AN INITIATIVE BY CAF INDIA TO CONVERT CITIES INTO ‘LITTER-FREE ZONES’
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 OUTSTANDING!
CELEBRITIES WHO SUPPORT OUR CLICK2CLEAN INITIATIVE

PRO KABADDI TEAM “DABANG DELHI”

BOLLYWOOD SINGER “JUBIN NAUTIYAL”
Campaign to clean up cities launched in Delhi

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

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 Meenakhdi Batra.
RAISING AWARENESS ABOUT CLICK2CLEAN THROUGH MEDIA OUTLETS

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.

Want to see Clean Delhi? Just click here

Picture for representative purposes only