

## **SuchitwaBodhanaYajnam A Citizens' Movement for Cleanliness**

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### **Abstract**

Suchithwa Bodhana Yajnam (SBY) is a pilot movement of the people, by the people and for the people intended to make an existing district in Kerala a model for cleanliness, environment protection and health care. The district chosen is Ernakulam, the industrial and commercial capital of Kerala. The zeal of the movement is to lead the district to sustainability in energy, food and waste management in due course. The movement is supporting the attempts of the State Government in this direction, especially the Suchithwa Mission of Kerala. Started in 2010 under the initiative of Renewable Energy Centre, Mithradham, Chunangamveli, coordinated by the Rajagiri Outreach, Kalamassery and Sahrudaya Services and Charities, Rajagiri, the movement has added to its ranks and files many institutions, organizations and individuals of the district in three years time. Citizens are welcome to join the movement without any form of discrimination. Institutions and individuals working with similar vision are seen as co-travelers and not as competitors by all the existing partners of SBY. The co-travelers will be supported by all possible means to achieve our common goal. The dynamics of the movement is documented for replication to other districts of India and other developing countries facing similar problems.

### **Keywords**

sustainability, Suchithwa mission, Kerala

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### **Introduction**

The Sanskrit word Yajna implies sacrificial worship to God. Some yajnas are performed privately, while others include a large number of people and last for many years. According to the Hindu tradition it is imperative

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on the part of every householder to perform the five yajnas: i) Brahm-yajna—the study of scriptures, learning and self-development and teaching others. This is the most important yajna; ii) Deva-yajna—the worship of the divinities by pouring oblations into the sacred fire; iii) Pitri-yajna—offering to ancestors; iv) Manushya-yajna—feeding fellow humans; and v) Bhuta-yajna—feeding all living creatures.

Bodhana means conscientization. According to Paulo Freire, a Brazilian educationist and a social activist who first used this word, it is the process of developing a critical awareness of one's social reality through reflection and action. Action is fundamental because it is the process of changing the reality. Paulo Freire says that we all acquire social myths which have a dominant tendency, and so learning is a critical process which depends on uncovering real problems and actual needs. It is not enough for people to come together in dialogue in order to gain knowledge of their social reality. They must act together upon their environment in order to reflect critically on their reality and so transform it through further action and critical reflection.

Suchitwa means hygiene. Hygiene in its full sense is both external and internal. It is material and well as spiritual. Suchithwa Bodhana Yajnam (SBY) is thus conceived to be a long term sacrificial activity of the people by the people and for the people to conscientize all citizens leading to cleanliness in all respect. The immediate activities of SBY are planned for 15 years focusing on cleanliness campaign in Ernakulam district. SBY is a pioneering as well as a unique initiative of continuous campaigning for cleanliness.

#### **Cleanliness in Ernakulam District**

Ernakulam district covers an area of 3,068 km<sup>2</sup> located on the Western Coastal Plains of India. The district can be divided geographically into highland, midland and coastal area. The Periyar, Kerala's longest river, flows through most areas of the district. The Muvattupuzha River and a branch of Chalakudy River also flow through the district. The average yearly rainfall in the district is 3,432 mm. The district has a moderate climate, and mostly falls within the Malabar coast's moist forest eco region, while the highlands are part of the South Western Ghats, with moist deciduous forests. Cochin international air port is located on the northern part of the district at Nedumbassery panchayat in Angamaly. Owing to the international airport, water ways, railways, and road ways Ernakulam is one of the most

strategically connected districts in the State. The district includes the largest metropolitan region of the state, Greater Cochin. It is the highest revenue yielding district in the State and is called the commercial capital of Kerala. Ernakulam became India's first fully literate district in 1990 and the country's first district having 100 percent banking or a full meaningful financial inclusion in 2012.

Ernakulam district has emerged as the new hazardous waste capital of Kerala. The district is the topmost contributor to the amount of hazardous waste generated in the State, producing about 45,560 metric tons of hazardous waste annually. Kerala generated about 71,050 metric tons of hazardous waste in 2009-10, according to the State inventory of hazardous waste generating industries prepared by the Kerala State Pollution Control Board. The board found that hazardous waste pollution occurred both at the level of industrial production, as well as the end use of products and run-offs. Major sources of the hazardous waste generation in the district include metallurgical industries, pesticide manufacturing units and oil residues. In spite of the health problems faced, people living near the dump sites are forced to stay there either because of their weak economic background or family ties.

The Eloor-Edayar region, about 20 km from where the Periyar River meets the Arabian Sea, is the industrial hub of Kochi, the commercial capital of Kerala and is home to Kerala's largest industrial cluster, the Udyogamandal Industrial Estate. There are about 250 industries including the prominent ones like Fertilizers and Chemicals Travancore Ltd (FACT), Hindustan Insecticides Ltd (HIL), Indian Rare Earths Ltd etc., mainly such chemical ones, in this small area. They manufacture a range of chemicals—petrochemical products, pesticides, rare-earth elements, rubber processing chemicals, fertilizers, zinc/chrome products and leather products. Many of these industries are 50 years old and employ highly polluting technologies. The industries take large amounts of fresh water from the Periyar and in turn discharge concentrated toxic effluents after little treatment. There are more than 30 unauthorized effluent pipes spewing toxins straight into the river from the industry. Air emissions range from acid mists to sulphur dioxide, hydrogen sulphide, ammonia and chlorine gas. This has led to large-scale destruction of fish in the river and has done extensive damage to the paddy fields and other farmlands in the region. The environment with its envelope of carcinogens including radon, UV light and infection causing agents are some of the hazardous factors as well.

Eloor has been identified as one of the toxic hotspots in the world by the Greenpeace, an international NGO campaigning against environmental destruction. Lifestyle options including sedentary way of living, obesity, disproportionate body weight, alcoholism, junk palette and dietary imbalance are also some of the other risk factors of cancer. Many new diseases hitherto never heard of in the State are also on the rise. Most of these are due to the present development fuelling fossil energy sources. The environmental situation is getting degraded day by day and since it is a slow process the people do not realize the dangers or do not attribute these diseases to environmental degradation. Hence educating people and facilitating them to adopt a healthy life style is very important for Ernakulam district.

#### **Cleanliness, Environment Protection and Health Care**

The significance of cleanliness and hygiene cannot be overlooked by any society. Cleanliness is very closely related to hygiene and disease prevention. Every faith and civilization stresses the importance of cleanliness. Historically, cleanliness has been considered as one of the important factors by which to judge a civilization's or society's development.

Although a lot is said and written on cleanliness in our society, its application in day to day activities is missing. A quick observation can reveal how insensitive most of the people are regarding cleanliness and hygiene. Throwing garbage on the streets, roads or parks has become a common practice in most areas of Ernakulam district. In public places dustbins are not seen or seldom found. Even if dustbins are installed, people do not use them properly. Rather, they prefer to throw garbage outside it. It has also been observed that people clean their homes and shops and throw the garbage on the street without contemplating its implications. It is evident that even students of elite schools throw garbage onto the ground despite the presence of garbage bins. This shows our attitude towards cleanliness and hygiene.

Another bad habit that is commonly found in our society especially in public places is spitting openly. People spit paan from moving vehicles without giving due consideration to the pedestrians walking on the road. Compared to other cities of the country this practice has almost disappeared in Ernakulam. But an area that needs consideration is the horrible condition of public toilets. The shortage of public toilets is a big challenge, hence people are compelled to use open spaces to answer the call of nature.

The toilets that do exist are in such pathetic condition that one cannot use them. The arrival of migrant workers from other states has worsened the situation.

There are many other examples which can be cited to indicate the pathetic condition of cleanliness and hygiene in Ernakulam district. Therefore, conscious efforts are needed to tackle this issue. There is a dire need to educate and sensitize people about the importance of cleanliness. In this regard social institutions such as educational institutions, the media and religious institutions can and should play a vital role.

It is essential to provide civic education in order to train the younger generations of the society. Teaching and learning material regarding cleanliness and hygiene should be included in the curriculum and textbooks. Educational institutions should demonstrate cleanliness in their premises. To train young people, schools should involve students in cleaning their schools, homes and environment and highlight proper sanitary practices. The use of dustbins should be strictly followed in the school premises.

The media can be a powerful source to educate and sensitize the masses about the importance of cleanliness and disadvantages of an unhygienic way of life. It should focus on both the good as well as unhygienic practices in our society. The religious institutions such as temples, mosques and churches and many other religious organizations can also play their part in educating the people about the importance of cleanliness. Furthermore, the role and commitment of the government cannot be overlooked in maintaining cleanliness and hygiene in society. The government's will is very crucial in making policies and implementing them at the grass-roots level. The government should play an important role in cleaning areas, installing dustbins, collecting garbage and enforcing laws against littering.

The importance of cleanliness cannot be ignored in individual as well as in communal life. On the one hand it is an important factor for human health and spiritual development; on the other hand it is essential for environmental development. It accelerates sustainable growth. By adopting a clean and hygienic lifestyle, a valuable amount can also be saved where health issues are concerned. A clean and healthy life helps in refining the culture of a society and reflects in every aspect of life such as art, architecture, food, music and so on. Ultimately, it leads towards a higher level of civilization.

The present day industrial and post-industrial society should adopt life style practices that were not important in an old agrarian society. For example, the peel of a fruit could be thrown into a pit within the land attached to the house. It would then rot and add fertility to the soil. The same action cannot be done in a modern city. The plastic packaging of food stuffs cannot be thrown away as in the case of a banana peel. The use of packed food has multiplied during the last few years and hence disposing of the packages is very important matter today which was not so fifty years back. Therefore, cleanliness should be an important subject and part of education starting from the family itself.

**Suchitwa Bodhana Yajnam:  
Sustainability in Energy, Food  
and Waste Management**

Cleanliness is the foundation on which any sustainable development stands and can be built to great heights. The pillars of sustainability are energy, food and waste recycling.

**Energy**

The modern world relies on a vast energy supply to fuel everything from transportation to communication, to security and health delivery systems. Experts say that for every calorie of food produced in the industrial world, ten calories of oil and gas energy are invested in the forms of fertilizer, pesticide, packaging, transportation, and running farm equipment. Energy plays an important role in the national security of any given country as fuel to power the economic engine. Threats to energy security include the political instability of several energy producing countries, the manipulation of energy supplies, the competition over energy sources, attacks on supply infrastructure, as well as accidents, natural disasters, rising terrorism and dominant countries reliance to the foreign oil supply.

Long term and sustainable measures to increase energy security center on reducing dependence on any one source of imported energy. Increasing the number of suppliers, exploiting native fossil fuel or renewable energy resources, and reducing overall demand through energy conservation measures are important for energy sustainability. But the fossil fuels are limited resources with many constraints in production, distribution and end use. Besides these are polluting the natural resources. In the long run, all countries will have to develop its use of renewable energy resources

in the place of the present coal, petroleum, natural gas and nuclear resources.

The deployment of renewable technologies usually increases the diversity of electricity sources and, through local generation, contributes to the flexibility of the system and its resistance to central shocks. For those countries where growing dependence on imported gas is a significant energy security issue, renewable technologies can provide alternative sources of electric and heat power.

In Ernakulam district, fossil fuels are used for vehicles and industrial activities and partially to power production. Most small-scale industries and institutions have diesel generators to produce electricity when the public grid fails. Besides spending a large sum of money for fuel purchase, the use of these generators pollute the atmosphere of the people working in the institution and affect the health of the population. Renewable energy resources and significant opportunities for energy efficiency exist in the district. As an industrial and trade centre Ernakulam district has large free roof areas. Solar photo voltaic installation on such roof areas could provide the energy needs of the owners as well as reduce the heat inside the building reducing the power consumption for air conditioning. This will also reduce the need of concentrated power plants which require space which is scarce and costly in the district. The use of renewable energy and energy efficiency practices and technological diversification of energy sources, would result in significant energy security and economic benefits for the district. Solar, wind, biomass and hydroelectric energy resources are abundant in the region and the potential of these resources are not yet tapped to a considerable degree. The use of renewable energy sources for energy needs is to be promoted by imparting awareness, education and training in this area.

### **Food Sustainability**

Food sustainability for a country or smaller regional unit is the sustainable production, and use of food to meet the needs of the individual of the country or region. Fresh, regional and seasonal is the ideal maxim that should be considered in matters of food. But this may not be practical in the present industrial society with the development of mega cities, unless innovative methods of production are applied. What is practical may be the maximum possibility of self sufficiency in food. However food security is very important for any country.

Household food security exists when all members, at all times, have access to enough food for an active, healthy life. Food security incorporates a measure of resilience to future disruption or unavailability of critical food supply due to various risk factors including droughts, shipping disruptions, fuel shortages, economic instability, and wars. FAO has identified the four pillars of food security as availability, access, utilization, and stability. The United Nations (UN) recognized the Right to Food in the Declaration of Human Rights in 1948, and has since noted that it is vital for the enjoyment of all other rights.

Food availability relates to the supply of food through production, distribution, and exchange. Food production is determined by a variety of factors including land ownership and use, soil management, crop selection, breeding, and management, livestock breeding and management and harvesting. Crop production can be impacted by changes in rainfall and temperatures. The use of land, water, and energy to grow food often competes with other uses, which can effect food production. Land used for agriculture is often used for urbanization or lost to desertification, salinization, and soil erosion due to unsustainable agricultural practices. Because food consumers outnumber producers in every country, food must be distributed to different regions or nations. Food distribution involves the storage, processing, transport, packaging, and marketing of food. Food has to be exchanged to the end user by some means, say barter or money.

Food access refers to the affordability and allocation of food, as well as the preferences of individuals and households. The UN Committee on Economic, Social, and Cultural Rights noted that the causes of hunger and malnutrition are often not a scarcity of food but an inability to access available food, usually due to poverty. There are two distinct types of access to food: direct access, in which a household produces food using human and material resources, and economic access, in which a household purchases food produced elsewhere.

A pillar of food security is food utilization, which refers to the metabolism of food by individuals. Once food is obtained by a household a variety of factors impact the quantity and quality of food that reaches members of the household. In order to achieve food security, the food ingested must be safe and must be enough to meet the physiological requirements of each individual. Food safety impacts food utilization, and



can be impacted by the preparation, processing, and cooking of food in the community and household.

Another pillar of food security is the stability which refers to the ability to obtain food over time. Food insecurity can be transitory, seasonal, or chronic. In transitory food insecurity, food may be unavailable during certain periods of time. At the food production level, natural disasters and drought result in crop failure and decreased food availability. Civil conflicts can also decrease access to food. Instability in markets resulting in food-price spikes can cause transitory food insecurity. Other factors that can temporarily cause food insecurity are loss of employment or productivity, which can be caused by illness. Seasonal food insecurity can result from the regular pattern of growing seasons in food production.

Challenges to achieving food security are water scarcity due to lowering ground water table due to pumping and lack of rain are challenges to food security and food sustainability. Land degradation, intensive farming, monoculture, and death of microorganisms by use of pesticides are some other challenges. Land deals especially, cross-border land deals are modern challenges to food security. Climate change, droughts, floods, changing productivity and livelihood patterns, economic losses, and impacts on infrastructure, markets and food security are other issues. Food security in future will be linked to our ability to adapt agricultural systems to extreme events.

Agriculture diseases and pests, diseases affecting livestock or crops can have devastating effects on food availability especially if there are no contingency plans in place. Political and social situation also affect food security. The approach known as food sovereignty that views business practices of multinational corporations as a form of neocolonialism offers a major challenge for food security in future.

Population growth, fossil fuel dependence, hybridization, genetic engineering and loss of biodiversity are risks to food security, Intellectual property rights, price setting by international caucuses are threats to food security.

The Kerala Land Development Corporation (KLDC) was incorporated by the Government of Kerala during 1972, for land development and allied activities in Kerala for the integral development of agriculture and is vested with certain powers as per the special powers Act 5 of 1974, as amended by Act 15 of 1977. The main objectives of the Corporation are to promote, undertake and execute schemes in Kerala, for land development, flood

control, drainage, irrigation, construction of go downs and schemes related to other infrastructural work for the development of agriculture and allied activities.

Since its incorporation, KLDC is working as an agency for the effective implementation of various projects to alleviate the problems of the farmers throughout Kerala especially in the low lying and water logged areas of the State in Thrissur, Eranakulam, Alappuzha, Kottayam, Pathanamthitta, Kollam and Palakkad districts.

### **Waste Management**

Waste in all forms are to be managed so that it is integrated properly into the permanent cycle of birth and death of any existence without affecting the environment and living organisms and without breaking the balance of existence. This was not required in the hunting and collecting stage of human evolution. The need for waste management became obvious as human society has moved from the hunting stage to the farming, industrial and postindustrial stages. Waste management is as important as energy and food sustainability in the modern times. Waste may be categorized in different forms.

Suchitwa Mission is a programme undertaken by the Government of Kerala focusing cleanliness. A waste free Kerala with unpolluted environment, public hygiene and cleanliness is its vision. It is expected to be reflected in better quality of life due to improved health and general well being, economic gains, better aesthetic surroundings and overall environmental up gradation.

The mission of this programme is to effect sanitation for all, to catalyze development of an attitudinal change among the people of Kerala towards waste management and environmental up-keep. It is intended to enable achievement of an overall hygienic environment, to facilitate implementation of comprehensive scientific waste management systems, to promote use of appropriate technology, to facilitate active community participation and to achieve waste reduction at source. The result expected is a new healthy citizenship believing in zero waste concept which reduce, reuse, recycle and recover at least 80% of the waste generated. The goal is to work for a society inclined to create wealth from waste. Ernakulam district has a district level facilitation centre at Kakkanad, the district headquarters.

The following seven packages of practices constitute the action plan of Suchithwa Mission.

- Safe disposal of human excreta
- Solid waste management
- Liquid waste management
- Safe handling of drinking water
- Home sanitation and food hygiene
- Personal hygiene
- Community environmental sanitation

The guiding principles for sanitation programme compiled by UNICEF form the foundations of Action plan of Clean Kerala Mission. According to Suchithwa Mission, the emerging challenges in sanitation are not sufficient number of sanitary latrines, proper segregation and proper management of solid waste and proper treatment of liquid waste. The document presents the other major issues in waste management are social issues like the dilution of civic consciousness, lack of awareness/ willingness with regard to waste reduction, and widespread not-in-my-backyard syndrome which call for concerted response.

#### **Suchithwa Bodhana Yajnam (SBY)**

Suchithwa Bodhana Yajnam (SBY) is in the process of addressing the social issues and supports the government and allied systems in overcoming the social aspects of waste management by involving citizens groups, institutions and associations. It is supporting the government without asking for any benefits in return from the government. It is a 100% NGO initiative complimenting government initiative from the citizens' side.

#### **Management Body of SBY**

SBY was conceived by the Renewable Energy Centre, Mithradham, the first fully solar educational institution in India devoted to the promotion of environment and renewable energy. The centre has taken the role of facilitating the movement by all possible means. Mithradham was started in 1996 at Chunangaveli, under the Kochi province of the CMI religious congregation of the Catholic Christian Community. The central building consisting of facilities required for conducting training, awareness and educational programmes in environment and renewable energy related technologies was inaugurated in the year 2000 as a millennium project of the Kochi province. The centre is working in close collaboration with the Sacred Heart College and Rajagiri educational institutions under the director of the centre appointed by the manager of the Sacred Heart College as per

the directives of the provincial of the CMI Kochi Province who is the manager of the Rajagiri institutions. The management of the centre is vested on a trust Mithradham Trust, a charitable trust registered under the Kerala in 1998. The chairman of the trust is the provincial. The members of the trust are the manger of the S. H. College and the director of Mithradham.

The activities of SBY are coordinated by Rajagiri Out Reach, an extension unit of Rajagiri College of Social Sciences which is taking up a number of extension activities of the college. These include projects of the government institutions, NGOs and individuals. Rajagiri Out Reach is also a registered body. Its broad vision is to become a centre par excellence of learning, unique in experience, value based in approach and pioneering in efforts for enriching and fulfilling life. The mission is to facilitate comprehensive and integrated development of individuals to effectively function as social beings imbued with righteousness and courage of conviction. SBY fits into the vision and mission of Rajagiri Out Reach in the sense that it aims at promoting a value system based on environmental sustainability, especially with regard to management of waste. SBY is a pioneering effort for enriching and fulfilling life.

Sahrudaya Services and Charities, Rajagiri is a charitable society registered on 2 July 1979 under the Travancore Cochin Literary, Scientific and Charitable Societies Registration Act of 1955 by the Sacred Heart Province of Carmelites of Mary Immaculate (CMI). The Society was established with a view to organize, unify, and implement socio- economic, educational and health- care activities in various parts of the province. This NGO is dedicated to the cause of educating the less fortunate children. Creating an eco-friendly life style, health care and healthy livings are some of the concerns Sahrudaya espouses. The above mission of Sahrudaya has motivated it to become a partner of SBY by managing the finance transactions related to SBY from its inception.

Along with the aforesaid key stake holders, various institutions, organizations and individuals of Ernakulam district are already involved in SBY. They include educational, industrial, religious, trade and organizations belonging to various interest groups. To become partners one has to involve in some way in cleaning activities in one's own house and neighbourhood. No other condition is attached for becoming a partner in SBY. One can support the Yajnam for a clean Ernakulam district:

- By maintaining ones' house and surroundings clean and green.

- By motivating friends to keep their houses and surroundings clean and green.
- By taking part in the programmes under taken by government and local administration.
- By being involved with SBY and other NGOs initiatives in your locality.
- Financially supporting educational institutions in the neighbourhood to undertake cleanliness campaigns.
- Offering medical support for people affected by environment pollution.

### **Activities**

All the present and expected future activities of the movement are centered around four major yearly events suffixed yathra (journey ), reminding the journey in this world undertaken by all of us as human beings. They are padayathra, sahrudayathra, centered around the World Workers' Day, kalayathra, centered around the World Environment Day and vijnanayathra.

### ***Padayathra***

Padayathra is intended to meet 15 educational institutions and their neighbourhood groups to motivate them for cleanliness promotion in their locality. Walking is considered as a sacrificial offer and health tonic for the success of the yajnam. During the padayathra notices, brochures, banners, wall paintings and other motivational tools are used.

### ***Sahrudayathra***

Youth group meetings, discussions, action programmes to clean their local area by motivational activities. Many cleanliness competitions are planned under youth leadership.

### ***Kalayathra***

An art performance related to cleanliness will be staged on the theme of cleanliness in nearly 20 educational institutions in connection with the environment day.

### ***Vijanayathra***

Service providers of cleaning, greening and renewable energy technologies

present their products and services at 12 panchyats/municipalities in Ernakulam district. The idea is to take technology to ordinary people to increase awareness of the technologies available.

### **Suggestive Measures**

The vision of SBY is to realize a clean, green and healthy Ernakulam District in 15 years. To achieve this dream, the mission SBY has undertaken to engage committed individuals, institutions and organizations as core motivating and facilitating agents to support the government's Clean Kerala initiative. Different activities are required to mobilize all institutions, organizations, elders, adults, students and children as motivators and actors to realize the vision of a clean district in the areas of their activity. Cleanliness is next to Godliness and is vital for a happy and healthy life. Some concrete actions that could be undertaken by all citizens or citizens' group are given below.

- Seek the support of all the government and local administration authorities and officials in one's own circle. Actively work with them to achieve the targets of the Clean Kerala Mission.
- Communicate and bring as many citizens, organizations, institutions as possible to this noble vision and mission.
- Do whatever possible in your field of work to achieve a clean, green and healthy neighbourhood.
- Form action groups with your neighbours and develop innovative concepts to activate all in the neighbourhood.
- Write articles in newspapers, journals, etc. on related subjects, especially suggesting concrete action plan that can be taken up by all. Eg. : vegetable growing for the house by children and retirees which will improve the knowledge (intellect), health (body) and supply organic food to the family (tasty food , saving money, hobby for elders).
- Distribute information materials and meet the heads of the institutions, associations etc. in your neighbourhood.
- Arrange classes and discussions in institutions with the support of the people who really practice these things in their lives.
- Make educational institutions as motivating organizations in their localities. Environment clubs, nature clubs and NSS, NCC, etc. could be involved. Identify talented and practicing staff to lead the mission and to assist the head of the institution.

- Arrange essay competitions in schools on topics such as 'suggestions for making your home a clean home including the road frontage of your house. '
- Organize competitions of various kinds in educational institutions, local bodies, samajams, parishes, family units, and employees associations etc. to promote cleanliness, orderliness and environment friendly actions.
- Click photos for publication in the magazines (successful examples of citizens, institutions, associations, schools, teachers and students etc. ).
- Make stickers, printed T-shirts, printed tissue paper, paper cups, and tea cups, and glasses, plates with materials that help in promoting a clean, green and healthy life.
- Spend one hour every week for discussions with your colleagues, co-workers and friends on topics related to environment and cleanliness leading to concrete actions.
- Develop flower and vegetable gardens in your premises. Everyone has a plant (flower or vegetable) and credit given to whoever brings good results. Plant a tree on birthdays.
- Organize yearly campaigns in your township with placards such as 'let us keep the roads clean' etc.
- Consider some actions for making an attractive neighbourhood as a mission of your life.
- Do at least one good action yourself and start it today. You will find great joy in life and it will enrich your life and solve many of your present problems in ways you have never imagined. Take a step forward, start today, and do not wait.

### **Conclusion**

SBY is a timely movement with a sound foundation with regards to vision, mission and plan of action. A clear road map has been charted to reach the goal. The SBY is picking up speed and is expected to acquire an exponential trajectory in two years time. People are to be continuously motivated through the involvement of local bodies and peer groups. Residential associations, NGOs, interest groups, religions and family groups can all play a great role in influencing and keeping the surrounding clean and healthy through various motivational activities at all levels. Cleanliness is a great value especially in the modern industrialized societies. Man will

remain at the level of animals unless he consciously takes care of his environment.

SBY has now entered the fourth year of its activities. The experience of the previous years is encouraging. The experiences can be summarized as:

- All the people are disturbed by the waste management situation in Ernakulam. Both citizens in Ernakulam and outside.
- A number of diseases are attributed to the improper disposal of this waste situation.
- Most people think that one alone cannot solve this problem. Also, many think that the existing government machinery alone cannot solve this problem because of the vastness and seriousness of the problem.
- A movement like SBY is useful to conscientise all citizens so that they play their role effectively to solve the waste problems.
- SBY has been instrumental in motivating various organizations and government bodies to take up waste management as a serious issue.
- Cleanliness and environment protection have become a matter of discussion at various levels.
- With sustained effort the goal of creating a clean, green and healthy district could be achieved in 15 years time.