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The Vision - My Clean India

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Prosperity & Beauty
through
Community



My Clean World

India version

4 March 2008

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THE AIM

The Aim of My Clean India (MCI) is:

*To promote **prosperity** and **beauty** of the environment through **community**.*

Creating awareness that cleanliness is a proven path to prosperity.

And this Aim is achieved by:

Working with people and organisations to achieve mutually desired outcomes.

In other words, MCI is about promoting community spirit to live and operate in harmony with the natural environment as a pathway to prosperity.

It promotes and acknowledges people and groups who take initiatives consistent with its Aim.

MCI initiates events and opportunities to advance its aim and for that may create partnerships and alliances with the underlying objective of simply advancing people and groups who take action. MCI is by that a network for resources such as money, equipment, ideas and services to flow to make things happen.

MCI ASSOCIATION

MCI is a not-for-profit association with its Memorandum defining its rules and principles. The underlying objective is to create collaborative networks throughout India with international links to produce outcomes.

MCI comprises of professional initiators and facilitators who acknowledge those contributing to the beauty of the environment. It recognises leadership and those that take action.

MCI relies on support through sponsorship and advertising and welcomes government funding within a framework of transparency and integrity.

In the end, MCI is just a partner who promotes cleanliness and a beautiful, healthy and prosperous environment.

WHAT WE DO

MCI offers pathways for the community to achieve its ambitions acknowledging that cleanliness is a symptom of community attitude and its perception of opportunity for taking action without relying on others. Community leadership is therefore a key target for MCI.

Broadly MCI can be described as a group of *facilitators*, or more simply, just people who help and acknowledge others taking action.

The following table summarises what we do.



*Seek and **support leaders** in the community to promote and apply the Aim*



***Collaborate with community groups**, such as schools, institutions, businesses, associations and local and state governments, to generate ideas and advance its Aim.*



***Create, support and promote activities** and events that advance the Aim.*



***Acknowledge** publicly individuals and groups that advance the Aim.*



*Encourage **sponsorship** of its activities.*



*Acknowledge and encourage **membership of the Clean Up the World** organisation.*



*Create and support **other initiatives** that promote its aim of prosperity and beauty of the environment through community.*

CREATING OPPORTUNITIES FOR ACTION & ACKNOWLEDGEMENT

The MCI seeks to create awareness of opportunities and be powerful in action and by that inspire others into action. MCI therefore takes every opportunity to interact as partners and allies with the community to inspire its vision of a 'Clean India' as a role model for a *My Clean World* and create *action* and initiatives towards its Aim.

Individuals and groups that MCI seeks to involve must therefore see an opportunity for themselves and for the people in *their* community. This requires members and representatives of MCI to be sensitive and responsive to the interests and priorities of those it seeks to enrol. Above all, MCI is about promoting its Aim and *not* itself and the partner *before* itself.

MCI communication and initiatives are underpinned by a declared priority of being there to help. It is there to create *space* for the other to be *motivated* by being attracted into action. In other words, MCI does not need to 'persuade', 'request' or 'plead' – it simply *creates opportunities for action*. MCI communications are therefore aware and responsive of the *others'* priorities and so where it can, create opportunities (ie. *space*) for the other to be inspired into action.

In summary, MCI is about:

- Creating awareness of others in action,
- Creating awareness for opportunities for action; and
- Acknowledging people and groups.

WHY MCI SUCCEEDS

MCI has a unique opportunity in the community as it is **independent, not-for-profit** and with a universally acceptable **objective of 'cleanliness'**. MCI is simply a *facilitator* in existing networks. MCI it takes every opportunity to address events supported by fliers, posters, videos and other electronic presentations the use of agreements to-keep-clean, achievement certificates and oaths (*sankalps*).¹ It also takes every opportunity to declare that it is about *partnerships* to help and acknowledge activities and action outcomes.

MCI acts by being fully aware of the interests and priorities of the *other* and by that to create awareness for *opportunities for action*. Accordingly communications always first considers what is important for them and acknowledge that it is more effective to create *space for action* than requests or calls on their civil responsibilities. Clearly therefore, MCI has to understand and respond to the other's priorities and create opportunities for action.

MCI has a suite of communication tools to create paths for action. Communications are shaped to the target which may be *civil pride* that appeals to businesses, including shopkeepers, *leadership opportunities* for schools), *public visibility* for themselves as politicians and administrators, and more generally an opportunity to be *acknowledged as a good citizen*. At all times there will be regard to media-worthiness to inspire others into action.

PARTNERSHIPS WITH GROUPS AND INDIVIDUALS

¹ Examples of venues include:

- Places with large footfalls eg. temples, hotels, eating places and other important establishments etc.
- Articles in newspapers, TV
- Dedicated seminars, conferences.

MCI is about interacting with existing groups, creating new groups and operating within the wider community as an integral member and partner from which it seeks Team Leaders. MCI will help those Leaders to build their team with full support including functional resources, information and services that contribute to its Aim².

MCI takes every opportunity to be just a *partner* to achieve mutually agreed outcomes benefits and share experiences and knowledge. Examples of groups eligible for partnering include:

- Nagar Palikas, civic officials
- Concerned citizen groups
- Schools, colleges and universities
- Offices
- Volunteer groups like resident welfare associations, industry associations, business associations, other NGOs.

WHAT MCI OFFERS

As a not-for-profit association, and without any agenda for itself other than benefits for the community, MCI has unique and influential freedoms to empower others to create actions and the conditions for their acknowledgement.

As a networked resource MCI offers:

- Sponsorship
- Acknowledgement
- Media communications
- Speakers for schools and groups.
- Public events and activities
- Expert services for practical solutions
- Products
- Networking

By that MCI attracts:

- Facilitators, Team Leaders and Regional Units
- Closer liaison with local civic administration, associations and groups to attract mutually advantageous help.
- Resources such as posters, fliers, videos and electronic promotions, contact lists, including of the Media.
- Support for events.

SPONSORSHIP

Businesses are always on the lookout for opportunities to promote themselves and seen as good corporate citizens. Sponsorship ensures responsiveness to the needs of the community while the

² Facilitators represent states of India, cities and towns and are members of MCI. Team leaders are appointed by the Facilitators.

sponsors themselves become active members of the wider network. Sponsorship while often more difficult to obtain, offers many advantages over government-sourced funding.³

Benefits of sponsorship:

- Creates Facilitators, Team Leaders & Regional Units
- Facilitates communications with local civic administration
- Mutual help
- Enables resources such as posters, fliers, videos and electronic promotions
- Contact lists, including the Media.
- Supports *Clean Up the World* ('CUND'-type event in September.
- Creates awareness of MCI activities in the sponsor's publicity (eg. business journals, websites etc).

Opportunities for sponsorship

- Acknowledgment Certificate
- Prizes and awards for students and others that contribute to MCI Aims.
- Plaques for meritorious contributions to the environment.
- Publicity, such as videos, posters, fliers and other media
- Litter bins
- Posters
- Events eg September's *Clean Up the World* day
- *My Clean India* website.
- T Shirts, caps, buttons
- Banners
- Videos, training programs and other electronic media.

Sources of sponsorship funding could include:

- Businesses, especially those with an environmental interest.
- Business associations
- Government agencies
- Media

ACKNOWLEDGEMENT

Acknowledgement not only motivates, it inspires others into action. MCI has unique and powerful opportunities to acknowledge those that contribute to its aim of a clean and beautiful environment.

There are many applications for sponsorship funding with acknowledgement including:

- Acknowledgement Certificates.
- Prizes (eg poster and art competitions) provided by sponsors
- Events (eg September's *Clean Up the World* day).
- *My Clean India* website.
- T Shirts, caps, buttons.

³ Sponsorship requires formally identifying the source of funding with the applied purpose through acknowledgement of the sponsor such as the name, logo or to be used on mutually agreed terms to create awareness of who is the sponsor.

MY CLEAN INDIA – VISION AND ACTIVITIES

The Media, represented by newspapers, television and other print and electronic communications, represents opportunities to share the MCI vision and promote action in the community. Being non-partisan and not-for-profit represents outstanding possibilities for being a high profile and respectable voice for the community.

MCI can seek independent experts to represent its views and opinions under the banner of MCI and provide News Releases and other information including its website.

SUPPORTS EVENTS & ACTIVITIES

Promoting action and awareness in the community is most important for MCI and it therefore actively supports events which provide publicity and community participation.

Examples of events that can be supported by MCI include:

- Media-worthy activities in harmony with the MCI Aim.
- Competitions for schools' poster, essays, debates etc.
- Environmental/cleanliness agreements (eg. part of *Clean Up the World* day in September).
- Recycling and waste management initiatives.

EXPERT SERVICE PROVISION

MCI comprises of experts who have the ability to provide professional services notably expert opinions on a fee for service basis or simply as a form of advertising of available services and goods.

NETWORKING

MCI represents a network of partners within the community and its administration. While MCI initiates events, such as *Clean Up the World* day in September⁴, it primarily aims to form partnerships, allegiances with, or simply in support for groups that are aligned the Aim of MCI.

Pathways for the evolution of partnerships include:

LIAISON

- Media, providing resources and media releases of newsworthy events.
- Local civic administration and other associations.
- Schools and universities etc.

AWARENESS BUILDING

- Acknowledgement Certificates.
- Posters at relevant and approved locations⁵.
- Fliers
- Talks and lectures helped by videos and PowerPoint kits etc

⁴ *Clean Up the World* is celebrated around the third weekend of September each year which in Nainital became CUND ('Community United Nainital Day').

⁵ Posters may be placed at petrol pumps, clinics, schools, hospitals, tourist spots, hotels etc (basically indoors), exhibitions including at sponsor's stalls.

MCI STRUCTURE

MCI is a self-funded network that is focussed on its Aim that promotes autonomy and self-reliance. With a core requirement for transparency, integrity and accountability, MCI operates with ‘cost centres’ with a Central Office (CO) and regional units (RUs).

CENTRAL OFFICE

Central Office (CO) as ‘head office’, may provide services, intellectual resources (such as stationery, posters etc), distributes sponsorship funds and other resources for the Regional Units (RU), to promote MCI as the pre-eminent association in India responsible for cleanliness. While initially the RU will report direct to CO, a federal system will evolve with State Offices (SO’s) that report to CO and taking care of the cities and town units.

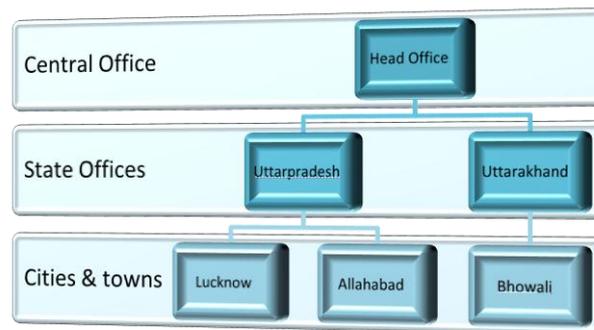


Figure 1 A schematic to indicate responsibilities.

Central Office will as far as practicable be the manager of MCI in terms of developing strategies and general principles. Openness (*transparency*) and accountability are fundamental throughout the network and each unit, including itself, will be required to provide an audited report on sponsorship receipts and allocations.

Services are provided between units on a cost recovery basis unless otherwise agreed. Sponsorship allocations are determined by agreement with the sponsor but CO will encourage distribution of funds to the RUs (with requirements to produce audited accounts as to their application).

The core activities of CO are that of “administration” which includes:

- Financial management of its own office and distribution of sponsorship funds to regional units.
- Supporting Regional Units with regard to the status as being registered associations or as agents of CO
- Managing sponsorship and other sources of funds (eg. United Nations, governments, foundations etc) including for regional units.
- Database management for sharing with regional units eg.
- Available awards, prizes and sources of support
- People and organisations who can be helpful (eg. Rajiv Gandhi foundation, Ashoka foundation, UN, Volvo etc).
- Media contacts
- Website management
- Publicity information management about MCI as an organisation
- Information of key MCI activities and links to Regional Units.

- Event creation and promotion. Seminars (technologies, outcomes benefit of cleanliness), poster & essay competitions CUN- type events in September.
- Liaison with other organisations including *Clean Up the World*, government administration, kindred associations.
- Publicity preparation, design and distribution directly and electronically through Regional Units.
- Design of core resources including business cards, fliers, posters, and other artwork
- Strategy development.
- Maintaining a permanent venue for MCI at high profile venues (eg. Akshardham temple or Maitreya project).

APPENDIX 1 - WEBSITE

As a modern organisation MCI uses the website as a virtual office to communicate, share and maintain a database, to serve as a repository of stationery and other paper and electronic media that can be downloaded by its members. The website, www.mycleanindia.com is managed by Central Office with sections delegated to the states who may either chose to maintain sections for their cities/towns or commission CO, on a fee-for-service basis, to undertake the work.

To minimise the administrative burden, the website and Internet is used to communicate, store and manage as if a *virtual office* with suitable security measures.

As an integral member of the community, the website has a facility for the public participation such as the signing of environmental agreements and a bulletin board for general communications.

The states and RUs are responsible to ensure a uniform appearance to a high standard without interference from Central Office and may seek whatever sponsorship and advertising. In other words, and as far as practicable, a federal system will operate with competition determining standards and content and subject to the minimum control and direction from CO.

The Website with different levels of access and control, will therefore:

- Promote the aims of MCI
- Acknowledge people that contribute to the Aim of MCI
- Promote events
- Manage databases of contacts
- Serve as a resource for the Media
- Communicate policies and its Memorandum
- Represent a 'stationery store' for downloadable forms, letterheads, etc.
- Be a repository of records including of awards, events, media coverage, photographs and videos
- Record outcomes of events including details of awards.

My Clean India Oath

- I commit to being responsible for the beauty of my environment*
- I commit to build this awareness and encourage action in my community*
- I commit to a prosperous community, in harmony with nature*

Prosperity and beauty through community.

माइ क्लीन इंडिया शपथ

- मैं प्रतिज्ञा करता हूं कि मैं अपने पर्यावरण की सुन्दरता के लिये अपने आप को उत्तरदायी मानूंगा।।
- मैं इस जागरूकता को फैलाने तथा उसके क्रियान्वयन में अपने समाज को प्रोत्साहित करूंगा।
- मैं प्रकृति के साथ एकलय एक सम्पन्न समाज बनाने के लिये कृतसंकल्प हूं क्योंकि मैं माइ क्लीन इंडिया के निम्न उद्देश्य से पूर्णतया सहमत हूँ।

समाज के सहयोग से पर्यावरण की सुन्दरता और सम्पन्नता