

# The Largest Sensitisation Campaign on Anti-Littering

*Hospitality*

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- Children - the future of our country, take the reins in their hands to make Mumbai litter-free & clean
- 310 schools participated in the drive
- Nearly 3,00,000 children impacted by the initiative

**Mumbai, October 15, 2018** : Phenk Mat Mumbai, an initiative by Club Mahindra and Confederation of Indian Industry (CII) supported by Brihanmumbai Municipal Corporation imbedded a social and sustained behavioural change in the youth of the city by internalizing the habits of cleanliness and making them the lifelong ambassadors for anti-littering behaviour.

The campaign planned to internalise anti littering behaviour in children using Social Behaviour Change Communication techniques is a campaign run in schools with a combination of workshops, education, engagement and competitions.

The programme commenced in June 2017 is an ongoing programme, managed by Centre for Social and Behavior Change Communications (SBC3). Until end of September 2018, the programme had covered 310 schools and nearly 3lac children. By February 2019 the programme will cover 400 schools. Children covered by the programme also had an impact

on their households across the city.

**Arun Nanda, Campaign Chairman, Phenk Mat Mumbai and Chairman, Mahindra Holidays and Resorts India Ltd said,** "I am delighted to see our campaign shaping positively by imbibing new practices and learnings in children towards a cleaner city. *Children are capable of influencing the mass if they are really made aware of the larger consequences taking place in the society. Phenk Mat Mumbai is one such initiative taken believing this fact and we are glad to see the encouraging result"*

The celebration event of the successful implementation of this cleanup initiative witnessed participation of 73 children from 185 schools.

The school program was designed using the techniques of Social and Behaviour Change Communication which entails the use of communication to change behaviours, by influencing knowledge, attitude and social norms. The program not only appealed to the logical mind but also connected with the children at an emotional level.

In each school the programme ran over two months with direct impact of improved cleanliness in the school and demonstration by children of their commitment to anti littering.

### **About Mahindra Holidays and Resorts India Limited**

Mahindra Holidays & Resorts India Limited (MHRIL), India's leading player in the leisure hospitality industry, offers quality family holidays primarily through vacation ownership memberships. While Club Mahindra is the flagship brand, the other brands offered by the company are – Club Mahindra Fundays and Svaastha Spa.

As on March 31, 2018, MHRIL has ~235K vacation ownership members and operates 55 resorts across India and abroad and its subsidiary, Holiday

Club Resorts Oy, Finland, a leading vacation ownership company in Europe has ~ 50K members and 33 resorts across Finland, Sweden and Spain.

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