



Sleepwell®
Foundation

Wake up to a New India

Act **Clean!**

A Festival to Clean India

It's a celebration, so make it Exciting, Enjoyable and Entertaining with Activities, Experiments, Debates and Discussions.

Think, Talk & Act Clean.

India means... Disease-Free People.

Dirt-Free, Dust-Free and Pollution-Free Places.

Defect-Free, Damage-Free and Waste-Free Products.



Challenges

in making India Clean:

- **HONESTY**

Synergy between Thoughts,
Talks and Action.

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- **LEARNING & UNLEARNING**

Dignity, Automation for cleanliness
Technology, Innovation.

.....

- **COST**

Perception that it is costly.

While

It is costly in short-term
and in narrow sense,

But

Valuable in long-term
and in Overall Scenario.

.....

- **HARD WORK**

Mindset, Efforts and Way of life.

.....

- **SHARING**

Making people aware of cleanliness
and sharing good practices.



Advantages
of Clean India:

FOR PEOPLE

A better quality,
happier and healthier life.

.....

FOR PLACES

More Beautiful and Safer.

.....

FOR PRODUCTS

More Valuable,
Competitive & Profitable.

**A Progressive Prosperous and Powerful India—
India of our Dreams.**

So,
What are we waiting for?

Let's *Act Clean!*
NOW!!!



What

shall we keep clean ?

India	=	People Places Products		People	=	Rural and Urban Rich and Poor Young and Old
Places	=	Air Land Water		Products (Everything)	=	Craft to Aircraft Small to Large Man Made to Machine Made



When

should we clean India ?

Now.
Every second, Every minute, Every hour
Every day, Every week
Every month, Every year...



Why

should we clean India ?

Because we want A Progressive Prosperous and Powerful India—India of our Dreams.

People	=	Hygienic Healthy Happy		Places	=	Safe Beautiful
Products	=	Lower cost Higher value Better quality	→	Higher profits		

How to Clean India

1. Sort out

We must separate wanted from unwanted. Keep what we really need and dispose off the unwanted PROPERLY.

2. Set in order

A place for everything and Everything in it's place.

3. Shine

It's Simple. We must keep Ourselves, Our places, and Our things (products) clean and sparkling.

4. Standardize

We must set parameters of cleanliness—for us, for our places and for our things (products.)

5. Sustain

And last but not least, we must keep it clean. In fact, keep improving upon it. Now and every moment!



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An initiative by:



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