

# **National Volunteering Week**

*"Volunteer for a Swachh Bharat"*

**18-24 January 2015**

## **A Report**

## Preface

India@75 is a grass roots and path breaking initiative for realising the dream of an inclusive, sustainable and developed India by the year 2022, when India completes 75 years of Independence. India@75 seeks to bring together various stakeholders from industry, academia, community groups, governments and individuals to translate this vision into a reality. It drives the initiative of a National Volunteering Week since it believes that Volunteerism is one of the most vital delivery mechanisms for social, environmental and economic transformation, ensuring a lasting impact with its ability to change people's mindsets, attitudes and behaviours.

When this week was conceptualized first, it appeared to be an idea and a vision too big and audacious. But Late Professor CK Prahalad, who is the force behind India@75 vision, always believed that aspirations must always be greater than the resources. He also emphasized the need to have a National Volunteering Corps as the main stay for achieving the change, especially ones impacting the individuals of the society.

In this outpour of courage, conviction and leadership we saw Indians meeting the challenges and going beyond their comfort zones to bring happiness and joy to many.

At this point when we celebrate this initial beginning and success we remember the words of the father of our nation, Gandhiji. Bapu said: "I will give you a talisman. Whenever you are in doubt, or when the self becomes too much with you, apply the following test. Recall the face of the poorest and the weakest man whom you may have seen, and ask yourself, if the step you contemplate is going to be of any use to him. Will he gain anything by it? Will it restore him control over his own life and destiny? In other words, will it lead to Swaraaj (self-governance) for the hungry and spiritually starving millions? Then you will find your doubts and yourself melt away."

We have taken a small step in the direction to make the dream of Poorna Swaraaj a reality for millions by giving opportunity to people to participate in this contribution revolution, which we call the National Volunteering Week. But as Bapu has advised we shall keep marching forward using his talisman as our guide and our vision for 2022 as the goal post.

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# India@75 National Volunteering Week – Journey So Far

India@75's tryst with volunteering started as a part of its Strategic Civic Engagement campaign through the National Volunteering Grid (NVG) in 2012, when we launched the Count Me In campaign on October 2, 2012, to sensitize fellow citizens about volunteerism and to create an ecosystem for structured volunteering through the campaign. We invited people from all walks of life and reached out to 55 million Indians.

India@75 brought together diverse stakeholder groups to build the Count Me In architecture. These groups varied from community networks to security forces to individuals to non-governmental organizations to industry to academia. This list is only expanding. It was our endeavour to profile every type of Indian and create a well-defined system for integrating them in Count Me In.

Count Me In was based on the principle 'Theory of Core Competency' where individuals and organizations were invited to contribute to building an inclusively developed India and to propel social change by using their personal talents, professional skills and core competencies.

What stood out about this movement was that post independence, it was the first time ever that the nation collaborated and worked together and every Indian contributed their own bit for a shared aspiration; a dream to build an India that would shape the world order in coming years.

## India@75 National Volunteering Week 2014

Understanding the need of more participation, India@75 expanded the scope of volunteering activities beyond one day to a week in 2014 and celebrated an entire week of volunteering from January 12, the National Youth Day and after a week long celebrations culminating on January 18 as India@75 National Volunteering Day. During this week India@75 reached out to 116 million Indians.

National Volunteering Week-2014 was supported by the Ministry of Youth Affairs & Sports, gaining participation from 2.6 lakh Nehru Yuva Kendra Sangathan (NYKS) Clubs and 3.2 million National Service Scheme (NSS) volunteers. Through the campaign we reached out to approximately 116 million people!



# India@75 National Volunteering Week 2015

India@75 on behalf of millions of Indians proposed to celebrate volunteerism over a week long activities commencing on January 18 (India@75 National Volunteering Day) to January 24, 2015.

In the current year, India@75 was inspired by the Swachh Bharat vision of the Honourable Prime Minister and believed that it could contribute to this mission through its National Volunteering Week activities. Every pan national vision needs pillars of change and varied stakeholder groups collaborating to achieve its purpose. It needs a dedicated team of volunteers to lead the commitment of many. It needs a volunteer engagement framework along with technology, innovation and next practices. The overarching theme of volunteering week was Swachh Bharat which resonates harmonically with the vision elements of India@75. This seven day long national volunteering initiative involved activities that demonstrated positive role that people of our nation can play by participating in the nation building exercise.

Our endeavour this year was to give definite direction to the volunteer energy in sync with National agenda and to derive tangible outcomes. The volunteering week saw participation from NGOs, Community Groups, Organizations, Business Houses and numerous citizens especially the youth.

A dedicated team of leaders, working tirelessly, gave their pro-bono time for months and weeks to make the National Volunteering Week a reality. CII's Young Indians (Yi) participated in the week-long celebration by hosting more than 100 volunteering activities in all their 32 chapters across the country. As a count – 4000 plus NGOs, 13000 schools and colleges, 7100 companies, and millions of others gave their time, skills and talent. This week had direct and indirect participation from more than 66 Million people. 7525 hours of volunteering was created and more than 35 cities participated in the nation wide celebration of Volunteering

India@75 is looking at larger picture of creating huge supplies of volunteers in India and simultaneously strengthens the demand side for better and efficient deployment of volunteer energy, to this effect an institution in the form of National Volunteer Grid is envisaged to be in place shortly to engage volunteers in all forms.

***“This week united the nation in its spirits, its intentions and most importantly in its commitment to engage Indians from all walks of life in celebrating, initiating and expanding the act of service for the common good.”***

## Footprints

- No of cities-35
- No of activities-106
- People engaged through activities- 4,675
- People impacted through activities-1,34,249
- People sensitized through activities- 2,12,347
- Volunteering hours generated-7,525
- People engaged through digital media (digital Outreach)- 2,68,462
- Total outreach through various means: 6,62,04,309



# Highlights of the Week

## Hackathon

CII and India@75 Foundation organized a Hackathon on 17-18 January 2015 at IBM premises, Bengaluru. Participants were required to use mobile and cloud technologies to develop ingenious solutions in areas such as Swachh Bharat, Make in India, Agriculture, Food Security & Healthcare, good governance etc.

105 participants across 35 teams came for the event; 24 teams sustained 24 hours of continuous coding and came up with working demos and made final presentations to the jury.

Teams from Bhopal, Chennai, Madurai, Pune and Trivandrum also participated in the India@75 Hackathon. The highlight of the event was 14 girls comprising 4 teams from various colleges in Madurai who developed apps to solve day-to-day problems faced in their city and rural areas around.

Mr S Gopalakrishnan, Immediate Past President – CII & Chairman, Apex Council on India@75 was the chief guest for the “Awards Ceremony”



Mr S Gopalakrishnan, Immediate Past President – CII & Chairman, Apex Council on India@75 Foundation handing over the prizes to winners of Hackathon

Sapphire Team from Madurai, Tamil Nadu won the First prize for their app, called Smart Farming, combines Internet Of Things (IOT) and cloud to manage irrigation pumps in farm lands. They propose to develop devices comprising multiple sensors (for electricity supply & voltage levels, soil moisture level, rainfall) which can be plugged on any existing water pumps for remotely turning on and off the water pumps.

Team “Dream Girls” from Madurai, Tamil Nadu bagged the second prize. They developed an app to solve parking woes of the congested Madurai city. Their app proposes to bring together landowners who are ready to rent out parking spaces and car owners looking for parking spaces.

The second runners up was a students’ group “Team Hackomaniacs” from Coimbatore developed an app on theme Swachh Bharat. Although many teams developed apps on this theme yet the unique value proposition of their app was citizen involvement in not just reporting sanitation related issues but also enabling them to clean up the areas. This app allows like-minded citizens to come together and volunteer cleaning up of areas around them.

A special jury prize were was awarded to team “Digital Dreamers” from Chennai that worked on app “GovtforU” which proposes to bring various government services and citizens on a common platform – from requesting an appointment with a local ward councilor to a real time feed on various government policies.



Participants of India@75 Hackathon at IBM premises, Bengaluru





Mr. N Chandrababu Naidu, Honorable Chief Minister of Andhra Pradesh unveiling the poster of National Volunteering Week.(L-R) Mr Ganta Srinivas Rao, State Minister of HRD, Mr N. Chandrababu Naidu, Hon'ble Chief Minister Andhra Pradesh.



CII & India@75, as a part of National Volunteering Week activities' organized a Session on "Probono Unplugged" in Mumbai.(L-R) Dr Mukund Rajan, Brand Custodian, and Member - Group Executive Council, Tata Sons ; Mr Virendra Gupta, Deputy Director General CII, Mr Rajan Navani, Chairman,National Committee on India@75; Sanjeev Jain, Global Head Business Performance Management, Cognizant ; Mr Samson David, Member of the Board & COO at EdgeVerve - An Infosys Company

## Cleanliness Drive by Godrej leadership

Godrej Group undertook cleanliness drive at its Vikhroli campus in support of the National Volunteering Week of India@75 movement.

The employees of Godrej Group turned out in large numbers, to be part of a cleanliness drive organized in support of the National Volunteering Week launched by CII as part of the India@75 agenda.

This drive was led by Ms. Tanya Dubash, executive Director and Chief Brand Officer Godrej Group and other key leaders at Godrej. The employees cleaned few areas around the Godrej campus that needed attention. Ms. Tanya Dubash said, “Godrej’s participation in the cleanliness drive represents our unstinting support to the National Volunteering Week that is being celebrated under the aegis of CII’s India@75 initiative. It was very heartening to see so many Godrejite’s volunteer their time towards cleaning areas around our Vikhroli campus. It is immensely gratifying to see our employees contributing in their own way towards the philosophy of creating a Swachh Bharat.”

She further added, “ As a part of the National Volunteering week we also announced an internal campaign for employees to clean up their work spaces and the same received a tremendous response.”



Ms Tanya Dubash, Executive Director and Chief Brand Officer, Godrej Group, leading the cleanliness drive near Godrej Campus Vikhroli, Mumbai

## List of activities during the week

Sr No.	Date	City	Activity
1	17-Jan-15	Vizag	Hoardings were kept by 5 members in various city
2	17-Jan-15	Vizag	Skit on Awareness on Swachh Bharat
3	18-Jan-15	Trivandrum	"TRIVANDRUN 2015" Marathon on organ donation
4	18-Jan-15	Kochi	Cleaning up the Street leading to the school
5	18-Jan-15	Madurai	Food Distribution by Yi Members
6	18-Jan-15	Vizag	Panel Discussion on "Swachh Bharat"
7	18-Jan-15	Vizag	Launch of T - Shirt on Swachh Bharat
8	18-Jan-15	Bhopal	Nukkad Natak on Swachh Bharat Mission
9	18-Jan-15	Bhopal	Acknowledging the street cleaning employees of nagar nigam Bhopal
10	18-Jan-15	Mysore	Yoga Awareness Campaign
11	18-Jan-15	New Delhi	Awareness drive on Sanitation
12	18-Jan-15	Kolkata	Distribution of Badges by Yi Kolkata Members among their cleaning staff in their own offices
13	18-Jan-15	Hyderabad	Seminar on 5S system: Clean Sweep of your shop floor problems
14	18-Jan-15	Manipur	Cleanliness of public toilets, villages and drawing competition.
15	19-Jan-15	Kochi	Taking a Pledge to become a Swachh Bharat Volunteer
16	19-Jan-15	Kochi	Cleaning the school clinic and office
17	19-Jan-15	Kochi	Awareness about keeping our surroundings clean
18	19-Jan-15	Bhopal	ROBOLOGY Workshop on street cleaning Robots of future
19	19-Jan-15	Bhopal	My clean school
20	19-Jan-15	Vizag	Awareness on Swachh Bharat and thanking GVMC sweepers
21	19-Jan-15	Trichy	Helping the blind students to progress academically
22	19-Jan-15	Trichy	Basic yoga and meditation -workshop
23	19-Jan-15	New Delhi	Awareness drive on Sanitation
24	19-Jan-15	Kolkata	Business case studies for Waste Management
25	19-Jan-15	Hyderabad	Think for India Program at Institute of Metro and Rail Technology
26	19-Jan-15	Hyderabad	Interaction with students of Monarch High School on Career Aspiration & Dreams
27	20-Jan-15	Bhopal	Second workshop of Robology



Sr No.	Date	City	Activity
28	20-Jan-15	Madurai	Inspiration talk on Clean and Green Madurai
29	20-Jan-15	Madurai	Sapling Plantation by school students
30	20-Jan-15	Madurai	Session on Green Activism
31	20-Jan-15	Erode	Clean Green Erode Mission
32	20-Jan-15	Trivandrum	"RUN KERALA RUN" Marathon
33	20-Jan-15	Trivandrum	E-Waste Awareness Campaign & Workshop on Collaborative Learning
34	20-Jan-15	Kochi	Appreciating and honouring the Cleaning Personnel of the school
35	20-Jan-15	Kochi	Save Water - Poster painting competition
36	20-Jan-15	Kochi	Yi Run Kerala Run
37	20-Jan-15	Kochi	Cleanliness Drive within College campus
38	20-Jan-15	Kochi	Cleanliness Drive within School campus
39	20-Jan-15	Vizag	Clean up drive at GVP College for Degree & PG Courses
40	20-Jan-15	Trichy	College Cleaning drive at M.A.M College of Engineering & Technology
41	20-Jan-15	Trichy	College Cleaning drive at CARE Group of Institutions
42	20-Jan-15	New Delhi	Awareness drive on Sanitation
43	20-Jan-15	Kolkata	Urbanization-Photos with location of garbage posted in FB
44	20-Jan-15	Hyderabad	Interaction with students of Marvel High School on Career Aspiration & Dreams
45	20-Jan-15	Delhi	No Honking
46	20-Jan-15	Darbhanga	Cleanliness drive with ABDULLAH CHILDREN HOME (school for poor and orphan children run by Social Services Trust)
47	21-Jan-15	Madurai	Session on Stress Management & awareness on self hygiene
48	21-Jan-15	Ludhiana	An overview of Liver Transplant and Organ Donation
49	21-Jan-15	Kochi	A helping hand in the school kitchen
50	21-Jan-15	Kochi	Your Space! Your Campus! Your Country
51	21-Jan-15	Kochi	HNOP Campaign
52	21-Jan-15	Trivandrum	My Clean Campus Campaign
53	21-Jan-15	Bhopal	Yuva chaupal clean campus drive: Volunteer to clean your college, post pictures of before and after on social media, SCOPE College of Engineering
54	21-Jan-15	Bhopal	Yi Members offices : facilitate the sanitation/cleaning staff of your office/home to encourage them to keep up the good work.

Sr No.	Date	City	Activity
55	21-Jan-15	Bhopal	Art and craft workshop on Pointillism at Billabong School
56	21-Jan-15	Vizag	Clean up drive at RTC Complex
57	21-Jan-15	Trichy	Awareness Session on Child Sexual Abuse under Project KOMAL
58	21-Jan-15	New Delhi	Awareness drive on Sanitation
59	21-Jan-15	Hyderabad	Think for India Program at IIIT-H
60	21-Jan-15	Hyderabad	Interaction with students of Govt High School on Nutrition & Importance of Food
61	21-Jan-15	Hyderabad	Interaction with students of Vivekananda High School on Career Aspiration & Dreams
62	22-Jan-15	Madurai	Awareness session on Eye Donation and Campaign
63	22-Jan-15	Kochi	Awareness Class for Government Lower Primary Students
64	22-Jan-15	Kochi	Cleanliness drive at Hill Palace and Appreciation of Cleaning Ladies
65	22-Jan-15	Kochi	Cleanliness drive within the Campus
66	22-Jan-15	Vizag	"Poster, Quote and Poem Competition"
67	22-Jan-15	Thirupattur Village, Trichy	Creating Awareness to build toilets
68	22-Jan-15	New Delhi	Awareness drive on Sanitation
69	22-Jan-15	New Delhi	Interactive Session with special children on Importance of Cleanliness
70	22-Jan-15	Bhopal	Drink 10 glasses of water challenge (drinking lots of water cleans and washes body toxics from the organ systems) at All Yi members' offices
71	22-Jan-15	Hyderabad	Think for India Program at ROOTS Business School
72	22-Jan-15	Hyderabad	Interaction with students of Red Cross School
73	22-Jan-15	Tamil Nadu	Cleaning the Government Hr. Sec School campus in 3 Villages Thirumalapuram , Kurukkalpatti ,Jamin Ilanthakulam of Tamil nadu
74	23-Jan-15	Kochi	Cleanliness drive at Fort Kochi Veli Fround Area
75	23-Jan-15	Kochi	Cleanliness drive at Marine Drive
76	23-Jan-15	Kochi	Cleanliness drive at Fort Kochi Beach
77	23-Jan-15	Kochi	Session on Wash your hands & Food Safety and Hygiene
78	23-Jan-15	Bhopal	Art workshop on Pointillism form of painting
79	23-Jan-15	Bhopal	Health Camp and Eye checkup camp for under privileged kids
80	23-Jan-15	Vizag	A skit on awareness on Swachh Bharat at Kali Temple
81	23-Jan-15	Vizag	Poster Exhibition by School Students on Swachh Bharat
82	23-Jan-15	Trichy	Awareness Rally on Noise Pollution under the theme HORN NOT OK PLEASE

Sr No.	Date	City	Activity
83	23-Jan-15	New Delhi	Awareness drive on Sanitation
84	23-Jan-15	New Delhi	Visit to "Zero Waste Project" by Green Planet WasteManagement
85	23-Jan-15	Siliguri	Free distribution of waste bin
86	23-Jan-15	Chennai	E-waste Awareness Session
87	23-Jan-15	Manipur	Constructed low cost toilets
88	23-Jan-15	Patna	Awareness program on earthquake & road safety
89	24-Jan-15	Bhopal	Dustbin distribution to the street vendor of Arera Colony, 10 no mkt area Bhopal.
90	24-Jan-15	Bhopal	Cleaning Drive at Trilanga by Mayoore (Yi member and Team)
91	24-Jan-15	Vizag	Clean up drive at St Joseph College for Women
92	24-Jan-15	Trichy	Guiding people to use online application
93	24-Jan-15	Trichy	Paper jewellery/paper bag making
94	24-Jan-15	New Delhi	Awareness drive on Sanitation
95	24-Jan-15	Siliguri	Free distribution of waste bin
96	24-Jan-15	Chennai	Clean India Mission, A coastal cleaning session by students
97	24-Jan-15	Hyderabad	Think for India Program at Bhavans Vivekananda College
98	24-Jan-15	Hyderabad	Interactive session with Consul General Micheal Mullins of US Consulate
99	24-Jan-15	Pune	Campus Visit
100	25-Jan-15	Madurai	Free General Health Check-Up Campaign
101	27-Jan-15	Noida	Awareness session on No to Plastics
102	28-Jan-15	Kochi	Cleanliness Drive at Tripunithura Railway Station
103	18-24 Jan 2015	Lucknow	Awareness Programms on Sanitation, with students, Villagers and SHG
104	18-24 Jan 2015	Kolkata	Surveyed the Village on and advised on their sanitation practices.
105	18-24 Jan 2015	Nabranpur	Cleaning of Nabarangpur town, by actively participating by Dist.Collector Sri Sadiq Allam,
106	19 Jan 2015	Manipur	White washing the retaining wall
107	21 Jan 2015	Manipur	Installed 70 dustbins across the village

## A Quick Glance ...



Acknowledging the street cleaning employees of Nagar Nigam - Bhopal



Awareness on Swachh Bharat and Thanking GVMC Sweepers - Vizag



Awareness Session on Child Sexual Abuse under Project KOMAL - Trichy



Clean up drive at RTC Complex - Vizag



Cleaning the street leading to the school - Kochi



Cleaning the street leading to the school - Kochi





Cleanliness Drive at Tripunitura Railway Station - Kochi



E-waste Awareness Session - Chennai



Felicitation to the cleaning staff - Bhopal



Free dustbin distribution - Siliguri



Interactive Session with special children on Importance of Cleanliness - Delhi



Launch of T Shirt - Vizag

## A Quick Glance ...



Nukkad Natak on Swachh Bharat - Solan



Awareness Program on Road Safety



Release of Hoardings on NVW - Vizag



Run Kerala Run Marathon - Trivandrum



Sapling Plantation by school students - Madurai



Session on Green Activism - Madurai





Street play on Swachh Bharat - Kochi



Think for India Program at ROOTS Business School - Hyderabad



Trivandrum Marathon



Trivandrum Marathon



Trivandrum Marathon



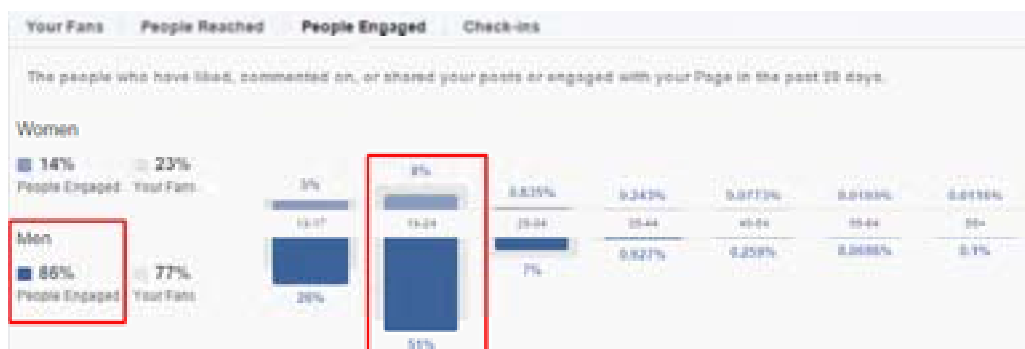
Launch of T Shirt - Vizag



# India@75 National Volunteering Week 2015 – Social Media



## THE YOUTH ARE FOLLOWING US!



# National Volunteering Week in Print Media

## Govt studying method to value **voluntary work**

**ON THE CARDS** A salary structure-based model to add employees' pro bono work to companies' quota of CSR

**Ramwarya Manidoss**  
# @ramwarya, Ramwarya Manidoss on X

**HUMANAI** The government, which is actively considering adding employees' voluntary work to companies' quota of mandatory corporate social responsibility (CSR), is studying a method to put a price tag on such work, which is typically done for free.

The Companies Act stipulates that organisations should spend at least 2% of the net profit towards social commitments. And Indira TS, a representative group which includes the likes of Tata Sons, Infosys, non-governmental organisations (NGOs), has suggested to evaluate pro bono work on the compensation adopted by companies.

Tata Sons chief executive Nandan Reddy, who is India's TS, told ET that an action model would consider manager-level employment in the corporate but his experience and the

**APART FROM BRINGING EMPLOYER RECOGNITION, PRO BONO WORK IS ALSO SEEN BY SEVERAL COMPANIES AS A MECHANISM TO DEVELOP LEADERSHIP.**

**SURENDRA RAJAN**, Tata Sons chief ethics officer

compulsory CSR.

Currently only 30% of the Indian workforce is engaged in pro bono work. But given the growing importance of an inclusive style of company management, it is estimated that more companies will take it up.

A study by Taproot Foundation estimated that the value of pro bono work in the country would be \$10 billion (\$62,000 crore) by 2025. Taproot is a non-profit organisation which provides business talent to organisations.

## बेसिक रोबोट के बारे में स्टूडेंट्स ने जाना

**सिटी रिपोर्टर** ▶ कंफेडरेशन ऑफ इंडियन इंडस्ट्री (सीआईआई) के यंग इंडियंस (वायआई) की ओर से शुरू किए गए 'नेशनल वॉलेंटियरिंग वीक' के दूसरे दिन सोमवार को रोबोलॉजी वर्कशॉप और माय क्लीन पाठशाला का आयोजन किया गया।

## Yi held A New 'You'

performing the exercises. He clarified doubts and gave many doable tips on fitness.

The blend of yoga and functional workout instilled a sense of harmony and energy in the participants who comprised students, working professionals, sportsmen, entrepreneurs and homemakers.

Exercise, yoga and meditation are gifts that we can give ourselves that will not only make our life more valuable but also the lives of our loved ones. These are gifts more valuable than any gift we can purchase and it increases professional and personal happiness.

And so the Young Indians (Yi), Mysuru Chapter thought would be apt to promote the idea and help in discovering the New 'You'.

The event was open to all and it was also National Volunteering Day on Sunday. Currently there are 35 Yi chapters across India and they have a vision to 'Become the Voice of Young Indians Globally' and their motto "We Can, We Will" event ended with the national anthem.

**AGRAHARA**

Mysore Chapter of the Young Indians (Yi), an integral part of the Confederation of Indian Industries (CII) organised 'A New 'You'' an event to promote fitness recently.

The event took place in the MUDA Sankeerna Indoor Stadium in Vijayanagar from 7 am to 9 am. The morning started off with chanting and the philosophy of yoga. Yoga students from both Mysuru and abroad had



## Rahgiri day celebrated amid various entertaining activities

Staff Reporter, Bhopal  
In the presence of residents the "Rahgiri day" has been celebrated at Bhopal. While the programme was met with overwhelming response from Bhopalites. With Rahgiri getting better and better. With more and more activities being introduced. Residents enjoyed their Sunday to the fullest. Bhopal was an altogether different location. Like past weeks, residents found more activities at the Bhopal zone.

There was no dearth of entertainment at Rahgiri. While a group was even playing various Bollywood tracks on a small stage, zumba dance kept them engaged.

Zumba dance continues to charm Bhopal, with more and more Rahgiri dancers taking part in the event.



People of all ages were seen enjoying the event. With Rahgiri getting so popular in the city, the number of people at the event is going up every Sunday.

This time too, the Bhopal zone was well packed.

The various activities, such as Bollywood dance, zumba, and other games, kept the residents entertained throughout the day.

Tag of the week, zumba, was also a part of the programme. The residents were seen enjoying the zumba dance, which was led by a professional instructor.

In the evening, there was a small concert by a local band. The residents were seen enjoying the music and dancing along to the tunes.

## Ensure litter-free city

Stress on change in people's mindset



Former chair of CII Young Indians of Vizag Chapter Promotes a discussion on Swachh Bharat in Visakhapatnam in - PHOTO: C.V. SUBRAMANIAM

Special Correspondent

VISAKHAPATNAM: People need to change their mindset for a programme like Swachh Bharat to succeed, Indian Jagga has, vice-chairperson of Mrs. A.V.K. College, said. "We have to inculcate the values required to ensure that our surroundings, city, and the country are clean," she said while speaking at a panel discussion on Swachh Bharat organised by CII Young Indians of Vizag Chapter as part of the National Volunteering Week here on Sunday.

"There is a need for a campaign that makes an individual feel guilty when he or she litters," she said.

“There is a need for a campaign that makes an individual feel guilty when he or she litters.”

PETER SUBRAMANIAM  
Executive director of Swachh  
Bharat (P) Ltd.

member of Swachh Bharat (P) Ltd. said. There was a need to enforce laws in the litter and spend for ensuring greater compliance, said P.V.V. Subramaniam, president of Andhra Pradesh Association and vice-president of Swachh Bharat (P) Ltd. He said, "We must be hard on litter rather than blaming others for the situation and take steps to ensure that we don't create litter for the

have to be in single hand. I have been doing this for years, said the chairman of P.V.V. Subramaniam and director of Swachh Bharat (P) Ltd. The government's efforts to treat litter with the grass and development, said Subramaniam. He said, "We must be hard on litter rather than blaming others for the situation and take steps to ensure that we don't create litter for the

## Saying it with poster, and a poem

Staff Reporter

VISAKHAPATNAM: "Swachh Bharat mana kala kudu mana karne" an India is put a stop to more quotes out by school part of the poster, quote, petition signed by the CII Young Indians of Vizag Chapter on Thursday representing India in Swachh Bharat (P) Ltd. in Mumbai.



School students who won prizes in the contest Swachh Bharat organized by the CII Young Indians of Vizag Chapter in Mumbai.

## नुककड़ नाटक से शुरू होगा वायआई का वॉलंटियरिंग वीक

भोपाल. कंफेडरेशन ऑफ इंडियन इंडस्ट्री (सीआईआई) के यंग इंडियंस की ओर से भोपाल में नेशनल वॉलंटियरिंग वीक का आयोजन किया जा रहा है। वायआई की ओर से पूरे देश में आयोजन होता है। 'इंडिया एट 75-नेशनल वॉलंटियरिंग वीक' 18 जनवरी से 24 जनवरी तक 15 कार्यक्रम होंगे। इसमें शहर अलग-अलग स्कूल, कॉलेज में जाकर विचारों के आदान प्रदान साथ उद्यमिता जैसे विषयों पर काम होता है। इस आयोजन में कोई स्टूडेंट, डॉक्टर, इंजीनियर, प्रोफेसर, हाउस वाइफ शामिल हो सकते हैं। "स्वच्छ भारत अभियान" थीम पर आधारित वीक स्वच्छता संदेश दिया जाएगा। वीक की शुरुआत रविवार को शाहपुरा राह डे में नुककड़ नाटक और निगम के सफाई कर्मियों के सम्मान के होगी। सोमवार से हेल्थ कैप, रोबोटिक्स वर्कशॉप, वेस्ट मैनेजमेंट

## सीआईआई का वॉलंटियरिंग वीक शुरू

कंफेडरेशन ऑफ इंडियन इंडस्ट्री (सीआईआई) के यंग इंडियंस (वायआई) की ओर से रविवार को शाहपुरा राह डे में नुककड़ नाटक का आयोजन किया गया। 'स्वच्छता' थीम पर आयोजित इस नुककड़ नाटक के साथ ही सीआईआई

नेशनल वॉलंटियरिंग वीक की शुरुआत भी हुई। नाटक के माध्यम से युवा कलाकारों ने स्वच्छता के संदेश दिये। उन्होंने कहा कि स्वच्छता सरकार की ही नहीं, बल्कि देश के प्रत्येक नागरिक की जिम्मेदारी है। देश के कई शहरों में

एकसाथ आयोजित इस वीक में शिक्षा, कौशल विकास, शहरीकरण, पर्यावरण विकास, पर्यटन, युवा निकाय, आदि पर आयोजित विभिन्न गतिविधियों का आयोजन किया जाएगा। इस एक हफ्ते में कंफेडरेशन ऑफ इंडियन

## The Way Ahead

India@75 continues to pursue the advocacy for declaring, January 18th as the National Volunteering Day, by the Government of India.

While the 2015 edition aimed at engaging the sensitized Indian into action to demonstrate how people can be catalysed in the development of the nation and celebrate volunteers across the country. In 2016 we aim to enhance the scope of activities for volunteering so as to have an even more impactful National Volunteering Week.

India@75 is also looking at the larger picture of creating huge supplies of volunteers in India and simultaneously strengthens the demand side for better and efficient deployment of volunteer energy, to this effect an institution in the form of National Volunteer Grid is envisaged to be in place shortly to engage volunteers in all forms.

## Partners



### OTHER SUPPORTING ORGANISATIONS

Aarambh  
Action in Community and Training  
Al-Latif Memorial Trust  
Amar Lata Gramin Seva Foundation  
Asha Odisha  
Ashalata NGO  
Bihar Gramin Vikas Parishad  
Cheer Society  
Chivalry Poverty Alleviation  
Development Association  
Citizens Foundation India  
CONCEPT Society  
Drishti Foundation Trust  
Freedom India Trust  
Happy Hands Foundation

IYWW  
Paryawaran Sachetak Samiti  
PRAYAS Odisha  
Pyari India  
Rural Educational Medical and  
Economical Development Society  
(REMEDS)  
Rural Reconstruction Organisation  
Sadarg  
SAFE Society  
Scope Plus  
Service Initiative for Voluntary Action  
(SIVA) Trust  
Social Service Trust  
SPECTRA Society





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