THE MAGICAL BROOM

a true story
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THE COUNTRY FOUGHT AGAINST SLAVERY

BRITISH WERE FORCED TO RETREAT

ON THE MIDNIGHT OF 15TH AUGUST 1947, OUR MOTHERLAND ROSE TO INDEPENDENCE, BREAKING THE BONDS OF SLAVERY.

IN 60 YEARS INDIA MADE ITS MARK IN IT, MEDICAL SERVICES, DEFENCE, SPACE AND EDUCATION

EXCEPT A CLEAN INDIA IMAGE

IN THE RACE FOR MODERNIZATION, CLEANLINESS WAS LEFT FAR BEHIND

THE COUNTRY FOUGHT AGAINST SLAVERY
It led to infectious diseases.

To such an extent that medical expenses became unaffordable for the common man.

As if everybody had turned a blind eye towards the situation.

Prime Minister Shri Narendra Modi prioritised the Clean India Movement in the country.

On the occasion of the birth anniversary of Father of the Nation, i.e., on 2nd Oct 2019, the Honorable PM appealed every citizen to participate in national campaign of Swachh Bharat with a determination to give our motherland a new face.

He inspired his countrymen by cleaning the streets himself.

The volunteers of Neuroscience Research Lab and Annals of Neurosciences, Dept. of Neurology (NRL), Post Graduate Institute of Medical Education and Research (PGIMER) followed the footsteps of the national leader.

Litter hunt was on.

Every corner was scanned for litter and hidden dirt.

Excuse me, gentleman. I am hunting for dirt and garbage.

That’s great but I am afraid we don’t have any.

I suspect your claims to be false. I feel there is dirt hidden.

Huh!!! You must be dreaming, litter hunter... go get some rest and excuse me.
The October 2, 2019, Oath of Cleanliness became viral for NIRL. Promoted by Director P. S. Sai, the oath was taken by students, teachers, and parents to maintain cleanliness in their homes and schools.

A mentor, a scientist, and a father motivated his team and family alike. His team was ready even before his call, and they were more than willing to clean their campus.

They stuck to their oath to clean their environment every week, by SITING 20 HOURS after their work.

We will require your help and assistance. We will assist you without any fail.

Let us also educate the patients. It is difficult to sustain as there are new patients every day in PSI.

The scientist met the PSI Sanitation staff and discussed the methods to sustain cleanliness in the campus.

They held meetings to discuss the roster of Swachh Bharat Campaign.

List contained the names of NIRL family members entitled with duty to initiate the campaign every week.

Being OLP compliant, the NIRL also prepared an SOP for carrying out SB campaign.
Sunita Shah and her feel that their patients restrict the scope of campaign. However, we can use it as an opportunity to spread awareness to new people.

We have to clean our surroundings as we maintain our work space free of contamination.

You can organise SB campaign just like planning your experiments.

Precious life can also be saved if we can sustain the cleanliness drive.

They started with their own institute......cleaned parking area.

After weekly SB activity NH family would discuss future plans over refreshments at PSI's tuck shop.

And those who cleared more garbage were rewarded with opportunity to learn new experimental techniques reserved for a few.

Outside PSI campus

Installed dusters in campus

Even family members of the scientists joined the campaign.
While cleaning... they suffered injuries...

These difficulties didn’t deter them from participation in SB activity.

Even foreign scientists volunteered to participate in SB, sharing their country’s experience.

...had allergies.

That’s a wonderful thing... in the USA... even we addressed general masses about the importance of cleanliness.

Yes Dr. Roh even I remember my meeting with Dr. Regbert Carull from Australia in Khadi. He told me that...

Hi!!! I heard about your SB campaign. That’s a great step.

35 years back Australia was unaware of cleanliness as well.

Sanitation was a burning issue in Australian society.

Australians were sensitised about cleanliness and as a result of 15 years of sustained effort we see a clean country.
IT’S ALL ABOUT SOCIAL AWARENESS AND LEADERSHIP. PEOPLE WANT TO CHANGE THEIR HABITS THAN BLAME OTHERS.

I COMPLETELY AGREE WITH YOU.... GOOD CITIZENS BRINGS GOOD NAME TO THEIR COUNTRY AND WORLD LIKE NON RESIDENT INDIANS IN USA.

ACCEPTED WITHOUT REPLY!!

I PROPOSE TO PUBLISH MY CONCEPT OF ROLE OF SBI ON INDIAN METABOLIC IN ANNUAL ANNUAL OF NEUROSCIENCES.

COME DEAR OUR KIDS WANT TO TALK TO US ABOUT SOMETHING?

CHILDREN ALSO INFORMED THEIR PARENTS ABOUT SBI CAMPAIGN.

NOW DAY TODAY WE LEARNT ABOUT IMPORTANCE OF CLEANLINESS FROM P. SCIENTISTS.

THEY ALSO TOLD US ABOUT HOW WE CAN MAINTAIN CLEANLINESS AND SAVE OURSELVES FROM DIFFERENT DISEASE.

THAT’S VERY GOOD THINGS TO TEACH. WE SHOULD BE THANKFUL TO THEM.

NOT ALL COMMENTS WERE ENCOURAGING.

HUM SUDHIR

SWACHH BHARAT

HOW MANY OF YOU ARE WITH THEIR PATIENTS IN RBI?

MOST OF US....... BUT WE HAVE TO UNDERSTAND THAT WE ARE SOMETIMES RESPONSIBLE FOR OUR OWN ILLNESS AS MOST DISEASE COME FROM ARDURBCHE.

HOW CAN WE REMAIN HEALTHY?

THIS DID NOT DETER NIL FROM DOING WHAT THEY TOOK OATH FOR. THEY TALKED TO THE GENERAL MASSES OUTSIDE RBI EDUCATING THEM ABOUT LINK BETWEEN CLEANLINESS, HEALTH AND ECONOMICS.
We can do this by maintaining the cleanliness around us, which I think is not a difficult task.

...we have to be aware of the role of environment in health and disease...

...we can simply imagine our nation as an expanded home where we don't allow dirt to accumulate...

...however, we should not imagine throwing the garbage casually out of our apartments...

...we should be ashamed of littering in the open...

...see what happens when it rains...

...this rain water gets mixed with the unsegregated garbage we dispose...

...under the ground this dirty water seeps carrying chemicals...

...save dirty water comes back to us...

...which we drink and use...

...we wash hands with...

...and if we eat with such dirty hands...
......We fall ill by our own mistakes.

......This can be prevented by our alertness.

......We can throw the garbage in bins installed by municipal corporation or carry the garbage for proper disposal.

......So that municipality personnel can take away the garbage and segregate it safely.

......We should wash our hands effectively and properly before handling food or after going to washroom so that no germs are left on the palms.

First rub the hands with each other.

Then rub the reverse side of hands against the front palms.

Then rub the centres of your palms with your fingers.

Repeat the procedure for both hands.

Finally hold your thumbs and rub around it with the other hand.

Similarly we can also pay attention while coughing.

We should not cough on our hands.
Another thing to note... Men have very bad habit of urinating anywhere on public walls.

Why not?? If women can hold and can choose urinating habits rather than spoiling environment, why can’t men do the same??

...It’s all within us..... It’s our choice... Our duty... For a cleaner and safer environment....

...If it is so urgent we can use Sulabh Sanitarylav, a very noble initiative taken by a noble man...

Let me share someone’s idea...

Dr. Bindeshwar Pathak initiated the Sulabh Yojana throughout India.

The ‘Global Shapers’, a social organisation, clap at people who urinate in open in public places just to make them realise their mistake.

That’s a good tactic to stop people from committing these common mistakes.

By keeping our environment clean..... We can also save our money...
HOW CAN WE SAVE MONEY BY MAINTAINING CLEANLINESS....?

WE SHOULD CARRY OUT THIS CAMPAIGN IN OUR HOME TOWNS AS WELL....

WE, ALONG WITH OUR SENIORS DO THIS ACTIVITY ROUTINELY IN PATALGA AND I FEEL PROUD OF MY SSP....

WE ALSO REQUEST YOU TO BROADCAST YOUR NEIGHBORS, YOUR FRIENDS AND YOUR RELATIVES ABOUT THE IMPORTANCE OF CLEANLINESS..... THIS WAY WE CAN REACH TO EACH AND EVERY CORNER OF COUNTRY WITH OUR MESSAGE.

WE ALSO FORMED TEAMS OF VOLUNTEERS WHO CAME FROM THE SAME AREA TO CLEAN THE SURROUNDING...IT HAS BECOME A ROUTINELY ACTIVITY...

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AFTER WEEKLY INTERACTION WITH SENIOR MASTERS THEY WROTE LETTERS TO DIRECTOR OR PCC sharing their experience and requirements of patients and their relatives so that the goal of cleaner PCC could be achieved.

WITH SUCH CONTINUOUS EFFORTS, NRI WAS ABLE TO SWEEP AWAY SOME OF THE MOST HOSTILE MINDSETS.

IT WAS DIFFICULT BUT ENJOYABLE.

INTERNATIONAL NEURO SCIENCE CONFERENCE.....WE ALSO PERFORM SB AT OUR CAMPUS EVERY WEEK....

THEY UPLOADED THEIR TASKS EVERY WEEK ON MYGOV WEBSITE, PART OF PM’S DIGITAL INDIA MISSION...

AND MENTIONED ABOUT SWACHH BHARAT IN SEVERAL NEUROSCIENCE CONFERENCES TO POPULARIZE THE CAMPAIGN.

EVERY VOLUNTEER SHARED HIS/HER EXPERIENCE WITH THEIR NEIGHBORS AND FRIENDS AND RECITED...JANA GANA MANA...
Several weeks passed by as this group of scientists continued to narrate the benefits of cleanliness and motivated them to spread the same message to their friends, relatives and neighbors... Slowly but steadily the revolution started by a charismatic leader consumed the whole nation.

Due to increasing awareness for cleanliness patient load... reduced as time passed... year after year the number of patients going to hospitals decreased... further decreased... as the broom swept across the city...

And the city became cleaner and cleaner... the people became disease-free and prosperous... and germs ran away from clean areas... this place is not fit for us now!!! Run!!! Run for your life.
CLEAN &E; CAMPAIGN: REDUCED BOTH MEDICAL EXPENDITURE AND DISEASE SPREADING AREAS SUBSTANTIALLY.

INVITED MORE SCIENTISTS AND COLLABORATORS TO CONTRIBUTE FOR A CAUSE.

THE JUNIOR SCIENTIST MET HIS TEAM LEADER TO DISCUSS SOME ISSUES ABOUT SUSTAINING THE CAMPAIGN.

HE SUGGESTED THAT WE SHOULD RELEASE A MAGAZINE OR USE SOCIAL NETWORKS.

YOUR IDEA IS GOOD BUT I HAVE BETTER ONE!!!

HOW ABOUT MAKING A COMIC TO EDUCATE KIDS?

COMIC FOR ECONOMICS????

CLEANLINESS WILL SAVE HUMAN, INDUSTRIAL, ENVIRONMENT RESOURCES, AND WILL REDUCE THE GARBAGE BURDEN.

THAT'S A WONDERFUL THOUGHT. I THINK WE SHOULD IMPLEMENT IT AT ANY COST.

THEY STARTED WRITING THEIR EXPERIENCE OF 50 WEEKS OF 50 CAMPAIGN.

THEY POOLED MONEY TO PRINT COMIC.

DAY AND NIGHT

10TH WEEK
30TH WEEK

SWACHH BHARAT

IDENTIFIED A FACE OF CHANGE FROM AMONG ROUTINE FOLLOWERS

50TH WEEK

SWACHH BHARAT

PLAYED VIDEOS OF SWACHH BHARAT ACTIVITY IN PAST ONE YEAR

50TH WEEK

SWACHH BHARAT

CEREMONY OF 50 WEEKS OF UNINTERRUPTED SWACHH BHARAT CAMPAIGN BY INVITING ARTISTS

50TH WEEK

SWACHH BHARAT

ENGAGED EMINENT CITIZENS TO INSTALL DUSTBINS

50TH WEEK

SWACHH BHARAT

50TH WEEK OF SB CAMPAIGN COINCIDED WITH PM’S VISIT TO IIT FOR 34TH CONVOCATION

34TH CONVOCATION

THE EFFORTS CONTINUED BEYOND 50 WEEKS

50TH WEEK

SWACHH BHARAT

ON 2ND OCT 2015 HONBLE PM GAVE AWAAY SAFARI/awards

34TH CONVOCATION

SMART CITY MEETING

SMART CITY MEETING

There are a few suggestions I have...

34TH CONVOCATION

SMART CITY MEETING

PASARATIHIGA SMART CITY MEETING IN JAIPUR UNIVERSITY ORGANISED BY CITY COUNCIL

34TH CONVOCATION

SMART CITY MEETING

DUE TO ABSENCE OF PROMINENT URINALS PEOPLE ARE URINATING ON WALLS...
DEDICATED TO VOLUNTEERS OF NEUROSCIENCE RESEARCH LAB FOR COMPLETING ONE YEAR OF UNINTERRUPTED SWACHH BHARAT CAMPAIN DEVOTING 2 HOURS EVERY WEEK.

Painted by Shri Vinod Mehta.