Feature's of the Campaign

The Organizers have the distinction of organizing similar campaigns successfully at National and International level that include- Disaster management-Holistic Dimension, Indo-Nepal Environmental awareness campaign, Save The Earth Planet (STEP), so and so which have contributed immensely towards elevating citizen awareness and responsibility. The campaign broadly features :

- Workshop
- Seminars
- Dialogue
- Exhibitions
- Meditation
- Plantation
- Cleanliness drive
- Collaboration with other NGOs

About the Organisers

Prajapita Brahmakumaris Ishwariya Vishwa Vidyalaya is an international organisation offering spiritual education & Rajyoga Meditation through more than 8500 centres spanning around 138 countries. The Institute has consultative status with the Economic & Social Council (ECOSOC) of the United Nations and UNICEF. The Vishwa Vidyalaya offers a clear understanding about knowledge on moral, social, human and spiritual values; an exploration into the realms of truth and love without which there can be no harmony within human relationships. It is the objective of the Institute to assist and facilitate the realization and development of the highest spiritual values within the individual and as a consequences, in the community at large. Rajayoga Education & Research foundation (RE&RF), it's sister organization has 19 service wings catering to different segments of society e.g. Youth, Medical, Rural Development etc. The Scientists and Engineers Wing (SEW), the organizer has been committed to create awareness about the complimentary role of science and spirituality, holistic living and positive change in various segments of the society. Its international headquarter is at Mount Abu, Rajasthan.

ENQUIRY

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8 Practical steps towards
Clean Nature - Clean Nation

1. **Respect Life**

Recognising the uniqueness, wonder and beauty of my own nature, enables me to treat all living beings with consideration and care. When I align with my true values, Nature becomes a friend to support, rather than an object to exploit. Treating everyone one and everything with consideration and care fills me with contentment and satisfaction.

2. **Live Simply**

Seeing myself as a trustee of the Earth, I use all my time, money and other resources wisely and carefully.

Living a simple life gives me time and space to appreciate the wonders of this world. Focusing on my needs, rather than wants or desires, reduces the pressure on myself and the environment.

3. **Save energy and water**

When I save water and energy, I am in fact indirectly contributing to environmental protection as energy saved is energy generated. It also adds to clean energy and saving of precious fossil fuels.

4. **Be Positive**

Knowing the powerful impact my thoughts can have on others and the environment, I choose to create a positive mindset. Seeing the benefit in every situation, however challenging it may be, I grow in wisdom and compassion.

5. **Help cleaning the surrounding**

When I remain true to my inner values and follow my conscience, my actions bring benefit to many.

Let me become example by becoming change agent. Instead of blaming others let me take steps to clean the surrounding by taking proactive step.

6. **Empower Yourself**

Realising that I am the creator of my own reality, I choose to make a positive difference in the world.

When I connect with my inner qualities, virtues and powers, I am able to perform wonders.

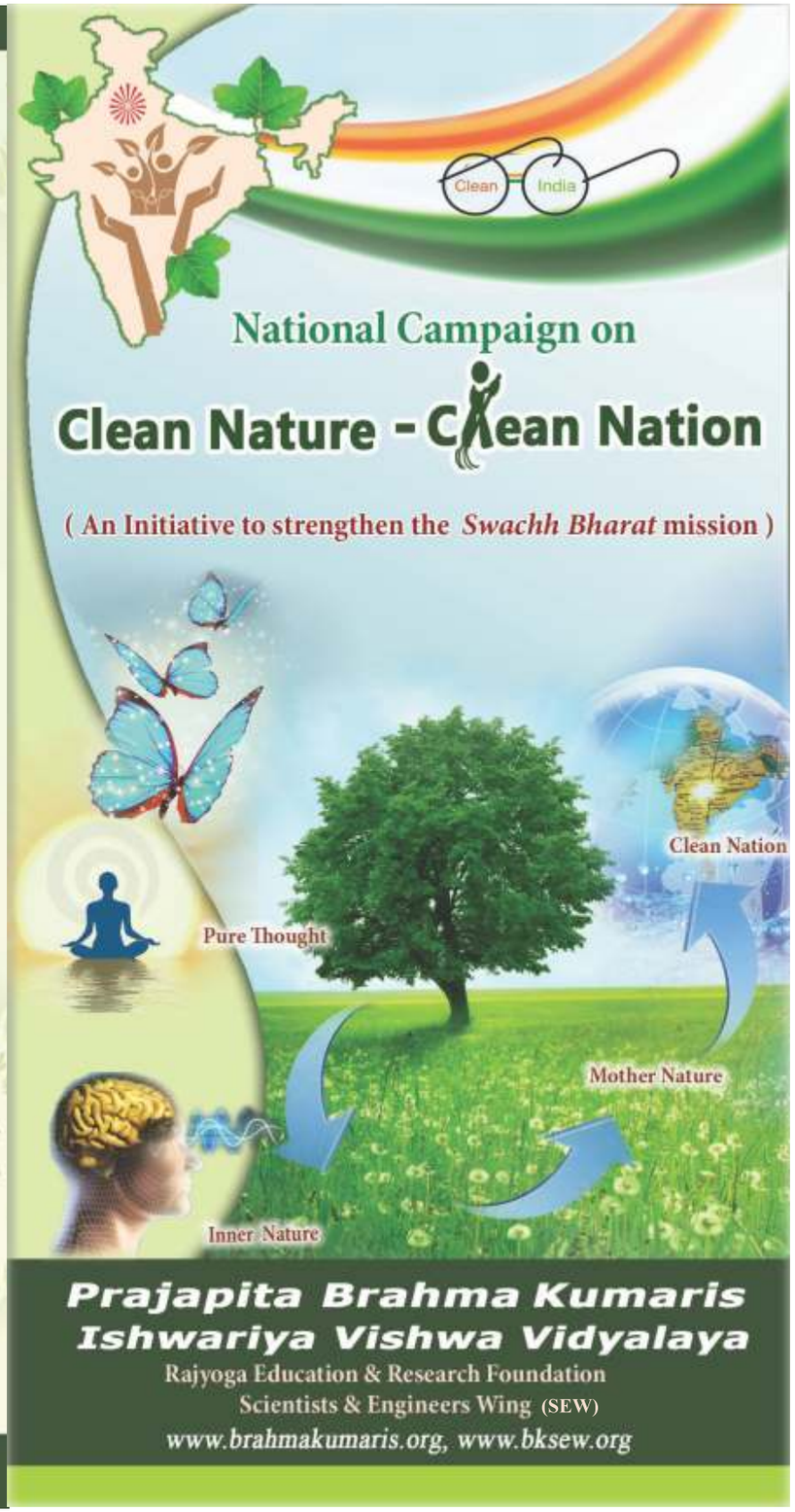
My capacity to help create a Cleaner Nation expands enormously when I tap into my spiritual power.

7. **Eat Well**

Knowing that a vegetarian diet substantially reduces my carbon footprint, I happily do my best to avoid eating any type of Non-veg food. Pure vegetarian food, cooked with love, nourishes my whole being and contributes to the health and future of the planet.

8. **Feed the Soul**

Time alone spent in reflection or meditation gives me the strength and wisdom to deal with life in more positive, peaceful ways. Silent reflection helps me to connect with my deeper values and find the strength to live by them. Spending time in the company of nature calms my mind, opens my heart and enables me to be a better global citizen.



"Just as this physical purification is necessary for the health of the body, even so spiritual purification is necessary for the health of the soul. In fact the necessity for physical cleanliness is in inverse proportion to the necessity for spiritual cleanliness. That is to say, spiritual cleanliness means automatic physical cleanliness."

-M. K. Gandhi, in Harijan, 6-7-1935

Background

The Prime Minister has given an enthusiastic and passionate call for **'Swachh Bharat Mission'** to realize Mahatma Gandhi's dream of cleanliness to be completed in year 2019 - Year of Mahatma's 150th anniversary. The Mahatma's visualization of cleanliness was three-pronged - a clean mind, a clean body and clean surroundings. Holding that ***'Cleanliness is next to Godliness', he emphatically wrote, "I will not let anyone walk through my mind with their dirty feet".***

Needless to say that the Swachh Bharat Abhiyan is the crying need, as India, the otherwise recognized religious and spiritual capital of the world is also well-known as the filthiest country on the globe and to address the same we need to focus on the root of the menace - Our own Nature.



Our two Natures

Nature covers two facets, outer and inner

Within the various uses of the word today, "nature" often refers to the general realm of various types of living plants and animals, weather, geology etc. Our ancient wisdom outlines about 5 elements of Nature- earth, water, sky, light and air, whose purification is ultimately linked to human survival. Our ancestors viewed the whole Nature- plants, trees, birds, mountains, clouds and the Sun-as sacred and treated them with respect. Today we need a return of that reverence. Clean nature means originally evolving nature free from man-made pollution. In our country the level of external pollution has reached alarming level and getting healthy air in cities have become rarity. The pollutants in air, water and soil are slowly but surely destroying self-sustaining characteristics of the nature which mostly originates from a polluted mind that has least concern for Nature.

Similarly our own nature- a vital ingredient of Consciousness basically refers to inner mechanism in which mind and intellect play vital role. The mental landscape bosoms when flowers of positive thoughts enter in the garden of mind. As Dadi Janki, Chief of Brahma Kumaris opines— ***The inner world of thought and the outer world of physical phenomena are actually not separate worlds or systems. They are part of the same 'causal continuum'. Outer physical phenomena began as inner subtle phenomena - impressions, thoughts, feelings. Experiential thoughts and impressions can change even a long held awareness.***

The Connection of the 'Outer' with the 'Inner'

Action starts with thoughts. Great achievements begin with a vision. By changing our awareness and connecting with our values. We will naturally and spontaneously want to make the world a cleaner, healthier, safer and more beautiful place in which humans and other living beings live in peace and harmony with nature.

Impact of our values and thoughts

Masaru Emoto, a renowned Japanese researcher and independent thinker shocked and inspired the world with his photographs of water structure shot at the moment of freezing. What the photographs showed was that water responded directly to human thoughts, words and even music. Crystals formed in frozen water changed their formation in response to specific thoughts or words directed at them. Water blessed with benevolence and love displayed brilliant and symmetrical patterns.Water, exposed to negative thoughts and words, assumed asymmetrical, incomplete and despondent shapes.

If water can respond to human thoughts, so can plants, claims Cleve Backster, a leading aughority in polygraph and lie detection. In the process of Backster's experiments, he discovered that a thought of burning the leaves of a plant registered wild and erratic movement in the polygraph chart.



As a part of our Environment Initiative, the Brahma Kumaris Organization has been exploring the connection between the consciousness of the individual and the collective effect on the state of the planet. Our consciousness determines the values by which we live. Our values form the basis of our actions which in turn determine whether or not they contribute to the protection and sustainability of our Mother Nature and cleanliness of Mother Nation.

Campaign Objective

- **To create awareness about the interconnectedness of Nature**
- **To motivate people about cleanliness-both inner and outer**
- **To inspire people about our ancient wisdom for environmental protection**
- **To sensitize people about health hazards because of uncleanliness**
- **To focus on personal responsibility for a clean surrounding**
- **To build a culture of 'Simple Living, Subtle Thinking' towards sustainable system.**

