



Cleanliness Drive in Uttarakhand

Development Alternatives (DA) has joined hands with the National Mission on Himalayan Studies (NMHS) under the project 'Developing livelihoods by creating sustainable ecotourism opportunities in Uttarakhand and Himachal Pradesh', with the aim of creating sustainable livelihoods for rural communities in mountain states through eco-tourism avenues. Under the project, a cleanliness campaign was organised in village Kamad, Uttarkashi (Uttarakhand) on 19th November 2018. Students of Swami Vivekanand Shikshan Sansthan, guided by Dwarika Semwal and Pankaj from Himalayan Environmental Studies and Conservation Organization (HESCO) participated in the event. The campaign included a clean-up of the school grounds; sessions on negative impact of litter on the environment and role of students in creating awareness on the a healthy environment; and a rally by the students and our project team. The campaign resulted in increased awareness among students as well as the community to keep their surroundings clean, mentioning consequent environmental and economic benefits.

The next step for us is to focus on liaisoning with the relevant government department to set up proper waste collection and management systems as, at present, the area doesn't have access to due to its remote location. Most of the garbage will continue to land up in the river and on the slopes unless requisite mechanisms are set up!