

## **Bharti Foundation mobilizes more than 1,00,000 rural children to support “Swacchata Hi Seva 2018” movement**

- *More than 1,00,000 students and 4500 teachers today took part in the pledge ceremony along with the local community members organized in more than 550 villages across 11 states*
- *The event marks the start of the year-long activities by Satya Bharti Programs, to support “Swacchata Hi Seva 2018” movement, initiated by the Hon’ble Prime Minister Mr. Narendra Modi*
- *Bharti Foundation also launched a manual on “School Swachhata and Hygiene Education” to raise awareness of best practices in cleanliness and hygiene*

**New Delhi, 1<sup>st</sup> October 2018:** More than 1,00,000 students, 4500 teachers along with local community members, today took the “Cleanliness Pledge” in the ceremony organized by Bharti Foundation in 254 Satya Bharti Schools and more than 300 Government schools, supported by Satya Bharti Quality Support Program, across 550 villages in 11 states. The ceremony marked the start of the year-long initiatives by Satya Bharti Programs, to support “**Swachhata Hi Seva 2018**” movement, initiated by the Hon’ble Prime Minister Mr. Narendra Modi.

The pledge ceremony was organized to energize students to pursue hygiene habits in their lifestyle and maintain the cleanliness in their surroundings. The ceremony was followed by “Awareness Rallies” conducted by Satya Bharti School students in their villages with message of cleanliness, sanitation and hygiene. Bharti Foundation also launched a manual on “School Swachhata and Hygiene Education” and formed a 10 member student committee across 254 schools to raise awareness on the best practices of cleanliness and hygiene.

Speaking on the occasion **Mr. Vijay Chadda, CEO, Bharti Foundation** said *“I congratulate all students, teachers and other staff members for being part of the Cleanliness drive and awareness campaign in their respective schools. We believe that education can empower children to become the real agents of change and therefore the Satya Bharti School students are not only encouraged to follow cleanliness and hygiene practices but also to spread awareness, change mindsets and proactively take up such cleanliness drives.”*

The yearlong initiatives by Satya Bharti Programs, will encourage the students and teachers to spread the awareness on sanitation and hygiene by using diverse channels of communication, ranging from interactive banners to energetic rallies. The initiative will be further strengthened and scaled up by celebrating all important days related to cleanliness and including “Swacchata” themes in school events like Rang Tarang, Sports Day, Independence Day and Republic Day this year till 2nd October 2019.

Bharti Foundation has been working in the area of rural sanitation since 2014. The Foundation's program 'Satya Bharti Abhiyan' achieved the distinction of having delivered more than 18,000 household toilets and continues to work with Department of Water Supply and Sanitation, Amritsar to encourage the community to maintain the cleanliness and hygiene of the toilets. In 2015, the concerted efforts of Satya Bharti School students resulted in building of 3100 toilets in a period of 6 months. Under its Satya Bharti Quality Support Program, Bharti Foundation has empowered student leaders of Government schools to undertake community as well as school-based cleanliness campaigns.

### **About Bharti Foundation**

Bharti Foundation, the philanthropic arm of Bharti Enterprises, was set up in the year 2000. It implements and supports programs in the fields of primary, elementary, senior secondary and higher education. Through its flagship initiative - the Satya Bharti School Program, the Foundation provides free and quality education to more than 45000 underprivileged children through 254 Satya Bharti Schools, across rural India, with a focus on the girl child. The impact of quality education is being scaled up by transferring the learning and best practices of this program to Government Schools, through the Satya Bharti Quality Support Program. In addition to its primary focus area of education, the Foundation initiated 'Satya Bharti Abhiyan' in 2014 to improve sanitation facilities. Since inception Bharti Foundation has reached out to 3,50,000+ students and 14,000+ teachers through more than 2,300 schools/centres across 15 Indian states through its initiatives in the education sector. The programs have impacted over 2 million community members across rural India. Satya Bharti Abhiyan achieved the distinction of having delivered more than 18,000 household toilets, directly benefitting over 93,000 beneficiaries in Ludhiana and rural Amritsar. These programs have already been recognized as one of the largest private enterprise initiatives of the country in the education sector.