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Title : Kids to join PM's clean-up campaign

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Prime Minister Narendra Modi's Swachh Bharat Abhiyan appears to be snowballing into a citizens' initiative.

Civic organizations in Mumbai will launch a drive for schoolchildren to collect plastic bottles and dispose them properly. The winning school will be awarded a trophy. A caveat is that the schools must maintain clean toilets lest they forfeit the prize. Schools that have committed to help include Pawar Public School and NES in Bhandup, Yashodham and Pragna Bodhini in Goregaon, Kamla High School in Khar, Pioneer English School and SIES in Matunga, St Lawrence and St Xavier's in Borivli and St Mary's, Dahisar.

The drive is devised by the Indian Centre for Plastic in the Environment in association with the Clean Mumbai Foundation and a company that sells bottled water.

"All participating schools will be given garbage bags to collect plastic bottles across the city. The school that collects the most will be given a trophy. We hope to involve students in 200 schools and are targeting a collection of four lakh bottles in 10 days," said Kunti Oza, chairperson of the Clean Mumbai Foundation. The drive may be replicated in other cities.

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