

□ Delhi Ko Kude Se Azadi: A Bold Step Towards a Cleaner, Healthier Capital

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Delhi is rising to the challenge—again. This August, the Delhi Government has launched an ambitious month-long campaign called "**Delhi Ko Kude Se Azadi**" under the broader banner of the **Swachhata Abhiyan**. The goal? To rid the city of garbage and ignite a lasting movement for cleanliness, public health, and sustainability.

A Mission for a Healthier Tomorrow

Running from **August 1st to 31st**, this initiative is not just another government drive—it's a **collaborative mission**. It brings together **government hospitals, schools, NDMC, NGOs, and everyday citizens**, all united by one powerful idea: that **a cleaner Delhi is a healthier Delhi**.

The campaign addresses a critical issue—**solid waste management**—by introducing **scientific methods** for waste segregation, collection, and disposal. But the core of the initiative is not just infrastructure—it's **behavioural change**.

Change Begins with Awareness

True transformation begins with awareness, and the Delhi Government knows this well. From **public health awareness camps** to **community outreach programs**, the campaign is designed to educate and empower.

Healthcare professionals—**doctors, nurses, and paramedical staff**—are on the frontlines, conducting sessions and camps to help citizens understand the **health risks of poor sanitation** and the **benefits of a clean environment**.

Community First

One of the strongest messages in this campaign is the importance of **community participation**. The government can only go so far without the support of the people. Whether it's ensuring waste segregation at home or stopping a neighbour from littering, **every action counts**.

As the campaign slogan reminds us:

“If there is cleanliness in the house, then we must also target the waste around us.”

Mass Participation, Collective Responsibility

“Delhi Ko Kude Se Azadi” brings together multiple stakeholders, including:

- Government Hospitals & Health Departments
- NDMC and MCD bodies
- Public and Private Schools
- Registered NGOs
- Local RWAs (Resident Welfare Associations)
- Citizens and Volunteers

Public awareness and behavioural change are key pillars of the initiative. Daily educational and sanitation activities will be carried out throughout the month, including:

- Clean-up drives in neighbourhoods and markets
- Public health awareness camps
- Scientific waste management workshops
- Anti-plastic and sustainability awareness campaigns
- School and hospital outreach programs

Beyond Garbage: Tackling Plastic & Pollution

Towards a Plastic-Free, Waste-Free Delhi

The campaign strongly promotes the **ban on single-use plastics** to adopt **sustainable materials** and encourages citizens to embrace the **3Rs: Reduce, Reuse, Recycle**. Scientific waste segregation and disposal systems will be demonstrated and implemented in select zones, with an emphasis on replicability and scale.

From **cleaning roads and homes** to **reviving rivers, drains, and even the sea**, this initiative aims to go beyond short-term impact—it's about nurturing a culture of environmental responsibility.

Daily Clean-Up Drives

A structured list of daily activities ensures that momentum is maintained throughout the month. Whether you're a school, hospital, or local resident group, there's a way for everyone to participate and make a difference.

Let's Be the Change

“Delhi Ko Kude Se Azadi” is more than a campaign—it's a **call to action**.

It's about **rethinking how we live, reconnecting with our environment**, and realizing that public health starts right outside our doors. The responsibility doesn't belong only to the government—it belongs to **all of us**.

So this August, let's roll up our sleeves, grab a broom, and reclaim our city—one clean-up at a time.

Because a clean Delhi isn't just a dream. It's a decision.

