



**Ramakrishna Mission**  
**Mangaladevi, Mangaluru**

*Impact Report*

# **Swacch Mangaluru** *Abhiyan 2.0*



**October 2023 to  
October 2024**



**ONGC**



**एमआरपीएल  
MRPL**

**Principal Patron**





*Our  
Inspiration*

**THEY ALONE LIVE  
WHO LIVE FOR OTHERS,  
THE REST ARE MORE DEAD  
THAN ALIVE**

**SWAMI VIVEKANANDA**



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# Campaign Summary >>>



The 2nd phase of Swacch Mangaluru Abhiyan by Ramakrishna Mission, spanning from October 2023 to October 2024, created a transformative impact on Mangaluru's cleanliness and environmental sustainability. This campaign mobilized thousands of volunteers, turning it into a mass movement of civic pride and responsibility.

## Highlights >>>

- Regular Cleanliness Drives
- Beautification Initiatives Under "Own Up Kudla"
- Cooperation with NGOs and Associations
- Long-Term Environmental Impact
- Recognition and Sustainability





## Issues & Challenges >>>



### Problems Encountered

- Public Apathy and Resistance to Change
- Improper Waste Disposal Infrastructure
- Coordination Challenges Among Stakeholders
- Repeated Littering



### Resolution Steps

- Enhanced Public Engagement and Awareness
- Beautification and Ownership Initiatives
- Resource Optimization and Partnerships
- Sustained Volunteer Motivation
- Behavioral Change and Deterrents

## One step Towards Cleanliness >>>

The 2nd phase of Swacch Mangaluru Abhiyan proved that Regular efforts, collaboration, and public engagement can create lasting change. The campaign not only cleaned the city but also inspired a cultural shift towards sustainable living and civic pride, making Mangaluru a model for other cities.





## Statistics



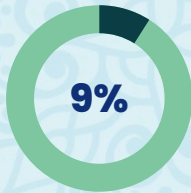
4426

Volunteers Participated

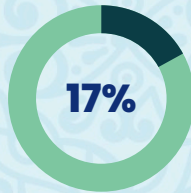
1,00,000+

Beneficiaries & Impressions

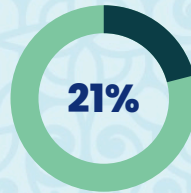
53,000+ Kgs of Waste Disposed



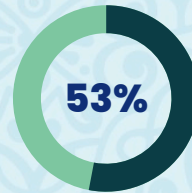
Wet Waste



Garden  
Waste



Construction  
Debris



Non Valuable  
Dry Waste

50+

NGOs  
Participated

15+

Educational  
Institutions  
Involved

10k+

Man Hours of  
Cleaning

1400+

Saplings  
Plantation &  
Distribution

5000+

Households  
Reached





# Contribution to UN SDGS



The Swacch Mangaluru Abhiyan 2.0 aligns with several United Nations Sustainable Development Goals (SDGs), contributing to long-term social, environmental, and economic progress. Here are four key SDGs linked to the campaign:



## Good Health and Well-being

Cleanliness drives in public spaces reduced waste accumulation, improving hygiene and minimizing the spread of diseases. Enhanced awareness on waste segregation helped reduce pollution-related health risks.



## Climate Action

Urban greening through the distribution and planting of 1400+ saplings helped mitigate the urban heat island effect and improve air quality. Cleanliness and beautification efforts reduced plastic waste, minimizing the carbon footprint of the city.



## Sustainable Cities and Communities

Beautification projects such as the Own Up Kudla initiative made public spaces more attractive, livable, and functional. Renovated infrastructure, such as bus shelters and painted walls, fostered community pride and reduced vandalism.



## Partnerships for the Goals

Collaboration with 50+ NGOs, corporates, and educational institutions showcased a successful multi-stakeholder approach. Partnerships enhanced resource mobilization, extended campaign reach, and encouraged shared accountability for city cleanliness.



1



## Regular Cleanliness Drives under “Swacchata Shramadan”

Over the year, regular drives were conducted across 12 locations of Mangaluru City. Volunteers spent over 10,000 hours cleaning public spaces, removing 53 metric tons of waste. These efforts significantly improved hygiene and restored civic spaces to their original utility.

## 12 Locations of Mangaluru

1. Launching Ceremony & Massive Plogging Campaign
2. Hampankatta Clock Tower Area
3. Pumpwell Mahaveera Circle
4. Mangaladevi Temple Area
5. State Bank Service Bus Stand
6. Pandeshwara Rosario Church Road
7. Kottara Zilla Panchayat Miyawaki Area
8. Yekkur Bus Stand Area
9. Kottara Chowki – Flyover Area
10. Kuloor Crematorium Area
11. Vamanjoor Pachanadi Area
12. Tannirbavi Beach

### Quantitative Impact

- Over **10,000+** volunteer hours contributed.
- **4426** volunteers participated
- Participation by **65+** organizations and institutions.
- Removal of **53,000 kgs** of garbage from various localities.

### Qualitative Impact

- Improved hygiene levels in public spaces.
- Reinforced positive behavioral changes in the community regarding waste disposal.
- Restored pride in shared civic spaces.



2



## Beautification Initiatives Under "Own Up Kudla"

The Own Up Kudla initiative transformed neglected public spaces into community assets. Collaboration with local NGOs and civic bodies strengthened partnerships to build inclusive, sustainable communities. This initiative is contributing towards 11th Goal of UN SDGs.

## Major Projects Undertaken

1. Repainting faded artwork on Kottara Chowki Flyover pillars
2. State Bank Service Bus Stand Wall Transformation and decorated with Warli Art.
3. Revamping dilapidated bus shelter at Yekkur
4. Renovation of bus shelters at Panjimogaru
5. Removal of 1000+ unauthorized banners

## Impact

- Enhanced aesthetics of high-footfall public spaces.
- Increased public accountability and reduced vandalism.
- Instilled civic pride among the citizens.





3

## “Swacchata Jansamparka Abhiyan” – Awareness Drives

To instill the importance of waste segregation, volunteers reached over 5000 households, distributing handbills and conducting awareness sessions. These interactions educated the public about sustainable waste practices, promoting segregation and composting at the source.



## Key Outcomes

1. Greater awareness about segregating wet and dry waste at the source.
2. Improvement in waste management practices, reducing the burden on Corporation.
3. Households became active participants in reducing unsegregated waste.
4. Availability of Helpline regarding Garbage & Cleanliness Issues

## Outreach Metrics

- Volunteers reached 5000+ households.
- Collected 4440 data of residents
- 231 Student Volunteers
- Distributed educational handbills with clear instructions on waste segregation





4

## Long-Term Environmental Impact

The campaign distributed 1000+ fruit saplings, promoting urban greening. The initiative demonstrated a significant positive environmental shift. Under this initiative 400+ saplings were planted in Pachanadi Dumping Yard after cleanliness drive.



## Key Achievements

1. Fruit Trees Plantation Drive
2. 1000+ free distribution of fruit saplings
3. Promoting composting practices at source.
4. Plantation of 400+ saplings in Pachanadi
5. Promoting 'Go Green' campaign





5



## Public Participation - “People’s Movement”

The campaign brought together 65+ organizations, including NGOs, educational institutions, and corporates. This collaboration expanded the campaign’s reach, made resource sharing effective, and reinforced collective responsibility.

## Support from Organizations and Associations

Mangalore City Corporation, Mangaladevi Seva Samiti, Rosario Church Committee, Postal Department staff, Vidyanagar Sharada Seva Trust, Hindu Yuva Sena (Vidyanagar branch), Kuloor Hindu Crematorium Committee, Mangalore University Christian Chair, Mangalajyothi Composite School, Jeppu St. Joseph Seminary, Shriram Transports, Shriram Finance, Canara Bank (Mangalore Circle Office), Alva’s Education Foundation (Moodabidri), Mangala Resource Management Pvt. Ltd., St. Aloysius Institutions, Sarvashakti Mahila Mandali, Sarvashakti Bal Bhajana Kalika Team, Indian Medical Association, Dakshina Kannada Private Bus Owners Association, Vana Charitable Trust, Nivedita Balaga, Aaditattwa Arts, and Ambamaheshwari Seva Samiti, among others.

Educational institutions such as Nitte Physiotherapy College, Mangala Group of Institutions, SDM Group of Institutions, AJ Group of Institutions, Srinivas Group of Institutions, Canara College, Govindadasa College, Swastika College and MAPS College actively participated in the campaign.

The campaign also received **sponsorship from the prestigious MRPL** (Mangalore Refinery and Petrochemicals Ltd.) based in Mangalore.





## Recognition and Sustainability

The campaign received accolades from local authorities and media, inspiring public participation and replication in other areas. Plans are in place to sustain the movement through periodic drives and awareness programs.

## Achievements

1. Volunteer participation of Public & NGOs
2. Appreciation from local government bodies.
3. Positive media coverage, further motivating public participation.
4. Plans to sustain the movement through periodic cleanliness drives and awareness campaigns
5. Visibility to the sponsor



## Swachh Abhiyan 2.0 to focus on creating awareness on cleanliness, waste segregation

It will also involve various groups in 'Own up Kudla' activities to beautify medians, flyovers, and other public spaces, says Swami Jitakamananda, head of Ramakrishna Mutt

**The Hindu Bureau  
MANGALURU**

**R**amakrishna Mutt on Sunday launched Swachh Mangaluru Abhiyan 2.0 whose focus will be more on visiting houses and creating awareness on the proper disposal of domestic waste.

Launching the new campaign, Swami Jitakamananda, head of the Ramakrishna Mutt, Mangaluru unit, said the best way to pray to the earth, which has been serving all our needs, was by clearing waste. Answering to the call of Prime Minister Narendra Modi, the mutt held the first abhiyan for five years, from 2015 to 2019, where emphasis was on cleaning roads and surroundings.

### House visits

"In the abhiyan 2.0, stress will be more on visiting houses to emphasise on segregation of waste. We did this during the first version of the abhiyan too, but as people seems to have forgotten it, we are re-emphasising on waste segregation," the swami said.

The swami said the abhiyan 2.0 would involve various groups in 'Own up Kudla' activities to beautify medians, flyovers, and other public spaces. There will be regular cleaning awareness programmes in



Dakshina Kannada Member of Parliament Nalin Kumar Kateel and MPRL Group general manager Krishna Hegde flagged off plogging to mark the launch of Swachh Mangaluru Abhiyan 2.0 of Ramakrishna Mutt in Mangaluru on Sunday. (Below) students from different colleges and several private firm employees took part in plogging at Panchsheel and other neighbouring areas. (Below)



schools and colleges, he said.

The coordinator of the mutt Ranjan Bellarpady said cleaning activity would be held once a month in the city or at beaches. There would be regular awareness activities by visiting houses and educational institutions, he said.

Mayor Sudheer Shetty

Kannur said like in the first abhiyan, the Mangaluru City Corporation would actively involve in the second abhiyan. Mr. Kannur said new bids would be floated to select an agency for house-to-house collection of waste by use of QR code placed outside houses. The MCC was working towards reaching the top slot in the ongoing Swachh Surveksh-

an survey of urban sanitation and cleanliness.

Member of Parliament Nalin Kumar Kateel, Mangaluru City South MLA D. Vedayan Kamath, MLC Prapatsimha Nayak, Chancellor of Nitte Deemed to be University N. Vinaya Hegde, former Mayor Premananda Shetty, Mangaluru City Corporation Commissioner C.L. Anand, and MPRL Group general manager (IR) Krishna Hegde, participated in the event.

The abhiyan 2.0 was launched by dignitaries by watering a tulsi sapling. Then Mr. Kateel and Mr. Hegde flagged off and joined other dignitaries and students from different educational institutions in plogging in areas around Mangaladevi Temple.



## “Swacchata Shramadan” Monthly Cleanliness Drive



1st Month - On: 02-10-2023 At: Massive Plogging Drive - Mangaladevi Area



2nd Month - On: 19-11-2023 At: Clock Tower, Mangaluru



## “Swacchata Shramadan” Monthly Cleanliness Drive



3rd Month - On: 10-12-2023 At: Pumpwell Circle, Mangaluru



4th Month - On: 14-01-2024 At: Mangaladevi Temple Premises, Mangaluru



## “Swacchata Shramadan” Monthly Cleanliness Drive



5th Month - On: 11-02-2024 At: Service Bus Stand, State Bank, Mangaluru



6th Month - On: 10-03-2024 At: Pandeshwara Rosario Church Road, Mangaluru



## “Swacchata Shramadan” Monthly Cleanliness Drive



7th Month - On: 14-04-2024 At: Kottara Zilla Panchayat Miyawaki Area, Mangaluru



8th Month - On: 12-05-2024 At: Yekkur Bus Stand & premises, Mangaluru



## “Swacchata Shramadan” Monthly Cleanliness Drive



9th Month - On: 09-06-2024 At: Kottara Chowki, Fly Over Area, Mangaluru



10th Month - On: 14-07-2024 At: Hindu Rudra Bhoomi, Kuloor, Mangaluru



## “Swacchata Shramadan” Monthly Cleanliness Drive



11th Month - On: 11-08-2024 At: Pachanadi, Vamanjoor, Mangaluru



12th Month - On: 15-09-2024 At: Tannirbavi Beach, Mangaluru



## “Swacchata Janasamparka Abhiyana”

## Awareness Campaign on Cleanliness & Source Segregation

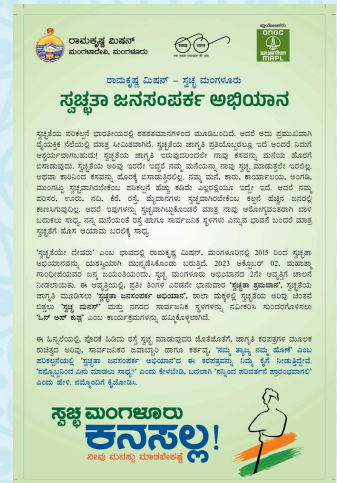


**5000+**  
Houses &  
Shops Visited

**4440**  
Data  
Collected

**111**  
**Teams**

**231**  
Student  
Volunteers





## “Ownup Kudla Campaign” Beautification of Mangaluru



**Beautification of Kottara Chowki Flyover Pillars**



**State Bank Service Bus Stand  
Wall Transformation and  
decorated with Warli Art**



**Revamping dilapidated  
Bus Shelter at Yekkur**



**Renovation of Bus Shelters at  
Panjimogaru**



**Removal of 1000+  
unauthorized banners**



**1000+ Fruit Saplings  
Distribution**



**Plantation of 400+ saplings at  
Pachanadi Dumping Yard**



**Black Spot to Green Spot**



# Before & After



Before



After



Before



After



Before



After





*Before*



*After*



*Before*



*After*



*Before*



*After*





Before



After



Before



After



Before



After





*Before*



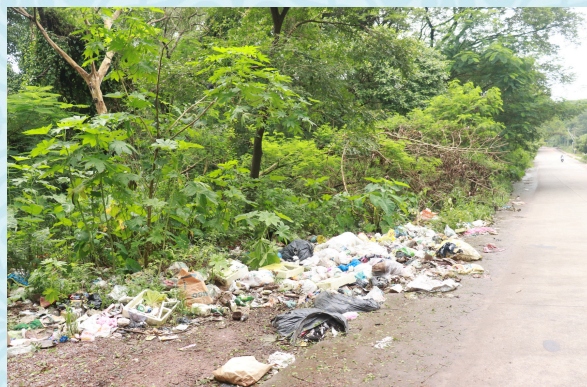
*After*



*Before*



*After*



*Before*



*After*



## Facilities in SMA 2.0



Water Tank



Cleaning Equipment



Refreshments



Excavators



Segregation



Paint Materials



Pamphlets



Tippers



Saplings Plant



Safe Disposal



## Appreciation >>>



Cleanliness is indeed a noble service to God. Through the Swacch Mangaluru Abhiyan, the Ramakrishna Mission in Mangaluru is making a profound contribution to society. This campaign not only enhances the city's cleanliness but also inspires a spirit of selfless service among its citizens. Such a transformative initiative deserves to be sustained and strengthened with the active support and participation of the entire community.

**Dr. N. Vinaya Hegde, Chancellor,  
Nitte (deemed to be) University**



Ramakrishna Mission's Swacch Mangaluru Abhiyan is truly laudable. Today at the Government level if issues regarding Swacch Bharath Abhiyan are discussed, Swacch Mangaluru Abhiyan of Ramakrishna Mission is always mentioned on a high note. It has won over the hearts of public thanks to the sincere & dedicated efforts of monks of the Mission and the volunteers.

**Sri B H V Prasad, ED (Projects)  
Mangalore Refinery and Petrochemicals Ltd.**

## We are Supporting to >>>





## VIPs & Guests in SMA 2.0 >>>



L-R : Sri Anand (Commissioner of MCC), Sri Premananda Shetty (EX Mayor), Sri Pratap Simha Nayak (MLC), Sri Vedavyas Kamath (MLA of Mangaluru South), Sri Sudhir Shetty Kannur (Hon Mayor of MCC), Swami Jitakamanandaji (Adhyaksha, Ramakrishna Math Mangaluru), Sri Nalin Kumar Kateel (MP of Dakshina Kannada), Dr. N. Vinaya Hegde (Chancellor, Nitte deemed to be University), Sri Krishna Hegde (GGM – HR, MRPL), Sri Sudhakar Kottary (DGM of Canara Bank) & Capt Ganesh Karnik (Veteran, Indian Army) on 02-10-2023



**Sri B H V Prasad**  
ED (Projects)  
MRPL ONGC



**Sri Manoj Kumar**  
CGM (Admin & CSR),  
MRPL ONGC



**Sri Rudolph V. J. Noronha**  
CGM (Corp. Branding & Comm.)  
MRPL ONGC



**Sri B Prashantha Baliga**  
GM (CSR)  
MRPL ONGC





**Swami Sarvasthanandaji**  
Head, Ramakrishna  
Vedanta Centre, London



**Swami Sadbhavanandaji**  
Adhyaksha, Ramakrishna  
Math, Thrissur



**Swami Mahamedhanandaji**  
Correspondent RIMSE,  
Mysuru



**Father Alfred Pinto**  
Head, Rosario Cathedral,  
Mangaluru



**Father Ranald Serrao**  
Saint Joseph Seminary  
Jeppu, Mangaluru



**Father Ivan D Souza**  
Head, Mangalore  
University, Chair in  
Christianity



**Sri Kiran Kumar Kodikal**  
Corporator, MCC



**Sri B N Girish**  
Senior Vice President,  
Country Head,  
The Ocean Pearl Group



**Sri Shankar K**  
Senior Officer  
Mangalore Chief Post  
Office



**Dr. Ranjan**  
President, Indian  
Medical Association,  
Mangalore Division



**Sri Steevan Pinto**  
Team-CSR  
MRPL ONGC, Mangaluru



**CA Shivakumar**  
Chartered Accountant  
Mangaluru



**Dr. Devaraj**  
Ex-Director,  
SDM MBA College,  
Mangaluru



**Prof. Dr. Dhanesh Kumar U**  
Principal,  
Nitte Institute of  
physiotherapy



**Dr Chandrashekar Sorake**  
Director,  
SCS Hospital  
Mangaluru









business, and Vishnu Prasad, the son of the late owner, has taken over the business. The new owner has decided to continue the business as a sole proprietorship. The business has a net income of \$100,000 per year. The business has a net income of \$100,000 per year. The business has a net income of \$100,000 per year.



# Photo Gallery >>>

















# Cleanliness is next to Godliness



**Ramakrishna Mission**  
Mangaladevi, Mangaluru



**0824-2414412**



mangaloremath

**Principal Patron**  
**SMA 2.0**

**ONGC**



**एमआरपीएल**  
**MRPL**