

Teaching children to adopt good hygiene practices ensures a healthy next generation. Children help in continuous reinforcement of behaviour changes like toilet use, waste segregation and keeping environment clean.



Children as Catalysts of Change
Marching to Make a Healthier Village

Programme Highlights

- 100% IHHL in 100 days
- Ten Star UNICEF grade to the Primary School
- Coverage of SHG based SWM
- SHG training



Gopal Srinivasan (Director –TVS Electronics)
Kicking off the first Collection Drive 12/12/04

Future plans

- Information kiosks
- SHG empowerment in technology
- Better health and nutrition status of children



Street Theatre Shows
Promoting Adoption of Best Hygiene Practice

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TIRUVIDENTHAI THE TRANSFORMATION



PUBLIC-PRIVATE PARTNERSHIP



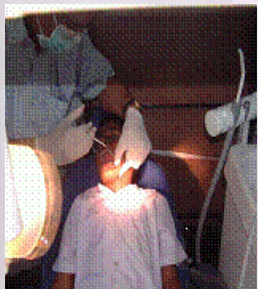
Creative Workshops



Science Tours



Tree Planting by Children



Health Camps

Tiruvidenthai- an ancient temple town, one of the 108 Divya Desams is situated on the scenic ECR and lies close to Chennai. The Secretary, Department of Rural Development, Ms. Shanta Sheela Nair.,I.A.S. initiated and called for corporate partners to implement the state Govt's Clean Village Programme in the Water and Sanitation Executive Committee. TVS-Electronics expressed commitment to partner the sanitation programme in Tiruvidenthai in April 2004.



Children of Tiruvidenthai have been provided with access to urban events like creativity workshops and camps and have blossomed. Weekly Value education class – the *Atma Vidya Programme* and an **Atma Vidya Activity Centre (AVAC)** are unique initiatives for children to nurture their creative talents. Computer based tutorials are supportive to the regular stream. Children have participated in many activities of the village like mass cleaning, tree planting. 50 saplings in the village are taken care of by 50 children.



Noteworthy is the fact that 215 individual households got their toilets constructed in a span of 100 days. Continuous IEC campaigns improved utilization. By November, 2004, the village moved on to the next phase for implementing Solid Waste Management. The entire programme was a great team effort from the Department of Rural Development, corporate sector- **TVS-E** and facilitating guidance from Sahishnatha Trust.



Daily Cleaning



Segregated Garbage – Daily Collection



Mass Cleaning by Children



Toilet @ Household