The #CleanIndia Initiative

At the very outset, a big thank you! The past twenty four hours were absolutely rewarding. We led a brilliant #CleanIndia initiative across all locations, and as we look at our Twitter notifications, the encouragement would just not stop pouring in. The volunteers have truly shown what it means to weed out all the all the negatives, and take the first step towards a cleaner, better India. We want to record our appreciation towards each one of them.

Live updates on the initiative are available at www.twitter.com/TechMahindraOrg. All of us at the Foundation urge you to connect with us on social media, and share the message across.

On this occasion, we are also excited to dust off and make an old initiative of ours shine again. We are happy to re-launch the *Rise for Good* series this month. These series are monthly features, that will give you a quick snapshot of what the Foundation does, and how we are impacting lives across the country.

As we go along, I would like to emphasise upon two things here: One, our initiatives across ten locations in India are very much strengthened by active volunteering. Over the past few months, we have had some really encouraging participation from you and your teams. However, to make it more sustainable for us and rewarding for the associates, we would need your constant engagement. My suggestion is, we can look at linking volunteering with the IDUs. That is, in addition to our efforts, your leadership starts playing a role in motivating the team to come forward.

Two, we can't stop at making it a one-off affair. Therefore, I would personally like to request you to look at areas around your own locations, and tell us how we can engage for a longer duration for a substantial change. We can begin with #CleanIndia itself, for example – adopting a village or slum around you, and turning it around in a meaningful way in the next one year, maybe? The Foundation is already dedicating the entire month of October to the #CleanIndia initiative.

Your feedback and ideas are welcome.

Have a great festival time and a happy weekend! Jai Hind!.

Warm regards,
Tech Mahindra Foundation

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Photos: (1) Group photo taken at the Government School, where the #CleanIndia initiative was run in Village Mamoora, Noida. (2) Photo with Mustaqeeb, a grade 1 student who has just enrolled in this school. He no longer thinks that Mahatma Gandhi is the Prime Minister of India, and has pledged to tell his friends about Narendra Modi and the #SwachhBharat initiative.