

# Kitchen waste from one more household..



# Human Nature

- If I found someone **plucking a flower from a botanical garden**, then I am also free to pluck one.
- If one person can **jump a traffic signal**, then everyone can jump...
- If I found one person **throwing a used water bottle** from inside a car, I am also free to do that.

# The Historical Charminar



**Trust me, I was not the first one to scribble on the walls of Charminar**

*“The scribbles (graffiti) already on the walls of Charminar only prompted me to make my mark, and register my attendance there”*



No Smoking



It is against the law  
to smoke in these  
premises

- I don't develop confidence **to light a cigarette until I find another person lighting one.**

# Privately smart



Too intelligent for one's own good! Are we (Indians) extremely selfish?



# Kitchen Waste from one more house...



**Trust me! I was not the first one to chuck my kitchen waste here.**

- The entire India is not going to become clean, if I alone stop throwing my kitchen waste here.

# It's dirty anyway



- **What difference can I alone make?**

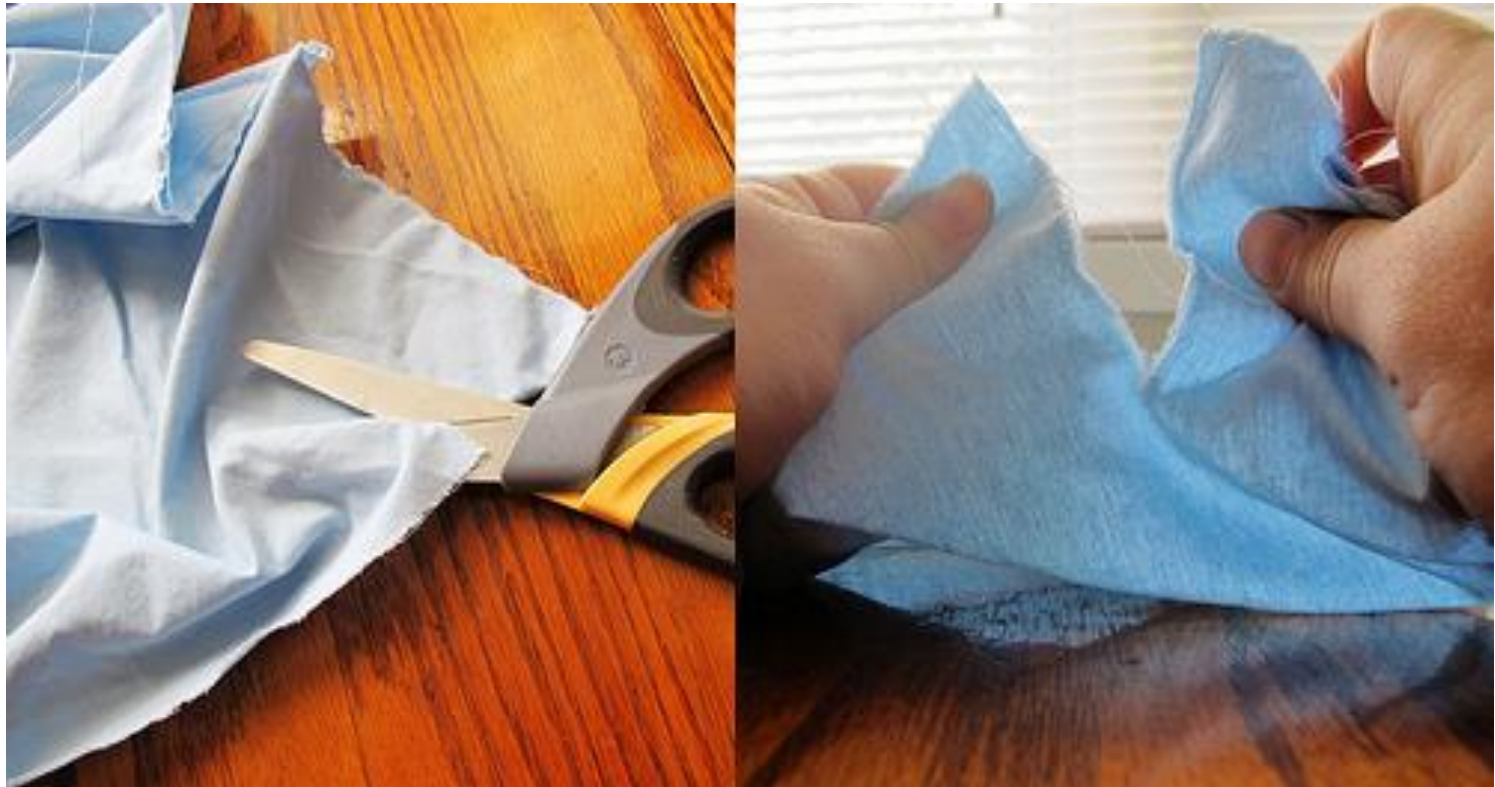
# Theory of Broken Windows



- The **broken window** is a *metaphor* for **how behavioral norms breakdown in a community**.
- **Once people begin disregarding norms** that keep order in a community, both order and community loosen.
- As days go by, people feel **less shy and less reserved** about things getting from bad to worse.



Once it gets unstitched in one place,  
it goes opening out until it can get to  
the worst.



# The garbage of over one billion people

- So like me, like you, like my neighbour everyone in India is throwing garbage at the street corner.
- The result of our **rationality** (justification) is the huge garbage heap of a country of over one billion people.
- **If an attitude is rational for me, it is rational enough for everyone else.**

# From bad to worse, things get faster





# From bad to worse it keeps expanding





# I am NOT (alone) responsible for this



- But everybody else is doing it...
- Everybody is throwing garbage on the street, why shouldn't I?...
- Everybody is jumping the queue, why shouldn't I?
- Everybody is being corrupt, so shouldn't I accept that bribe?

- **If an attitude is rational for me, it is rational enough for everyone else.**

# Kitchen waste of one more household

- Segregating waste at the household levels seems such a waste of time, considering that the streets are anyway dirty.
- And the **kitchen waste of just one more household** is unlikely to make much of a difference to the overall sanitation of the surrounding.
- Why sacrifice one's self interest for the sake of the community?
- **Selfishness seems to tell each and every Indian that it is entirely rational for us to chuck our kitchen waste at the street corner.**

# It's as simple





# Children are getting trained as well





# Life is Simple, if you learn to live with Problems



# Celebrate Life

**Don't complicate life    Take it easy policy**



# What difference can I alone make?

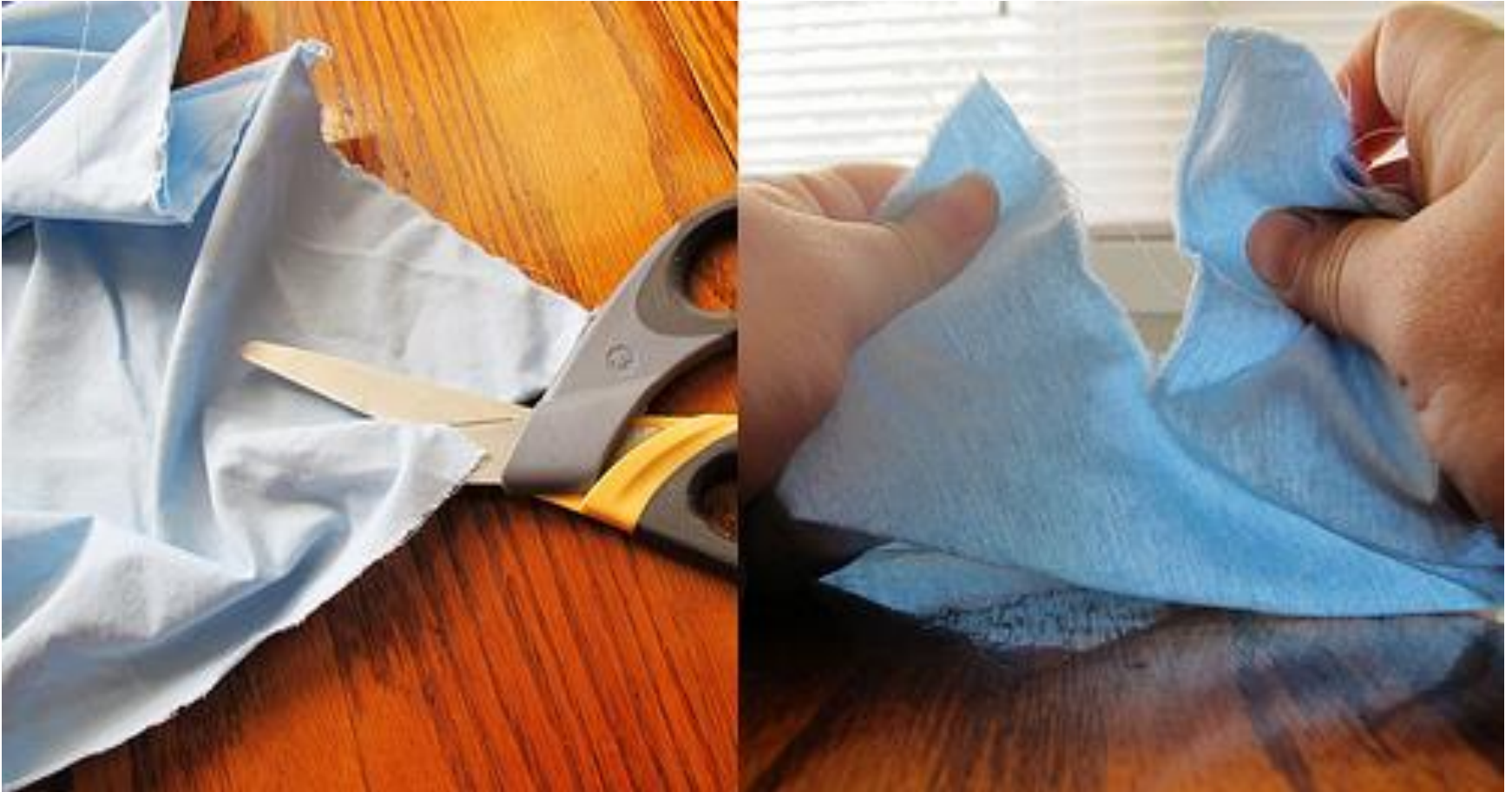
- Surely, the entire pool can't get dirty just because I urinate in it.
- What does it matter if I alone come in late, in any case not many people are going to be punctual.
- How can my not throwing that piece of paper on the street clean up the whole city?
- What does it matter if I alone keep my high beam on while driving at night?
- Will the country's water table get any higher just because I alone invest in a rainwater harvesting system for my house, or remember not to run my wash-basin tap full blast while shaving?



# The danger is, this is expanding

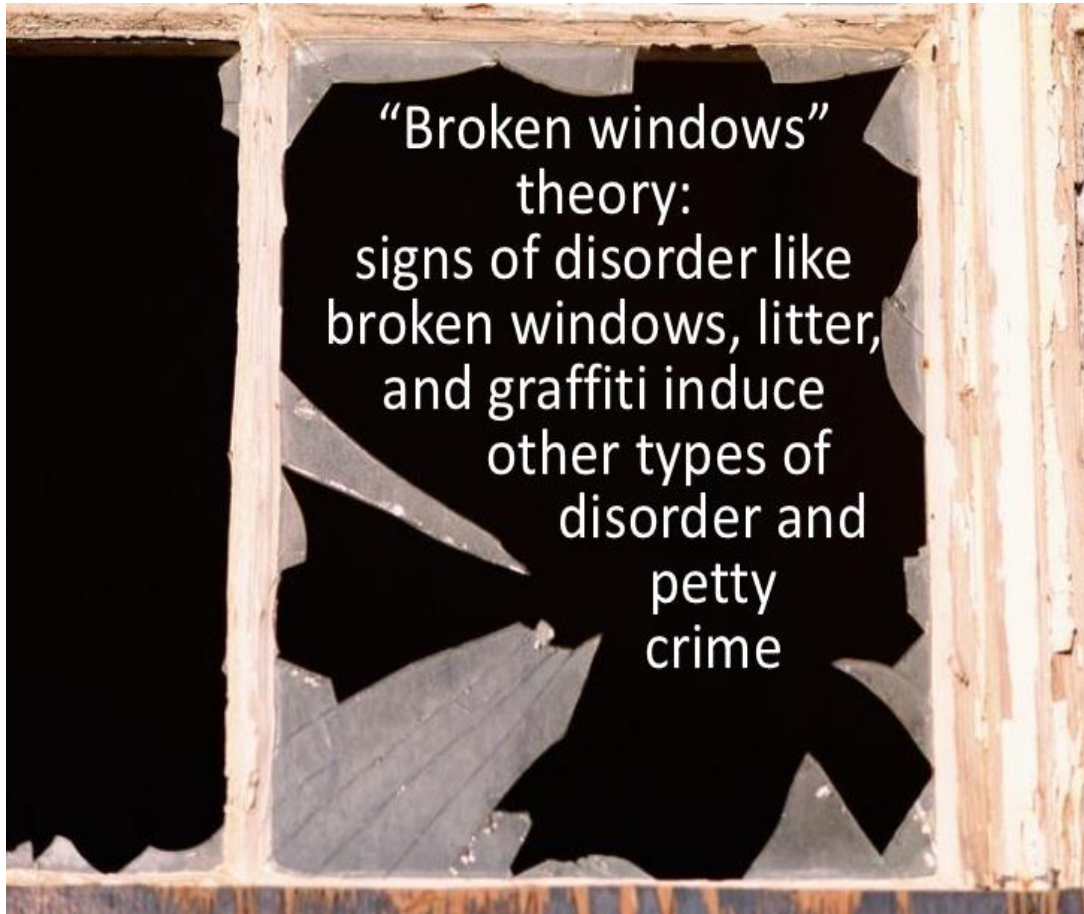


Tear a little, it becomes easier later on...  
... and much easier as you go on.





# Broken windows, if not repaired on time, the disorderliness tends to expand



# Three Clear Reasons

- Firstly, as we ourselves are unfair to varying degrees it does not shock us when we encounter unfairness in others.
- Secondly, we are glib with our words. We can rationalize (justify) almost anything with verbiage (talk).
- Third, what can I alone do? We reason.



# Why don't we pass a law / an Act?

- Unless I am allowed to do ANYTHING ..... ANYWHERE ....then I feel my country has become less democratic.
- I am not allowed to smoke in a public place
- I am not allowed to spit on the road
- It seems they will bring a law that I should not defecate in open
- This is atrocious.
- India is becoming less democratic, isn't it?

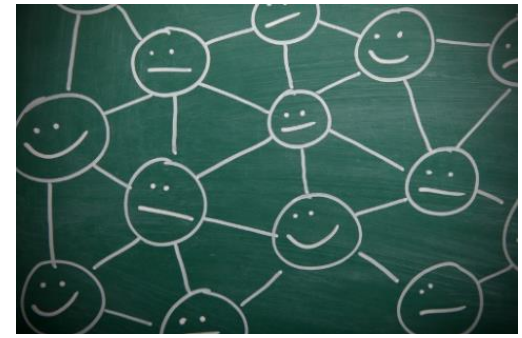
# What is democracy?

- One of the core principles of democracy is: **Self-regulation.**
- When people don't self-regulate themselves, an external regulation (like a law / act / imposed fine) becomes necessary.
- But it is not characteristic of a 'real democracy'

# Am I a Swachh Citizen?

- **I expect a public toilet to be clean when I enter.**
- **But, unfortunately, everyone likes a clean toilet, which I think is an unfair expectation.**
- *How does my rationality sound?*

# Social Norm



- Norm = that which is considered ‘normal’ in Indian society.
- The **broken window** is a *metaphor* for ways behavioral norms break down in a community.
- If one person scrawls graffiti on the wall, others will soon be using chalk pieces, pens and what not.
- Minor offenses like graffiti, spitting in public places, littering, flipping a cigarette butt etc. send a signal that broken-window behavior has started operating. **Once started, then there is no stopping it.**



# I am not responsible for this

- Nobody likes to live on a pile of garbage.
- *Everyone of us think 'I am not responsible for this garbage to have piled up here'.*
- *'Nor am I responsible to clean up this'*
- But you can be responsible not to add one more bit of garbage to it

# Some Practical Suggestions (What you and I can do?)

- Practical Suggestion – 1

**Believe sincerely that  
**ONE PERSON CAN  
MAKE A  
DIFFERENCE.****

## Practical Suggestion – 2:

- Be very conscious not to litter for 40 days, as a vow / pledge.
- You shall witness in 40 days, it becomes part of your habit.
- You shall discover that it is true they say: ‘repeated action becomes habit’.

## Practical Suggestion – 3:

- When you are shopping everyday, say: **‘NO’, to plastic carry bags.**(carry your own bag)
- And **Feel proud to count** how many carry bags you have avoided in a day, ...and thus day after day, and month after month.
- **By doing this your family has fallen in line with you in not littering.**



## 4. We can reduce waste generation by 80%



- Count the number of carry bags you can avoid, if you carry your own bag at all.
- Count the number of water bottle you can avoid, if you care to carry your own water bottle.
- Segregation of waste at household level can reduce the load your GP needs to deal with.
- Each one of us can, for sure, reduce the amount of waste we create **by almost 50%**

# People tend to **keep a clean-road clean**









# Isn't CLEAN INDIA a splendid dream?

- Do you want to live in CLEAN INDIA?
- If **no**, we have no judgement on you.
- If **yes**, what are you doing about it?

# 5. One Person can make a difference



- I pledge to be a Swachh Citizen

# Swachh Bharat



- Starts with **ME**
- It starts at **my house**
- It starts with **my street**
- It starts with **my village**
- It starts with **one person**
- **It starts with me**
- **Soon, you shall find ME become WE**
- Please realize SBM is NOT another government programme.
- It is in our interest.
- It is in our national pride.
- This is demonstration of our patriotism





CRI, NIRD&PR, Hyderabad





CRI, NIRD&PR, Hyderabad





CRI, NIRD&PR, Hyderabad



CRI, NIRD&PR, Hyderabad





CRI, NIRD&PR, Hyderabad





CRI, NIRD&PR, Hyderabad





CRI, NIRD&PR, Hyderabad

# Change one person i.e. is 'you'

- It demands 'responsible well-being' on the part of every citizen. I need to be a Swachh Citizen in the first place.
- I need to be a **Positive Deviant** – not a negative one.
- Making Swachh Bharat a reality is in the hands of every one of us.
- Swachh Bharat requires not only political & local leadership but also official leadership.
- If I am not a champion myself, I cannot create champions from the villages I work in.
- Only a transformed individual can transform others.
- Be a Swachh Citizen. Swachh Bharat will become a reality.



rramesh.nird@gov.in

*(Play) Ekla chalore*