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Prosperity & Beauty through Community

Dear

I am inviting you to participate in the growing My Clean School (MCS) network as part of the My Clean India (MCI) movement. As you can read at the website, www.mycleanindia.org, we have responded to the United Nations call (Agenda 21, Ch. 25) for the participation of youth to create a sustainable environment with the wider community.

Broadly MCI can be described as a network of facilitators, people who help and acknowledge others taking action under the My Clean India banner which is now being widely acknowledged by leading regional and National newspapers. There are many opportunities for your school to participate in making a difference in your community by being a community model with their students empowered to explore, interact to practice stewardship and leadership.

MCS is therefore a complement to scholastic learning and can be integrated into the school curriculum without additional effort by teachers or students. For example, it can be banner for Eco Club activities.

It is about empowerment so while cleanliness (including of self and mind) is an outcome, it is the being in action (in the spirit of My Clean) which empowers the individual especially through interaction with members of the community.

The key features of My Clean School are:

- The youth choose (with guidance) what action to take and then own the outcomes of their initiatives.
- It promotes Appreciative Inquiry, which looks at what is working and then builds on that. One could say, the spirit of My Clean discovers seeds and nurtures them. A key feature is therefore the acknowledgment of others, including businesses making a contribution to a cleaner environment.
- Students may practice Progressive Inquiry which is looking at what is not working, what it could look like and how it could become better.

UN Agenda 21, Chapter 25

- 25.1. *Youth comprise nearly 30 per cent of the world's population.....*
- 25.2 *..... In addition to their intellectual contribution and their ability to mobilize support, they bring unique perspectives that need to be taken into account.*
- 25.4. *Each country should establish a process to promote dialogue between the youth community and Government at all levels*



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My Clean produces outcomes in shifting the collective community consciousness with outcomes that could include;

- High profile media coverage of sponsors.
- Employers rewarded with more employable people confident, creative and self starters.
- Schools benefit from students who are satisfied with their schooling.
- The environment becomes cleaner in a sustainable way.
- Building community spirit.

What is My Clean India's track record?

My Clean started in hillstation Nainital and resulted in a cleaner town and today a vision of a butterfly is manifested as a community-owned waste management system called Mission Butterfly.



They have since appointed 'Lake Wardens' from the civil society to keep an eye on the polluters combined with a regime of fines. In Meerut there was a My Clean Police Station award and high profile campaigns in Ajmer and other cities. Some two hundred schools involving perhaps 4 lakh students have been introduced.

My Clean therefore:

- Seeks and support leaders in the community to promote and apply the Aim
- Collaborates with community groups, such as schools, institutions, businesses, associations and local and state governments, to generate ideas and advance its Aim.
- Creates, supports and promotes activities and events that advance the aim of My Clean.
- Acknowledges publicly individuals and groups that advance the aim of My Clean.
- Encourages sponsorship of its activities.

Creates and supports other initiatives that promote its aim of prosperity and beauty of the environment through community.

We are proposing for students a two stage program, though any activity that contribute to the spirit of MCI can be supported:



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STAGE 1 Project Plan:

Individual students, or groups of students, commit to a My Clean city/town project and start planning and describing in writing their project and how it will in some way involve members of the local community and in so doing contribute to the spirit of My Clean (Beauty and Prosperity through Community).

The challenge here would be for students to come up with inspiring and creative ideas that can be recorded to create a ripple of inspiration in colleagues, other schools and towns.

STAGE 2 Project Implementation:

This would be the action stage when the proposed projects would be carried out with community members over a maximum 12-month period. The three most successful projects would then be selected and rewarded. The main criteria would be:

- Contribution to the spirit of MyClean (Beauty and Prosperity through Community)
- Innovative ideas that could be replicated and would inspire others
- Demonstrated leadership working with members of the local community
- Evidence of the ongoing sustainability of the project

We suggest that the projects will be most empowering and leadership-building if they are shown to be sustainable, realistic and make a contribution to the participants, the students, and the community.

I hope this provides you with some ideas on how to get started.

My best wishes

Udita Tyagi PhD

President