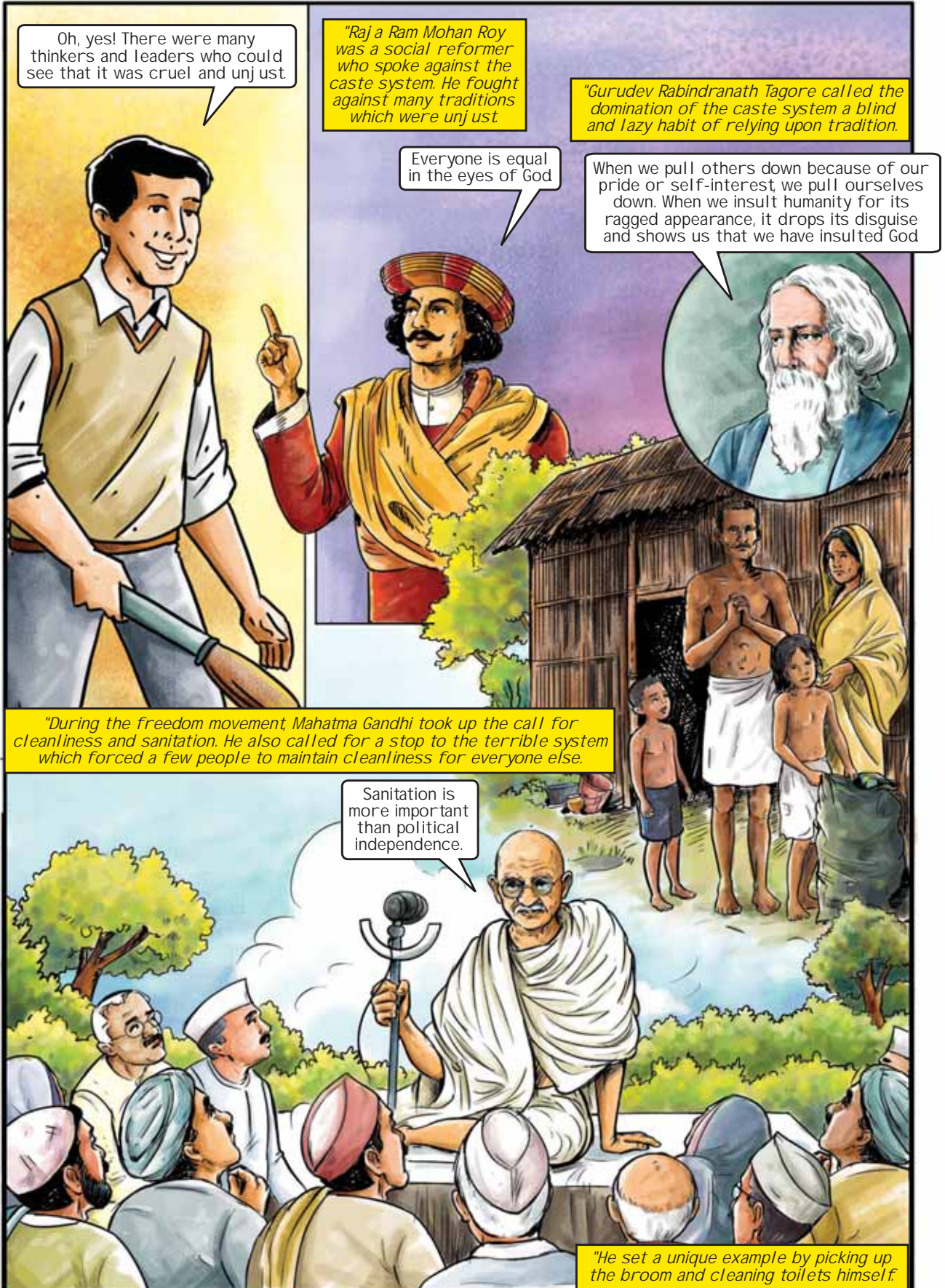
*The soak pit was an underground clay chamber with porous walls that let the water out and kept only the solid waste.



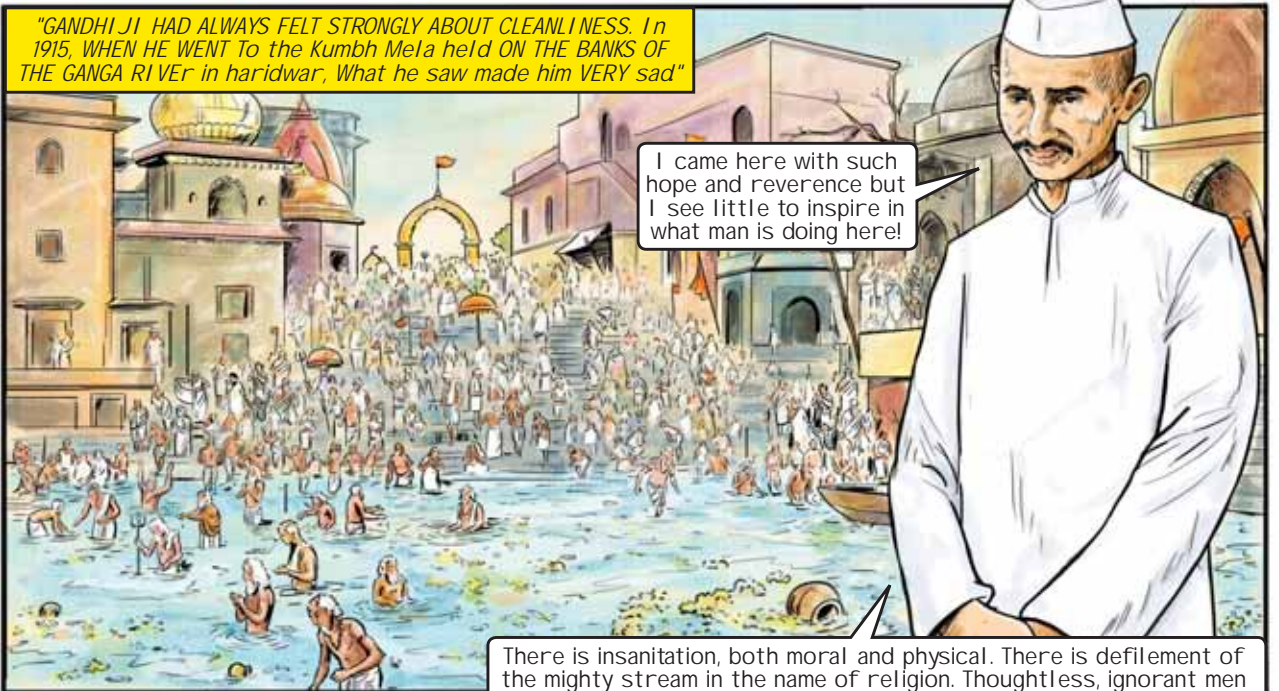


*Pana was the currency of that period

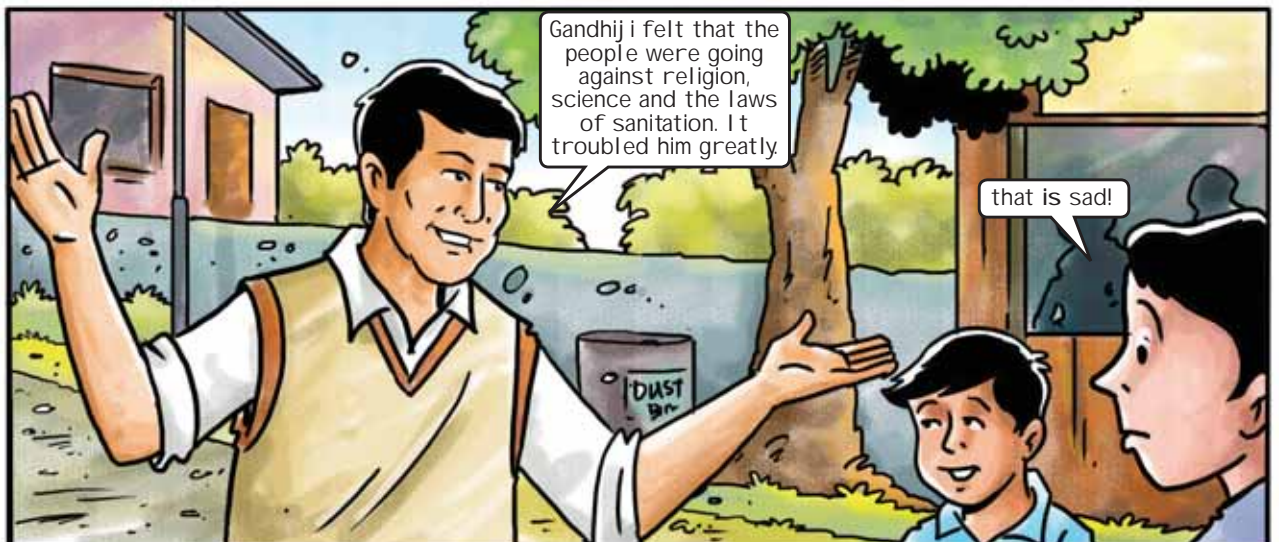
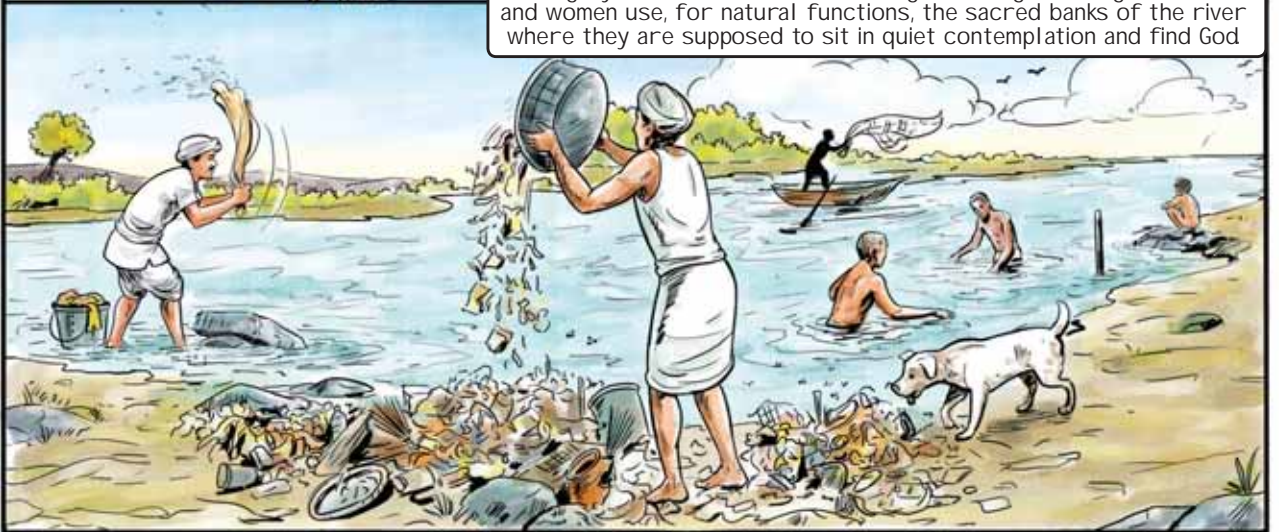
**Kajal



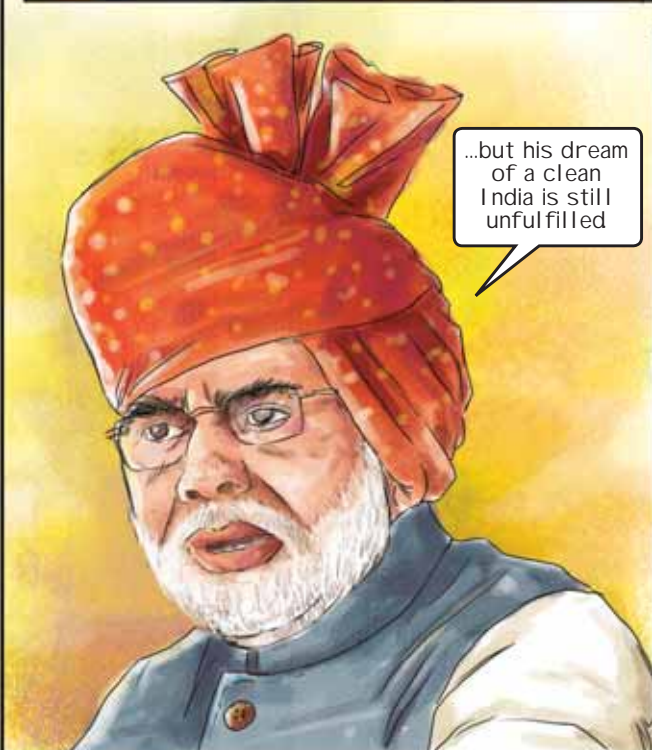
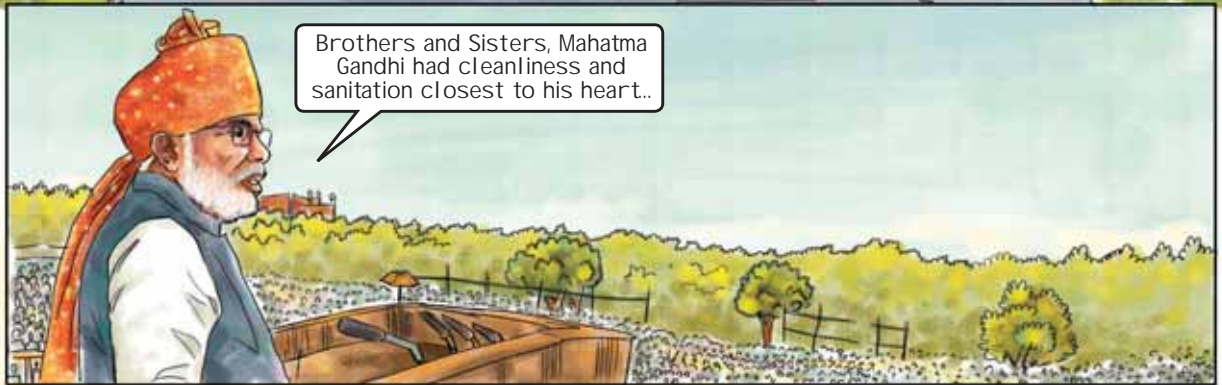
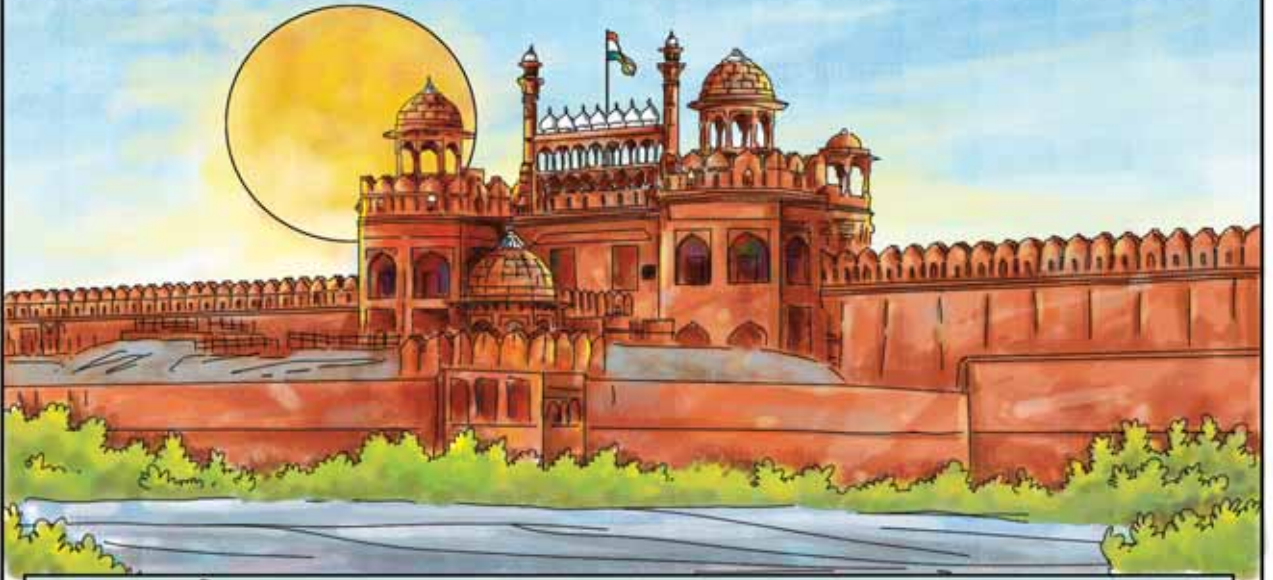
"GANDHIJI HAD ALWAYS FELT STRONGLY ABOUT CLEANLINESS. In 1915, WHEN HE WENT TO the Kumbh Mela held ON THE BANKS OF THE GANGA RIVER in Haridwar, What he saw made him VERY sad"

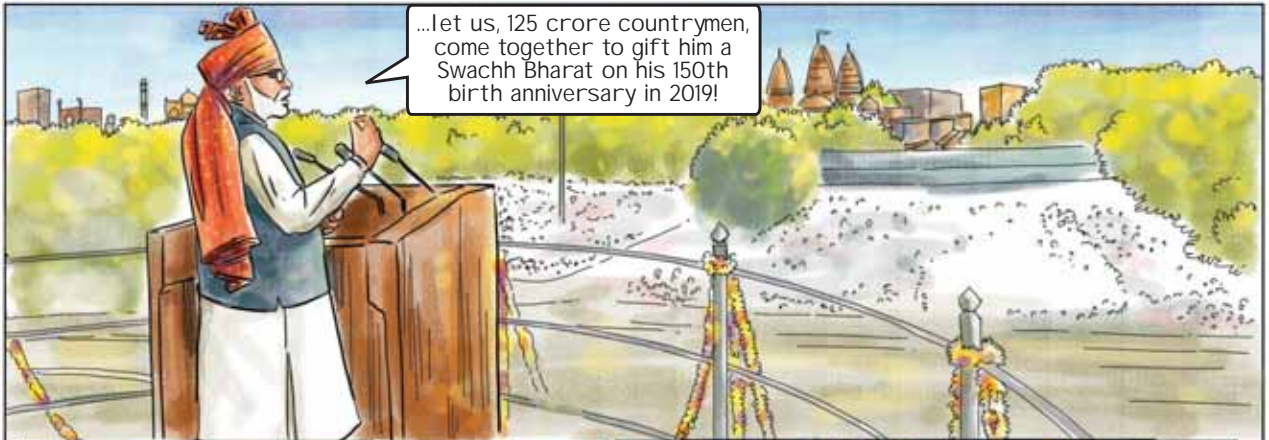


There is insanitation, both moral and physical. There is defilement of the mighty stream in the name of religion. Thoughtless, ignorant men and women use, for natural functions, the sacred banks of the river where they are supposed to sit in quiet contemplation and find God



"Years passed until a new dawn awakened the old dream again."





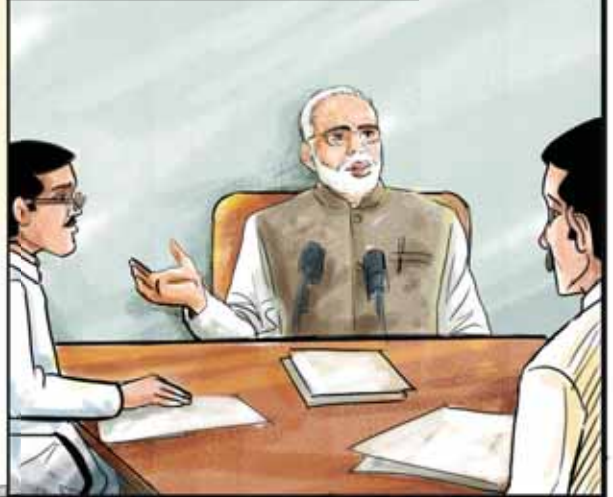
"Mr. Modi met Mr. Venkaiah Naidu, our Urban Development Minister."



"Our Prime Minister then started to meet people from all walks of life..."



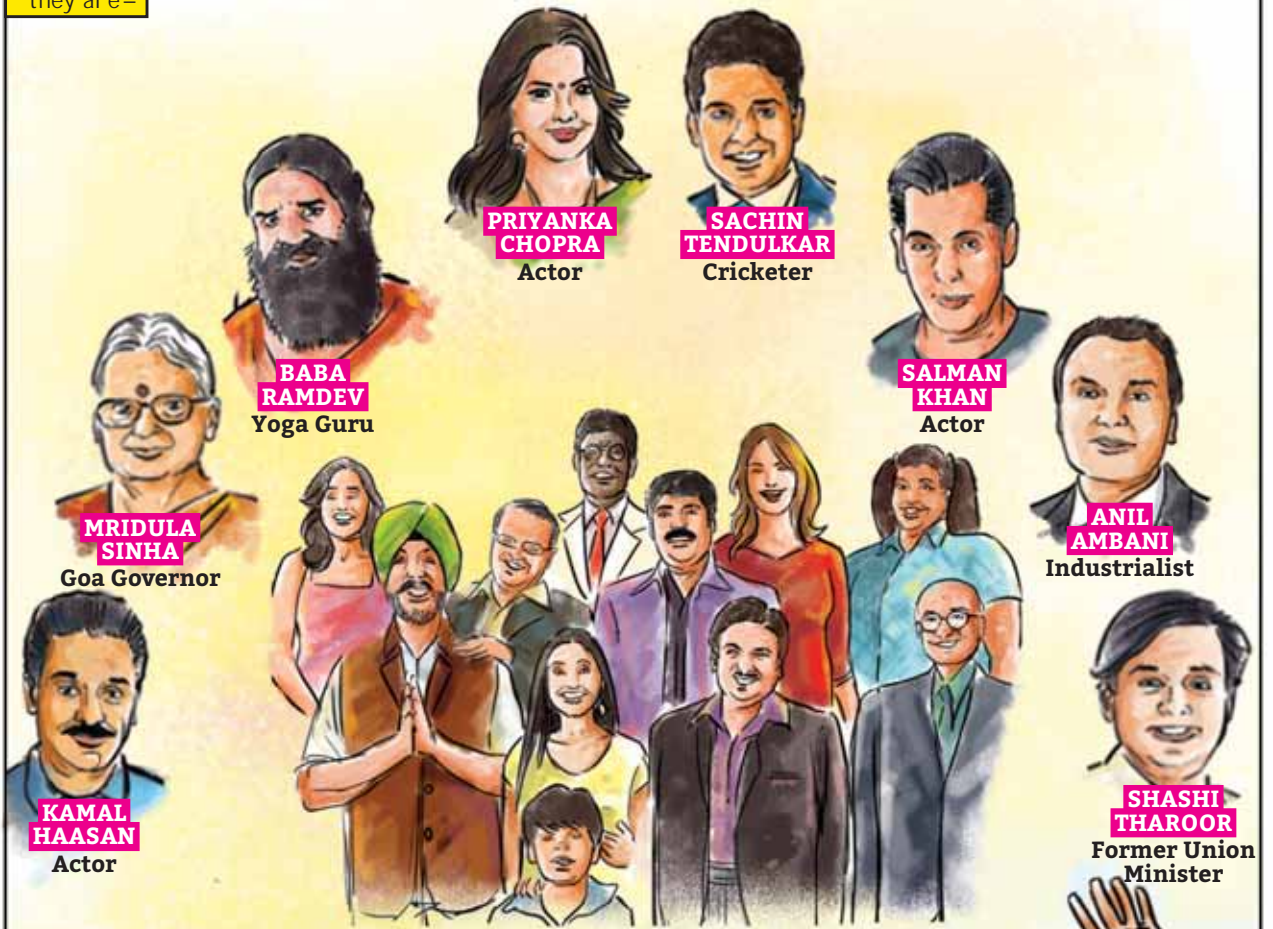
"...to find the perfect torchbearers for this national movement."



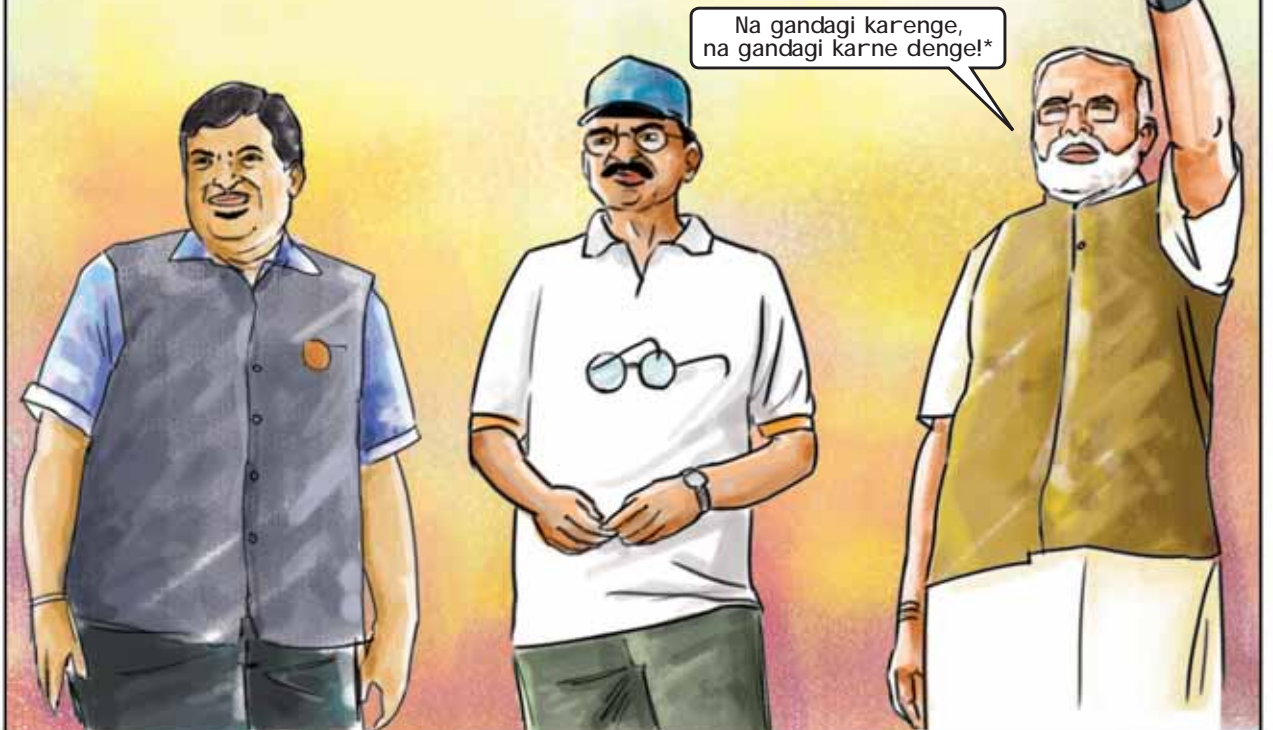
"Similarly Mr. Naidu also met various potential Swachh Bharat Ambassadors."



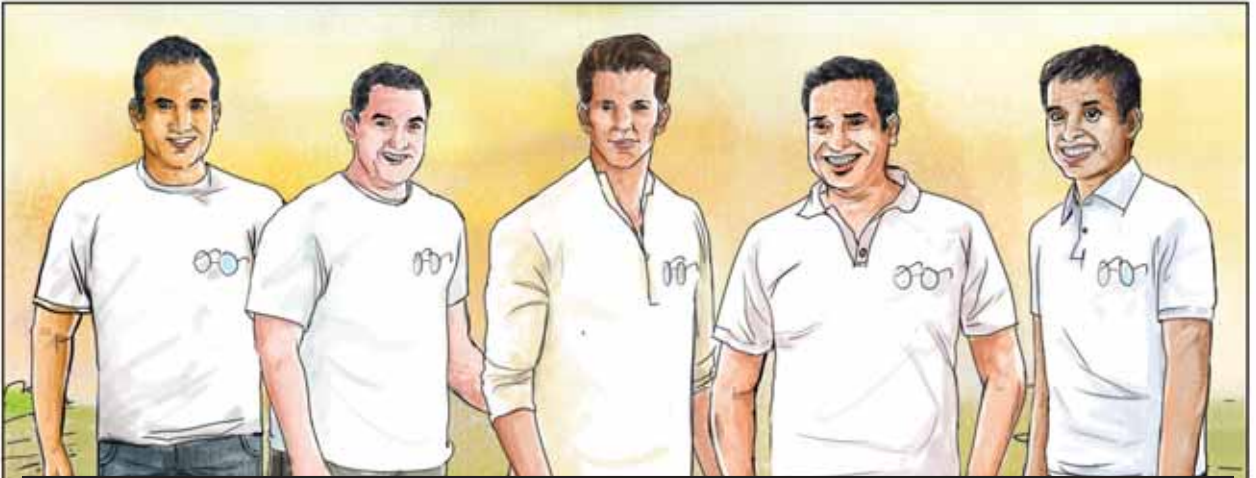
"they are –



The cast of
'TARAK MEHTA KA OOLTAH CHASHMAH'



*We will not litter nor will we let anybody litter!



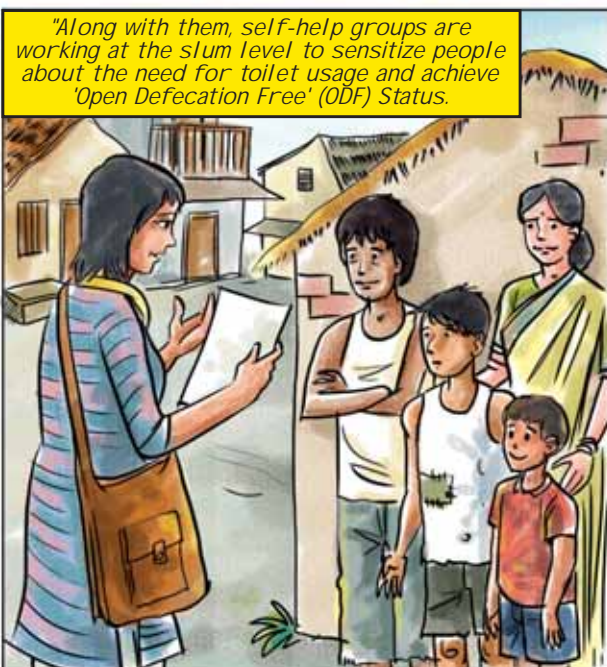
"Since then, more than 136 celebrity ambassadors have been nominated from various fields, at the centre and state level, including Irfan Pathan, Aamir Khan, Hrithik Roshan, V.V.S. Laxman and badminton legend P. Gopichand"



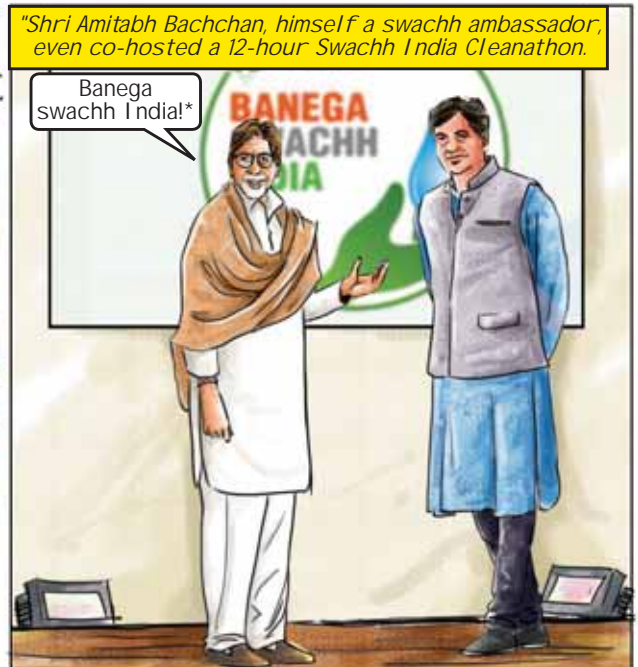
But that's not all! Modiji wants you to be brand ambassadors for this mission as well.

Really, Uncle? How so?

"The Ministry of Urban Development under Mr Naidu is encouraging schools and colleges to create a 'Swachh Bharat Committee' that focuses on sanitation in their institutions.



"Along with them, self-help groups are working at the slum level to sensitize people about the need for toilet usage and achieve 'Open Defecation Free' (ODF) Status.



"Shri Amitabh Bachchan, himself a swachh ambassador, even co-hosted a 12-hour Swachh India Cleanathon.

Banega swachh India!*

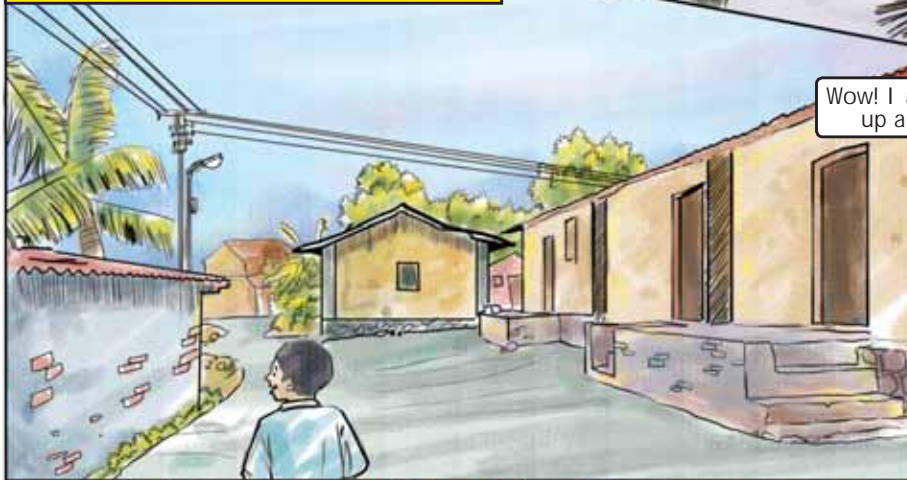
*We will have a Clean India!



"All of these efforts have resulted in thousands of swachhagrahis (cleanliness agents), hundreds of cities achieving ODF status, construction of thousands of household and public toilets, and a growing appreciation among people for cleanliness."



"And this is just the beginning. The aim is to construct many more sanitation facilities, and provide door-to-door collection and scientific management of Municipal Solid Waste, to create a Swachh Bharat by 2019."



Wow! I am glad I picked up a broom today



yes, even I want to become a part of this mission!



And together, we can give Bapu his dream of a Swachh Bharat by 2019!

yes!

TIME TO RECAP!

Let's check to see how much you recall of

the fascinating story of 'swachhata' and India...

- 1) If there were a soak pit (an underground clay chamber with porous walls that let the water out and kept only the solid waste) under your house, where would your house be?
 - ☐ Pataliputra ☐ Taxila ☐ Ujjain ☐ Harappa
- 2) Who had a list of fines for crimes that included defecating or urinating in public places?
 - ☐ Chandragupta Maurya ☐ Chanakya ☐ Dhanananda ☐ Pushpapura
- 3) Who called the domination of the caste system a blind and lazy habit of relying upon tradition?
 - ☐ Raja Ram Mohan Roy ☐ Rabindranath Tagore
 - ☐ Mahatma Gandhi ☐ Lokmanya Tilak
- 4) Who among the following is a Swachh Bharat Mission ambassador?
 - ☐ Amitabh Bachchan ☐ Salman Khan ☐ Sachin Tendulkar ☐ All of the above
- 5) By which year does the Swachh Bharat Mission aim to make India free of open defecation?
 - ☐ Year 2016 ☐ Year 2019 ☐ Year 2020 ☐ Year 2028
- 6) On what occasion in 2014 was the Swachh Bharat Mission launched?
 - ☐ Children's Day ☐ Ambedkar Jayanti ☐ Gandhi Jayanti ☐ Independence Day
- 7) On what occasion did Mahatma Gandhi say, "I came here with such hope and reverence but I see little to inspire in what man is doing here!"
 - ☐ At the Kumbh Mela in 1915 ☐ During the Dandi March in 1930
 - ☐ Quit India speech in 1942 ☐ His speech at Kingsley Hall in 1931

The Waste Maze!

When we segregate our non-biodegradable and biodegradable waste, it becomes easier to manage it. The non-biodegradable waste can be recycled while the biodegradable waste can be used for making compost.

Make segregation a habit.

Dispose the waste in the correct bin, using the maze below.

1 Fish bones

2 Alkaline batteries

3 Used tea leaves

4 Empty packets

5 Vegetable peels

6 Plastic bottles



**NON-BIODEGRADABLE
WASTE**



**BIODEGRADABLE
WASTE**



**CAN YOU HELP ME FIND ALL THE TRASH
OBJECTS IN THIS PICTURE?**

Colour over all the garbage you see! That way, we know what to get rid of. When you're done, you can pull out this page and stick it up on your wall as a reminder to always keep your city clean!





The Green Entrepreneurs

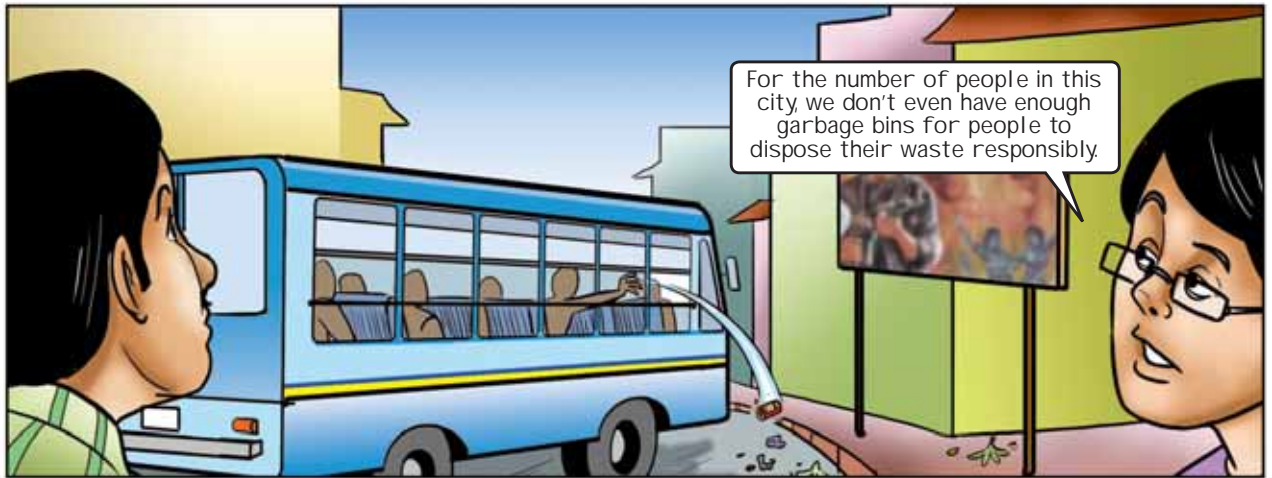
Based on
**TRUE
STORIES**

One day, on a busy street in Kolkata...

So, Joy, what plans now that you're done with college?

Well, I'm applying to a few advertising agencies. However, since the Swachh Bharat Mission launched, I've been reading a lot about urban waste management.

Waste management? In this country? You're wasting your time! Just look at that guy!



That's it, Ankit! Garbage bins! Not only will we help out with the city's waste problem but it can help me with my advertising plans as well!

Huh?

What if we set up Ad Bins? We can install garbage bins at various points around the city and set up stands around them where we can place ads!

You might be on to something, Joy!



In 2014, Joy and Ankit set up 'Green Clean Media Works' with another friend Saurav Mundra. Over the next two years, they set up over 80 dustbins in different residential complexes across Kolkata.



the trio managed to strike deals with banks, hotel chains, production houses, retail stores and online portals.



How many innovative solutions can you come up with to make our Bharat truly swachh?

One Hour of Swachhata

On 2 October, 2014, in the town of Challapalli near Vijayawada...



Padma, did you see this? This is a highly commendable mission the Prime Minister is putting forward

What's the point, Prasad? An initiative like this will only work if the masses get involved



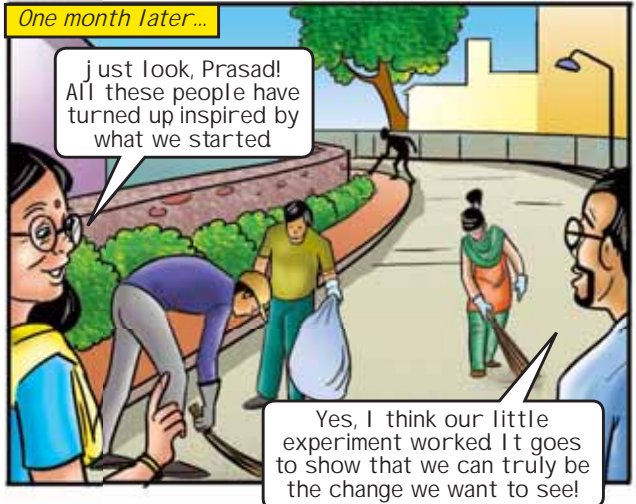
At 5 A.M. the next day..



The doctors continued their efforts every day for two weeks and had become the talk of the town...



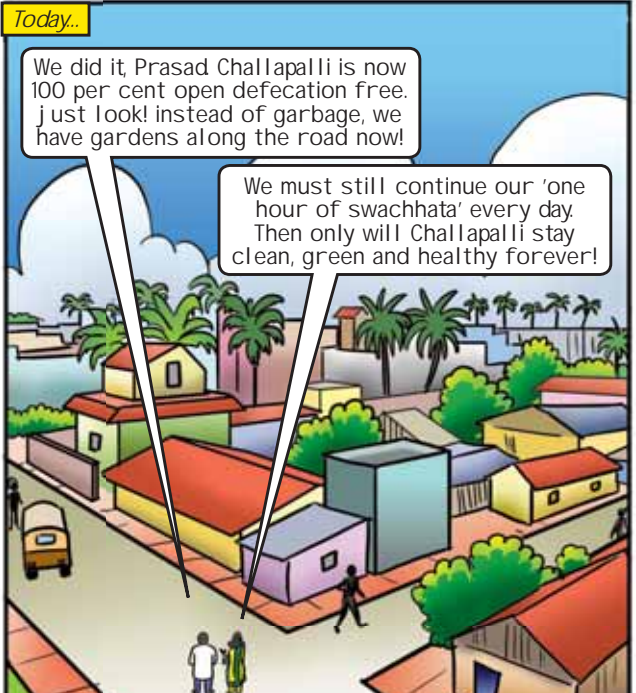
One month later...



Prasad and Padma started exploring other Swachhata initiatives like creating gardens, building new toilets, and educating people about the ill effects of open defecation.

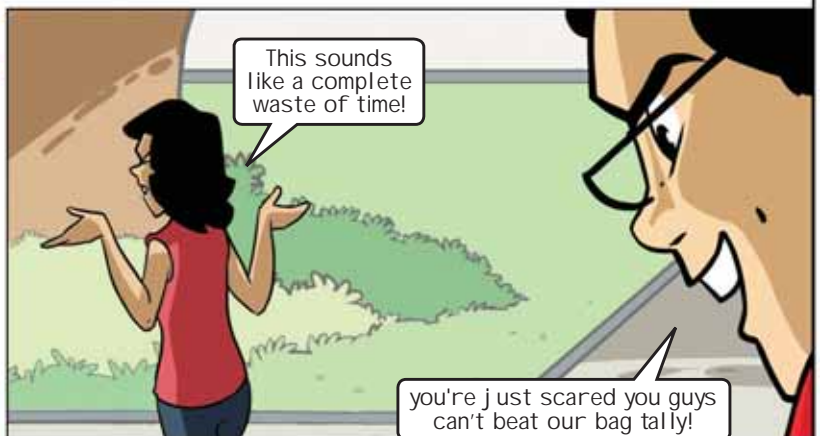


Today...



**How much time would you be willing to dedicate to swachhata every day?
Even five minutes can help!**

The BagIt Challenge





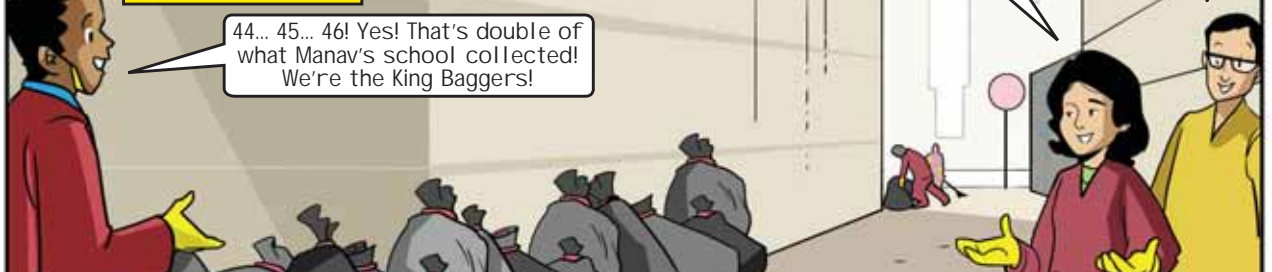
A few days later, Sonam, Manasi and Adit have gathered their classmates to take on the BagIt Challenge...



Well, if everyone didn't litter so much and actually felt responsible for where they live, maybe it wouldn't be the municipality's problem!



a few hours later...



Do you want to take the BagIt Challenge? Talk to your teacher today!

Kaam Chaalu, Mooh Bandh!

Based on
**TRUE
STORIES**

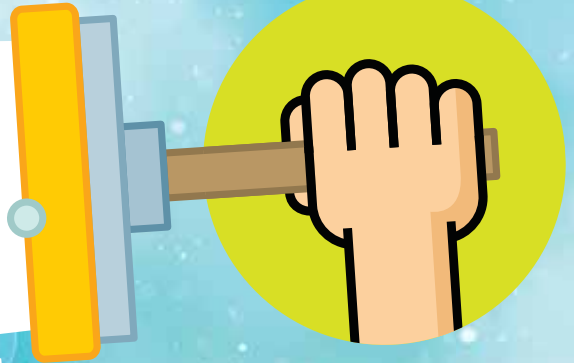






There are little things you can change right in front of you! How about we start with your home?

WHAT YOU CAN DO



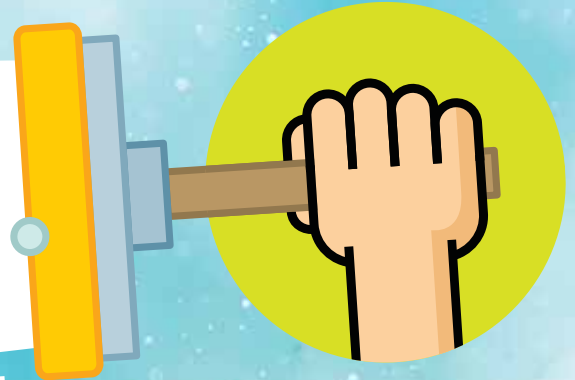
AT HOME

- ❑ Your own hygiene must come first! Make sure you bathe regularly and you wash your hands before eating or after going to the toilet.
- ❑ If you have a bathroom, try cleaning it at least once a week. If your house does not have a toilet, you must talk to your parents about the importance of getting a toilet constructed. Make sure your family says no to open defecation.
- ❑ Reduce, reuse, recycle! Look at the things your family throws out on a daily basis and see where you can use them. Tins and plastic bottles come in handy for school projects.
- ❑ Try turning housecleaning in to a game. Challenge a friend or sibling to see who can finish first. When others are cleaning, always help out!
- ❑ Start segregating waste at home itself into biodegradable and non-biodegradable categories. This will help trash collectors immensely.
- ❑ Composting is nature's process of recycling decomposed organic materials (like your kitchen waste) into rich, fertile soil. Talk to your building society about setting up a compost pit for the entire building.



You can even contribute to the Swachh Bharat Mission in your schools. There are simple things you can do to help!

WHAT YOU CAN DO



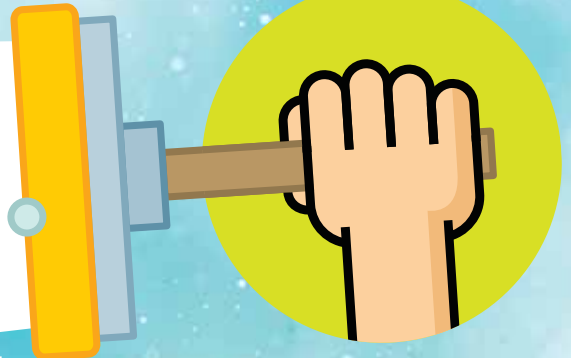
AT SCHOOL

- ❑ Make sure your school has clean toilets for girls and boys. If it doesn't, approach your principal or your class teacher and raise your concern.
- ❑ Don't wastel! Make sure you finish your tiffin or share it if you cannot. Encourage your friends to do the same.
- ❑ Use recycled and reusable materials for your projects.
- ❑ Ask your principal for permission to paint your school's boundary walls. You can draw and write messages which promote Swachh Bharat!
- ❑ Organize a Swachhata Club with your friends. You can dedicate half an hour every week after school to the cause and discuss ideas to make your school truly swachh!
- ❑ Plan a Swachh Bharat week in your school. You can have poster-making competitions, street play competitions, awareness drives, clean-up drives and many other activities to spread the message of swachhata!

your neighbourhood,
your town, your city...
these are part of your
home too. Keeping them
clean should also be
your responsibility.



WHAT YOU CAN DO



IN YOUR LOCALITY

- ❑ Talk to as many people as you can about Swachh Bharat. Ask your parents to speak to their friends as well. Help people see that if they can keep their own homes clean, they must do so with their neighbourhoods as well.
- ❑ Make sure that no one throws garbage on the streets. If you see any litter, pick it up and throw it in a bin. Spread the message of no littering amongst your family, friends and neighbours.
- ❑ Choose a Sunday and do a swachhata check around your neighbourhood and identify what kind of issues there are, be it piled-up garbage or dirty walls.
- ❑ On a subsequent Sunday, organize a clean-up drive. Get your parents and friends to help you and focus on fixing the issues you found.
- ❑ Talk to your neighbours about the importance of toilets and make sure they say no to open defecation!



Time to get personal!
write down your thoughts on
the Swachh Bharat Mission In
the space below. This could
include resolutions you have
made and ideas to spread the
swachhata message!

My Swachhata Promise

A large white rectangular area with horizontal blue lines, intended for writing a promise. The bottom right corner of this area is folded over, showing a grey shadow.

HOW TO MAKE YOUR CITY **100% OPEN DEFECATION FREE?**

Ever wondered how a city gets certified as 100 per cent open defecation free?

- 1** Schools and self-help groups have to collect declarations from students and local residents respectively, stating they have access to, and are routinely using toilets at home and school.
- 2** These declarations are forwarded by the schools and self-help groups to the ward councillor, who will then submit a declaration to the urban local body, stating the ward is open defecation free.
- 3** Once all the wards, without exception, have submitted their declarations, the urban local body may pass a preliminary resolution declaring the city to be open defecation free.
- 4** A public announcement is made for the same and public objections and/or feedback is invited for a 15-day period.
- 5** If no objections are received, the urban local body can pass a final resolution and send it to the State government.
- 6** The State government has to verify the city's claim by a third party verification process. If the city clears this process, it is declared 100 per cent open defecation free!

Currently, **141 cities** have achieved ODF status till date. A total **739 cities** out of 4,041 cities will achieve ODF status in this financial year. Meanwhile, **three states**—Andhra Pradesh, Gujarat and Kerala—have committed to be **100 per cent ODF by March 2017**.

ODF Declaration Form

If you have a toilet in your house and at your school, fill in the form below and submit it to your principal or your class teacher. Together, you can make your city 100% open defecation free!

• Annexure – 1 •

Self Declaration by School Students

(to be attached with the school declaration)

I, _____ (name of student), do hereby declare that neither I or any of my family members go out for defecation. I declare that my family members and I use a toilet at home/ use a community toilet in the neighbourhood for defecation.

Signature and Name of Student OR

Signature and Name of Guardian for students from nursery to 4th Standard

Date:



**BEING LITERATE
MEANS NOT
LITTERING**

A Clean India is our responsibility.



Join the
clean
revolution!



Join us on a fascinating journey across time, exploring India's relationship with swachhata through the ages. Starting from the Indus Valley Civilization when India was considered a sanitation marvel, we will take you right up to the Swachh Bharat Mission today, where thousands are making an effort to bring the country back on to the path of cleanliness.

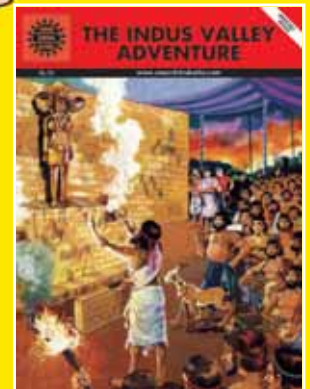
These stories will serve as inspiration for you to get up and do your bit for our nation. Together, let's bring alive Mahatma Gandhi's dream of a clean India.

THIS BOOK IS NOT FOR RETAIL SALE

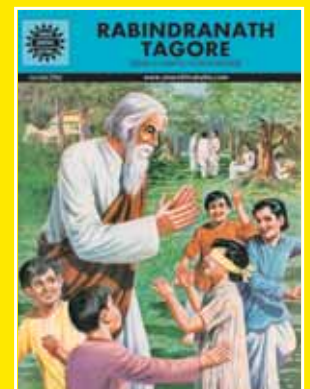
YOU MAY
ALSO LIKE



MAHATMA
GANDHI



THE
INDUS VALLEY
ADVENTURE



RABINDRANATH
TAGORE

Buy online at
www.amarchitrakatha.com