



# Celebration of



**SBC<sup>3</sup>**  
CENTRE FOR  
SOCIAL AND BEHAVIOUR CHANGE  
COMMUNICATION

## School Change Makers

Monday October 15<sup>th</sup>, 2018 was a hot day in Mumbai with temperatures soaring to 37 deg. But that had no impact on the excitement of participants who had gathered at the ADAPT, special education school Auditorium from 3 :00pm onwards. Children and teachers/principals had gathered to Celebrate their efforts and results as active participants of the *Phenk Mat Mumbai* (PMM) program. By September 30<sup>th</sup>, 2018 a total of 310 schools and over 2.5 lac children had been covered by the program. The Celebrate PMM event was being held both to reward outstanding school performance in the PMM program and also to showcase the voices of children on Littering and Swachh Bharat via a number of performances.

PMM is an initiative of Club Mahindra and the Confederation of Indian Industry (CII) to make Mumbai litter free. The project is supported by Municipal Corporation of Greater Mumbai and the Government of Maharashtra. Centre for Social and Behaviour Change Communication (SBC<sup>3</sup>) is the implementing partner and has conceived, developed and rolled out the programme.

PMM seeks to make Mumbai litter-free by involving children and youth. It aims to influence

littering behaviour among children studying in Mumbai's schools and colleges, encourage them to develop the habit of cleanliness and make them lifelong ambassadors for anti-littering behaviour. In phase 1, PMM was implemented in 200 schools and colleges of A and F wards, starting August 2017. In Phase 2 which commenced June 2018 and expects to end by Feb 2019 will see another 200 schools covered across multiple wards. By end September 2018, 110 schools had been covered by the program.

The event was anchored by Veena, Sr Communication Manager at SBC3 and commenced with the lighting of the traditional lamp by the chief



**Mr. Arun Nanda, Chairman  
of Mahindra Holidays &  
Resorts**

He is a Chairman of various other organisations,



**Lamp Lighting Priya Arte,  
Tishya Relia, Supriya  
Govekar, Amrita**

guest Mr. Arun Nanda, Ms. Supriya Govekar, Mr Arun Nanda is the Chairman of Mahindra Holidays & Resorts (I) Ltd. And Mahindra Litespace Developers Ltd. Apart from these



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industrial bodies and institutions. But the key difference is unlike so many corporate honchos Mr Nanda is a corporate leader with a sensitive social heart. He has always been at the vanguard to support several social

initiatives and he has headed CII Western Region Swachh Bharat Task Force. Mr. Arun Nanda then addressed the crowd on his



**Full House for the Celebration**

vision and mission for the 'Phenk Mat Mumbai' project "We should not only live in a clean house, but we should also make the areas around us clean. We thought using children is the best change agent as they learn faster and they can make others around them listen to what they have to say".

He mentioned that the change that needs to be brought out in people is not just a change in action but also change in the attitude.



**Ms. Sushila Patil,  
Bal Vikas Vidyalaya**

Next it was time to open up the stage to those who had gone above and beyond and taken the PMM initiative to the next level.

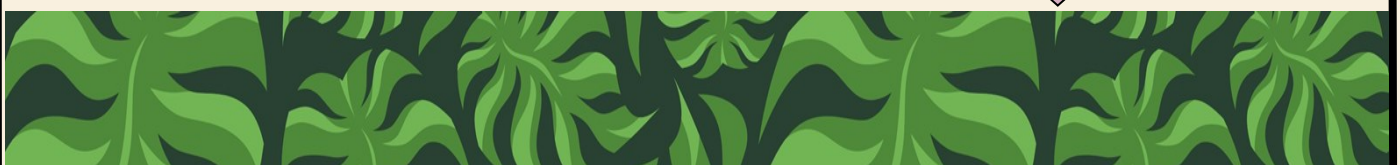
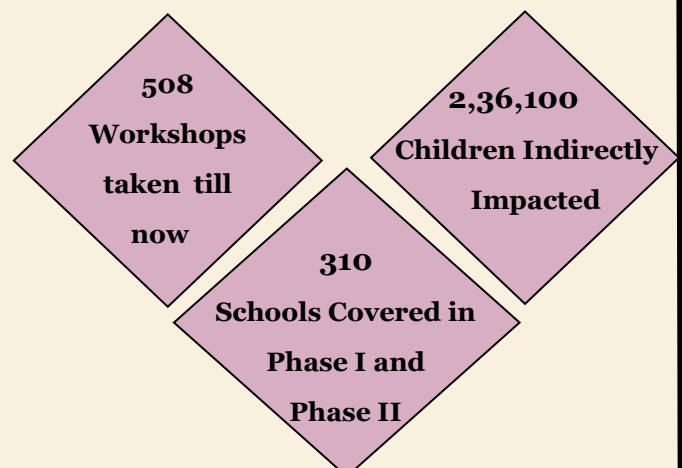
Ms Sushila Patil, Senior Supervisor of Bal Vikas Vidyamandir had been the head of Nature Club since 1990. Her love for a clean litter free environment helped the campaign go beyond the four walls of the classroom. She also formulated a clean-up drive where they targeted around 50 households around the school and spread awareness regarding the importance of garbage separation.



**Mr. Milind Seth,  
Universal English School**

Mr. Milind Seth, the Trustee of Universal English High School, Goregaon, emphasized on the importance of

PMM's method of changing mindsets by setting an example amongst children. Mr Seth spoke passionately about the Recognize and Reward method which has proved to be effective in their school through the anti-littering campaign





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Mr. S.P. Singh, ex-principal of Sitaram Prakash High School described this campaign as a strong mechanism which dovetailed the students with a vision for a litter free city.



**Mr. S.P. Singh,  
Sitaram Prakash High school**

Children were the stars hands down. Eco Commandos of JD Bharda school, Ms. Dimple Babariya and Ms. Neha Yadav spoke proudly of their work in the program. Each of the performances turned the audience rapt. The children were determined to change the mind set of the adults seated in the hall through various performances themed on litter. Performances such as litter poems, songs, and skits were presented by various schools. The skit by the Universal school students and PMM anthem 'Hum Hongey Kamayab' by Parle Tilak Vidyalaya Marathi Medium School Primary Section. The prize distribution was next, the prizes were split into two categories, runner's up and first place for schools from Phase I and Phase II.

The event concluded with Mr. Nishit Kumar, Founder and MD of SBC3, addressing the audience with an acknowledgement to the team and PMM initiative. The entire SBC3 team then came up on stage as they were applauded by the audience.

## Entertainment for the Evening



**Litter Poems by Harshida Verma and Shaikh Ayan from J.D. Bharda High School.**



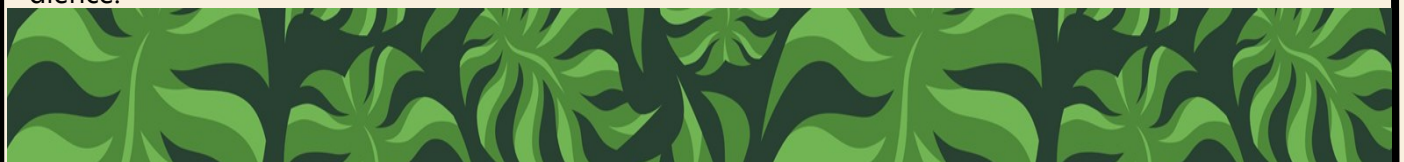
**Litter songs by Nihal Mishra and Pooja Tomar from Vasudev Vidyalaya.**



**Skit by Al Momenieh High School .**



**Elocution by Tanay Chavan form J.D. Bharda High School.**







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### Entertainment for the Evening



**Skit by Universal English High School.**



**Elocution by Kripi Yadav from Staram Prakash High School.**



**PMM Anthem: Hum Hongey Kamyab by Parle Tilak Vidyalaya Marathi Medium School, Primagade.**

The various attendees then shifted out of the auditorium to enjoy an exhibit of Creative Corner of artefacts and charts made by schools such as Bal Vikas Vidyamandir, Disha Karna Badhir Vidyalaya, N.P.K.T. Vidya Mandir and H.M. Nanavati English High School.

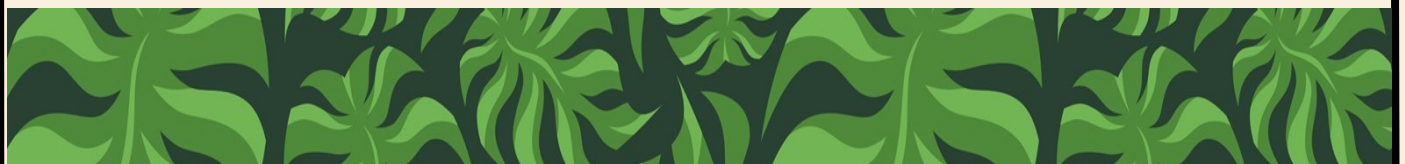
The participants were given certificates and medals for their priceless contribution to the event. Everyone enjoyed their snack boxes, specially ordered from St Stanislaus High School Canteen and interacting with one another.

The PMM Documentary Link- <https://youtu.be/YQ75Mye7U5k>

The event was covered by media such as Times of India online edition- <https://timesofindia.indiatimes.com/videos/entertainment/events/mumbai/anti-litter-sensitization-campaign-phenk-mat-mumbai-held-in-mumbai/videoshow/66228328.cms>



**Creative Corner charts by NPKT Vidya mandir and  
Artifacts by HM Nanavati School**





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### Congratulations are in Order...

#### Phase I Winners

##### MAXIMUM COMPETITIONS CONDUCTED:

1. Sitaram Prakash High School
2. Seva Sadan Organization

##### MAXIMUM ACTIVITIES CONDUCTED:

1. JD Bharda High School
2. IES VN Sule English Medium

##### MAXIMUM STUDENT PARTICIPATION:

1. Shri Gauridutt Mittal Vidyalaya
2. Dr. Shirodkar High School

THREE SPECIAL SCHOOLS WERE AWARDED TROPHIES FOR THEIR EXTRAORDINARY PARTICIPATION IN THE PHENK MAT MUMBAI CAMPAIGN:

1. Disha Karna Badhir Vidyalaya
2. Usha Jamnekar Mook Dhvani Vidyalaya
3. Dr. Shirodkar Special School

#### Phase II Winners

##### MAXIMUM COMPETITIONS CONDUCTED:

1. Bandivali Education Trust
2. MKES English School

##### MAXIMUM ACTIVITIES CONDUCTED:

1. Sudarshan High School
2. Umedbhai Patel English high school

##### MAXIMUM STUDENT PARTICIPATION:

1. Children's Academy
2. Bal Vikas Vidya Mandir



**Children's Academy– Winners of Maximum Student Participation in Phase II.**



**Dr. Shirodkar Special School- Extraordinary Participation in PMM Campaign in Phase I.**



**Seva Sadan School– Runner's up for Maximum Competitions Conducted in Phase I.**



**SBC<sup>3</sup> Team**



**Disha Karna Badhir Vidyalaya– Extraordinary Participation in PMM Campaign in Phase II.**

