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# Learning from River Cleaning Campaign: A Case Study of Bagmati River

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## ABSTRACT

River is an integral part of the environment, ecosystem, and human life. There are different kinds of social campaigns for environmental protection, among which river cleaning campaign is also one of them. The objective of this study is to understand the dynamics and impacts that cleaning campaign can bring and contribute to change. The prime focus will be collecting the views of volunteers and campaigners on experiences, challenges faced during Bagmati cleaning campaign. The study takes the reference of Bagmati River which passes the Kathmandu Valley. Being an exclusive qualitative study the case study method was applied. The participatory approach to develop the participatory and sustainability theories have been used in this study. The study shows that the participation of corridor people and locals still need to be encouraged. The campaign is still running. It will continue for the time being unless river gets totally clean. Teamwork, commitment, consistency and active participation of the people contribute to make environment or social campaign effective and sustainable. Volunteers were found to be happy and highly satisfied with the feeling of common ownership and transparency of campaign. Campaign became effective and people attracted because of maintaining consistency, fair intention of the

campaign, a kind of religious creed of people, dynamic spiritual leadership, economic transparency ( No bank account and no cash donation was accepted ). Coordination among stakeholders, creating awareness about river protection, motivating people and volunteer mobilization for cleaning, gaining trust about the impact and success of the campaign, maintaining consistency and managing cleaning materials were found to be major challenges of the cleaning up campaign. The cleaning campaign brought positive change in river condition, greenery and solid waste management. Public initiated volunteer-based environment and is highly effective and successful rather than the stated led and funded campaign.

**Key words:** *Social campaign, River cleaning campaign, Environmental protection, Public initiated campaign, Bagmati River*

## INTRODUCTION

River is an integral part of human life and a prominent natural resource. River contributes in ecosystem significantly. Healthy River is directly connected with the better environment and sustainable development. River pollution, on the other hand, has a negative impact on the environment, human health and cultural and religious values in some cases. "In most of these countries, including Nepal, water in

many rivers receives a heavy flux of sewage, industrial effluents, domestic and agricultural wastes which consist of substances varying from simple nutrients to highly toxic hazardous chemicals” (Sah, Acharya & Lance, 2002). The chemical and toxic mixed in river harms not only human health also affects the aquatic life, both plant, and animal.

The lacking coordination in the rapid urban expansion, insufficient wastewater treatment facilities, poor awareness, lack of regulations and insufficient adherence to municipal and industrial wastewater generation laws are assumed to be the main reasons for Bagmati River pollution (Mishra, Regmi, Masago & Saraswat, 2017). However, rivers are getting polluted particularly in big city as population density is growing up rapidly. There could be different causes behind river pollution like solid waste mixing, industrial and medical waste, drainage, etc. River contamination has been a serious challenge for developing countries like Nepal since Nepal does not have proper mechanisms to tackle the pollution problem and public awareness.

Nepal is rich in water source which is highly potential both for hydropower and irrigation. Due to the mixing of unwanted materials in the source is polluting the water. Water pollution affects aquatic ecosystems, wildlife health, and human well-being as well. Many water bodies near urban areas are highly polluted mainly due to two factors; one of garbage dumped by individuals and other the dangerous chemicals legally or illegally dumped by manufacturing industries, health centers, schools and marketplaces. Both accelerate the water pollution. Same is the case with Bagmati River in Kathmandu valley. There are two options either to collect the sewage through pipelines or treat in a definite area which requires lots of money

and space for treatment plan. Or to just let them flow in water. Second is what being practiced in Kathmandu. Many residents in Kathmandu throw personal garbage and waste into the river (John, 1977). Sewage in Kathmandu is disposed in the Bagmati and Bishnumati River passing through the city. Solid waste is also dumped by the municipalities on the bank of the river. Every year in Kathmandu there has been organized the Bagmati River Festival to raise the awareness but still the problem persists.

This study is likely to highlight the experiences, challenges and changes of cleaning campaign which may further supportive and contributing for documenting the facts to some extent and create the awareness among stakeholders and public. It also motivates to study and identify the views and perception of city dwellers residing nearby river bank along with other citizens.

### **Review of relevant Literature**

It is obvious that river pollution is one of the crucial problems of highly populated city. More importantly being developing country and less managed urbanization Nepal is also facing river pollution problem. Bagmati River is one of the major rivers of Kathmandu Valley having public concern, spiritual and religious value also suffering from pollution. Different cleaning programs and campaigns may have brought some notable change and improvement. According to the study conducted by the United Nations University (2015), urban water quality in Kathmandu valley is not good enough to sustain healthy water ecosystem.

River pollution is a threat to densely populated urban areas (Liyanage & Yamada, 2017). Bagmati River flowing from the center of the capital city has been polluted with solid

waste, sewage, drainage industrial waste, etc. The simulation results show that the current practice of discharging untreated sewage into the river system is causing widespread pollution that becomes hazardous during drier periods (Mishra et al., 2017). “Deteriorating quality of river water has caused frequent cases of water-borne diseases such as diarrhea, dysentery, cholera, and skin diseases among people living in riverside areas. It further ruins the athletic beauty of river and also has negative impact on human health and aquatic lives and environment as whole. What is important environment or social sustainability? Is this effective campaign? Why people participated and attracted in Bagmati cleaning campaign? What involved volunteers say?

It has also reduced the religious, recreational and aesthetic value of rivers (Shrestha, Lamsal, Regmi, & Mishra, 2015). The river pollution spiked during the urbanization in Kathmandu valley. It caused generation of solid wastes in the river stream. Looking this situation, government along with local stakeholders decided to take prompt action to eradicate the problem of pollution at Bagmati River (Shakya, & Tiwari, 2014). In This way, the Bagmati River mega clean-up was initiated. Since then, hundreds of organizations have voluntarily participated to make this campaign happen at the ground level. In this scenario, it is important to know the outcomes of the cleanup campaign since 2013-2018.

### Purpose of the Study

The main purpose of this qualitative study is to explore the experience of campaigners Bagmati cleaning campaign since 2013 to date and to find out the dynamics of such volunteer cleaning campaign.

### Research Questions

1. How were the experiences of Bagmati cleaning campaign campaigners and volunteers?
2. What are the major challenges of volunteer public cleaning campaign?

### Conceptual Framework

For framing my research, I have taken the views and experiences of Bagmati River campaigner and inhabitants of Bagmati River corridor. Further, I have done this study to find out the experiences, challenges and changes occurred due to Bagmati river cleanup campaign. I applied qualitative research design that includes most common tools; observations, in-depth interview, key informant interview and group discussion (Gill, 2008) to identify how ‘Bagmati cleaning campaign 2013’ started, experiences, changes brought up, challenges in context to effects, progress and sustainability of volunteer cleaning campaign.

For the study, the qualitative method was chosen and the theoretical portion was observed via the lens of sustainability and participatory theory. The in-depth interview, observation was taken by the participants as the tools of this study. The people perception regarding the cleanup campaign was analyzed during the study via case study paradigm.

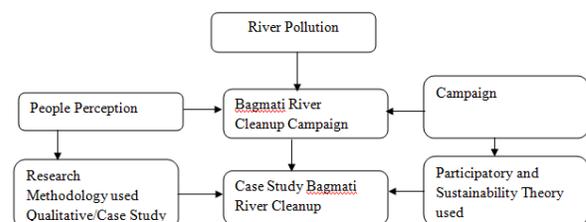


Figure 1: Conceptual Framework

### Research Design

We applied qualitative research design that includes most common tools; observations, in-depth interview, key informant interview and group discussion (Gill, 2008) to identify how 'Bagmati cleaning campaign 2013' started, experiences, changes brought up, challenges in context to effects, progress and sustainability of volunteer cleaning campaign. My study concentrates to know the experience and effects of Bagmati River cleaning campaign, participant's response on challenges.



**Figure 1: Bagmati River: Blue line**

### **Nature and Source of Data**

This study was based on primary and secondary data as a source of evidence. Key informant interview, case study, in-depth interview and observation were used for data generation. Similarly, the secondary data was collected from different sources like research article, reports related web page and both published and unpublished documents.

### **Tools and Techniques for data collection**

Data collection tools for research were designed considering the need and requirements of researcher. Thus, I applied open interview schedule, direct observation

and open-ended interviews. It was depending upon the personal experience and observation of my respondents. Participants were free to add their views which may not relate to others' experiences. Apart from that in-depth interview was being helpful to obtain information. The information was gathered till the saturation level was obtained during my research climax.

### *In-depth Interview*

The interview was taken from two different perspectives. Semi-structured interview was taken from local people and volunteers. Whereas, structured interviews were taken with celebrities. I had done informal observation for having the information from the respondent since people feel easy and comfortable and do not feel rush to share the experiences, views and information they know. Therefore, in-depth interview was my first priority for data collection and gathering the related information. In-depth interviews were useful as I wanted detailed information about an individual's thoughts and behaviors or want to explore any issues in depth and also analyze with fact and real experiences.

### *Observations*

Observation was only done during the Bagmati cleanup campaigns. During my regular weekly involvement in Bagmati campaign, the observation of individuals and sites were done. I have given priority to observation while having talk with respondent's interview. Observation was done also during field visit of Bagmati River. I did observation whether there was some visible change in river and riverside. It further contributed to get the information on experiences of volunteers and challenges faced by the campaign. I have also captured the image of river and river bank while I

visited it for observation. The observation was used because it also helped to create the meaning behind the scenery. The observation of the expression, body language, and feeling of participants were significant for meaning making and developing themes.

### **Selection of Participants**

The selection of the respondent was purposive. Participants were volunteers, campaigners and key informants related with Bagmati cleaning Campaign.

Both male and female participants were interviewed for data collection. I have chosen few pioneer campaigners whose voice and experience is important to get the details from starting of cleaning. There was balanced and effective participation of the respondents from different backgrounds. The respondents were students and youth including other campaigners and public volunteers.

### **Methods of Data Analysis and Interpretation**

Analyzing data is the responsible and significant component of any research. It helps to scan data and highlight the essentials information as per the requirement of study. I also visited riverbank directly during cleaning on Saturday. Further, I have made transcriptions of the interview and collected cases of individual participant soon after the field visit was done. The observation made and discussion was recorded in short form and reflective write up was prepared for analysis. Later on after going through those data, key points and key interaction were decided and was planned to present in several themes like: experiences, challenges, effects, followed by sub-themes based on my research questions and study purpose.

The process of data collection is guided by emerging questions and procedures, data typically collected in the participant's setting, data analysis of particulars to general themes, and the researcher involves meaning making and interpretations of the data (Creswell, 2012) There were some coding and citation of the respondent. Then I have linked the themes with data; create the meaning with interpretation followed by theoretical linkage as well.

### **RESULTS AND DISCUSSION**

#### ***Experiences of Bagmati cleaning campaigners and volunteers:***

Campaigners are working for Bagmati river conservation including individual and professionals from a variety of institution. The sociological conscience and human nature are subjective to the individual. So the effort, expectations, and experiences may also vary considerably among the campaigners. These experiences are key to answer the future as well as the ongoing practice of the river. The discussion staged ahead including the spirit of volunteers, feedback of campaigners and future insights will guide to define the socio-ecological aspects and its pros and cons. As everyone knows, the Bagmati cleanup is participatory volunteer campaign but I was curious to know about the initiation. There was charity football match in Dashrath stadium in May 18 2013, Saturday in association with Advertising Association of Nepal [AAN] and Film Artist Association of Nepal (FAAN) with the major theme of Bagmati cleanup campaign. Next day, May 19, 2013, Sunday contemporary cabinet chief Khilraj Regmi inaugurated the cleaning program in participation with public and different organizations formally. Similarly, the primary

initiative was taken by AAN, FAAN, Gayatri Pariwar. With discussion with Khadgi, the pioneer organization were Kathmandu Engineering College (KEC), Pashupati Area Development Trust (PADT), Kathmandu Metropolitan City (KMC), Gayatri Pariwar, AAN, Film artist association Nepal, ACE Travels, Jeevan Vigyan, SGI Nepal, HPCIDBC.

According to Gupta, "Few youth and people having positive thinking were interested to do something worthy. We went to ACE travel with sponsorship proposal for friendly football match in Dashrath Stadium. CEO Arjun Dharel said, "I only support as a sponsor if you have some noble cause otherwise I can't support for ordinary cause". The idea of polluted Bagmati cleaning arose after brainstorming on issue since the team of film artist and AAN were together. Dr. Raju Yadav shared the experience of Ganga cleaning campaign, India during his study time in India. Then the decision was made to play friendly football match in Dashrath stadium in May 18, 2013 and start Bagmati cleaning from May 18, 2013 formally as a campaign. Inauguration was done by the former chair of cabinet Khil Raj Regmi in Guheshwori in the premise of Adhikar Sampanna Bagmati Savyata, Yekikrit Bikash Samiti (HPCIDBC). Gayatri family members from India also supported in the cleaning campaign in the beginning.

### *Happiness of Volunteers*

Happiness is commonly understood as how much an individual likes the life one lives, or formally, the degree to which one judges one's life-as-a-whole from a positive angle (Veenhoven, 2006).

According to Gautam, campaigner of Bagmati Cleanup, "You might have seen that people

are extremely happy and it has raised the new confidence that we can do it. Personally I am very happy.

The level of happiness differs from person to person. Supporting the point, Yadav shared "For me Bagmati cleaning is like spiritual practice (Sadhana). I feel that I am truly serving Mother Nature; I have gained inner happiness by bringing smile in weeping Mother Nature. I have feeling of doing something great and inner happiness is spreading, as the result thousands of people are being connected with this campaign and feeling of happiness is being transferred.

Similarly, Gupta, Engineer and Yoga Instructor, "I feel that I am doing something great and good job in my life like wow! Making connection with their experience I would like to share my own experience that the moment of cleaning in Bagmati was like a holy and extremely satisfying job, it was not paid duty like salaried job instead it was chosen by free will. When I used to go to cleaning volunteers with water bottle asking if they need water to drink?. Someone would be interested to drink water. Firstly, I would remove mask gently and pour water from bottle in his/her mouth. I could see the satisfaction of fulfilling thirst in their face."

Likewise, Ms. Uprety, social worker and campaigner, "I have given Bagmati cleaning as first priority. I am very happy and feeling joy being a volunteer and campaigner. I feel like festival and got self-satisfaction as I go for Bagmati cleaning. I developed leadership skill like communicating with low to high profile people, teamwork, and self-confidence. Now I don't have any fear, I can give interview for media freely and with confidence. We all volunteers have feeling of equality. I have

realized change within myself. It has taught the lesson of teamwork”.

Really every volunteer was ready for cleaning and other associated task spontaneously. Miking during cleaning period did wonderful inspiration which motivated to create awareness and participation of local and corridor people. When we go in other volunteering work from our youth team in Pashupati Temple during Shivarati, we got opportunity for socialization, working in team with new friends, volunteer mobilization and work division, playing expected role as leader. We enjoyed while working and serving people and feel that we contributed a lot as event is over.

Mr. Gupta further added that “it will be a lifetime memory even in old age and source of inspiration and energy to do better in life ahead. As I already mentioned that life is nothing but simply a bunch of memories, we should be thankful to the people who added happiness and gave motivation to grow in life while facing tough situations. For me too, the Bagmati cleaning will be unforgettable experience for whole life it was like an event of sharing happiness and celebration. As being incredibly close to nature and students of environment I was doing the best practical learning of my university knowledge.

Supporting this, Tamang, youth volunteer “I am extremely happy to be volunteer of this campaign, since it has created awareness in international level”. He is also happy since he also got personal benefit and change within. He further stated that “personal benefit means the joy and happiness which comes from social contribution without any personal expectation. Campaign got good support from government. We, public and government worked together. It is human nature that we

become discourage if we could not see the change from our effort and became unable to get help from other stakeholders though we already know that social work is not for limited personal benefits.”He developed his self-confidence too. Satisfaction matters a lot where we involve. According to Khatri, a Bagmati Cleanup Campaigner, Bagmati campaign has been like a family, some campaigner feels like sickness if they could not come for cleaning. It has promoted brotherhood, collaboration, teamwork and volunteering for change.

Harmony is about the parts or elements that make up the whole, their relationships to each other and their relationship to the whole itself. Cohesion may be regarded as a combination of unity and harmony, in the sense that harmony in design gives rise to a cohesive whole. All the Nepalese from around the world know the campaigner. State also recognizes and has respectful eye for campaigners. I am enjoying being part of this campaign as campaigner. This cleaning campaign has tradition and ritual for example we start up with playing national anthem, make taking oath to all volunteers that they will not pollute the environment in any way and we also sing and dance at the end as cleaning task gets over”. Sunita Rana, Yog instructor a campaigner, shared that, “I am extremely happy to be the part of this campaign because going temple only is not religion for me. I have experience of getting infant dead body and dead animals in primary weeks of cleanup. I feel like that I am cleaning temple because environment and our home is also a temple. The main motto of religion is service and I am doing that service by participating in Bagmati River cleaning. As I read scriptures I find that service has been given higher priority in religion”. It reflects the strong sense of religious oneness. If we

see from macro perspective earth is our mega home where the entire living organism gets shelter. This experience has tried to redefine the traditional concept of worship and visiting temple. Awareness raising campaigns can be defined and understood as systematic communication activities which concern to create awareness on particular issues (Laura, 2012).

People have got so much satisfaction that it has totally changed the life of ones. Actually, everyone is searching for lost happiness and satisfaction but they don't know where to search it for. Heart understands only love and not things. Self-satisfaction is the internal satisfaction which gives you joy and happiness. When you do something good you feel internally satisfied and that is the best type of satisfaction. Similar self-satisfaction is shared by the campaign people. Adding to the opinion, Ram Gupta, a campaigner and teacher, "I am very positive and satisfied and encouraged to go ahead in this campaign. I have got new identity as Bagmati campaigner and felt sense of responsibility. Senses of service has increased, people were ready to do volunteer work also in festival holiday, earthquake, and extreme weather. I have put my daughter's name Bagmati." This was really incredible that how much dedication and inclination a person have in any campaign and volunteer work. I found that both the inner happiness as form of satisfaction and adopting the campaign by putting own's daughter name as Bagmati.

According to Khadgi, campaigner representative from AAN, "I am personally happy form the progress and continuity of campaign. I would go Bagmati River and collect waste from river, come back to home and feel so pleasant while having food at home after cleaning." Govinda Magar added

that "I say I got self-satisfaction so I am involved continuously with team of like-minded people. I am fully satisfied".

According to Mr. Thapa, "I feel so happy, light and get energy for whole week as I go and clean Bagmati every week. We celebrate by dancing in a national song after cleaning which makes us so fresh and energetic." Mr. Thapa has got internal happiness and immense pleasure looking the scenario of Bagmati cleanup campaign. He added, "One thing that touched me is that we had, violence massacre, war and conflict since decade so there was fighting, throwing stone and tear gas between public and security forces but now security forces (Nepal Police, Arm Police Force and Nepal Army) and civilians are working together for volunteering and service of society which can be seen only in Bagmati cleaning campaign. This is rare and emotional scenery of psychological achievement and brotherhood and cooperation between people and security personnel. I also became nostalgic as I remind cleaning experiences I myself could remind the radio and TV news when our country was suffering from insurgency. Every time I used to listen the news about murder, war, clash between security force and rebellion and also people during movement. Both opponents group were Nepalese citizen.

Now in Bagmati all security forces and public are working together for noble cause. According to Khanal, "I am very happy and satisfied as Bagmati cleaning volunteer. Campaign really did make progress and invited change for example I stay in 500 m distance of Bagmati River. We had to use scent and spray while eating food because of odor of river pollution. Now there is no foul smell. I go in river bank in morning and evening for hangout and refreshment. It has

given a change message to the world not only in Nepal with vibrant team work and volunteer mobilization. It was the fact that Bagmati was polluted. I had to use mask which could not control the bad smell of river while walking through corridor and bridge in Bagmati River.

Volunteering participation can foster social harmony and put individuals on a way to longer-term involvement in development activities (Wu, 2011). Despite of various problems, the volunteers come regularly for the cleanup. The cleanup campaign is continued due to the mass participation. Volunteers were from different age and professional background. They came out curiosity, being inspired from the improvement in river after cleaning campaign started. Word of mouth and social media also promoted to spread the awareness of current cleaning campaign.

#### *Common Ownership*

Ownership feeling is significant in group work. Campaign is also a kind of teamwork where different person and organizations need to contribute in different way. When property rights to different natural resources are not introduced and practiced, i.e. when there is open access, no individual bears the total cost of related resource deterioration (Heltberg, 2001). Social campaign are usually for the time being and may not be too costly but some time finance matters a lot considering issue, coverage, stakeholders and beneficiaries. Giving recognition to the contribution of each individual plays remarkable role for creating common ownership of the project. Sometime the financial part and fundraising also could be issue of social work or any other types of campaign. Fund is needed whoever

contributes or whatever the model of campaigns.

The financial transparency is necessary as it strengthen institutions with the aim of promoting good governance and transparency (Sharma, 2007). I have experience of ownership feeling while organizing event in college through welfare council, organizing picnic, culture program, spiritual campaign, working as volunteer during earthquake, etc. We had faced tough challenge for volunteer mobilization and collecting relief materials. Regarding Bagmati cleaning it does not have any committee, bank account and no cash donation is accepted. The respondents experience on giving credit, ownership and financial transaction are presented below:

According to Gautam, "We did not have any political motive, there is no formal committee, designation, cash collection, no cash donation accepted, and people trusted the movement". It shows the indignity that cash is less valuable for such campaign in our context. I felt that every house should have chuck pit otherwise both solid and liquid waste will be thrown to the river or river bank of Bagmati. Household solid waste source segregation facilities and local residents' separation behavior both become better and improved along with the effective implementation of program (Maskey, 2018). Yes ofcourse this is participatory campaign because over eight hundred thousand people came and participated in this cleaning campaign as volunteer. Things have changed like anything now. Not only Gautam, Mr. Tamang has also similar experiences. According to him, "it is environmental campaign with communal ownership. It has no formal committee so all the volunteer campaigner and public are

equal stakeholders and take common credit or ownership.”

He found that there is drastic change in people’s perception that we don’t need much donation and money from other and foreign country to make such program successful. When I started my carrier in initial days, the volunteerism was at peak. I remember participating in local youth club at Chabahil. Though there was a committee, no position was shared by any members. We all were equal and sharing the same platform. From the club, we organized blood donation program where all members were participated voluntarily.

Relating it to Khanal’s experience with this, I found that volunteers are working without caring about the weather condition and impacts. Khanal shared that, “We never cared of extreme weather in summer and winter, no great festivals like Dashain, Tihar, etc. Volunteers were busy to clean river without umbrella in heavy rainfall during monsoon. This campaign has developed the notion of nationality and charity that we should give something to our society and nation instead of begging what they can give us. I joined campaign to change Bagmati River and as my social duty. I became attracted to this campaign because of three reasons. first, no cash donation, second, giving equal status, respect and credit to all volunteers as campaigners new or old irrespective to their age, religion, profession, education background and third, it is not only campaign for cleaning Bagmati but also contributing awareness to children, students and youths for new nation-building.”

#### *Volunteer Motivation*

Many factors motivate people to volunteer. Volunteering is also renowned for skill

development and is often intended to promote goodness or to improve human quality of life (Maed, 2015). Volunteering may have positive benefits for the volunteer as well as for the person or community served. Act of volunteering is indeed a great job since one get satisfaction, dignity and don’t feel pressure unlike in the paid job. A person is already prepared to contribute others by time, donating necessities, money or serving physically as per the necessity. Human being is by nature has serving attitude. We need to simply create the platform and motivate them with objective and expected change or significance of the issue. The act of volunteering does not rely on gender or age, however, it should be mentioned that it is more popular among educated individuals including youth (Bacter & Marc, 2016).

In some social event I simply announce notice and request to my college students for volunteering. They become excited and join the event. They performed well-ignoring transport, food, weather challenges. As I connect the experience of Bagmati cleaning I had invited youth students of +2 and bachelor level from different college of Kathmandu. I also requested my friends and relatives for 100 weeks celebration event. Our station for serving drinking water to volunteers was in Guheshwori, Pashupati. Thousands of volunteer came and served drinking water to ten thousands of cleaning volunteers who were present for cleaning and human chain making purpose. It was amazing gathering with excitement, rush and responsibility. I further learned volunteer skill and team work while volunteering contribution in nine districts including Nuwakot, Dolkha, Kavre, Sindhupalchok during massive earthquake. The volunteer seeks to express or to act on important values, such as humanitarianism and helping the less fortunate. The

volunteering experience and progress of Bagmati cleaning are as follows:

According to Gautam, "This is volunteer-based campaign; there is no leader somebody takes the responsibility of cleaning each Saturday. It has been a very effective campaign. The most important thing is sense of service among people, we did not have any political motive and people trusted the movement. Youth (age of 20-40) has huge participation by age. The highest number of volunteer participation was I think during the 100 weeks celebration program where hundred and fifty thousand people joined hand with government machinery to the president and prime minister.

The effect of recognition and praise plays a huge part in keeping volunteers motivated. Although volunteers are unlikely to have joined the cause in order to receive praise, that doesn't mean to say it won't drive them to continue to produce quality results. And the least participation was in I think in the fifth week where hardly 17-18 in number were. Several foreigner volunteers participated in this cleaning campaign, EU ambassador was role model. She visited more than 50 times. Similar experiences were shared by Yadav- "Actually the effectiveness and impact can be observed by third person. 7 million plus volunteer participants in cleaning campaign, 1800 plus organizations have been involved; 28 km cleaning up to Balkhu has been done." Solidarity, according to Durkheim, is an enduring feature of social life. However, large-scale societal changes such as industrialization and modernization fundamentally transform the nature of solidarity (Durkheim, 1979). Volunteering program engages local communities and individuals from the grass root, and has the power to invite transformational impacts for

both the volunteers themselves and on the communities or stakeholders where they engage for volunteer contribution (Maed, 2015).

Sometimes the topic and area of the social campaign also influence the number of volunteer participants. Once I had been there in Ratnapark on the occasion of National Yoga Day. There was *prahahtpheri* Morning city walking and spiritual awareness program). I found there was huge number of the people from different religious and spiritual organizations. Some schools also brought students from senior class. It was raining but movement of the people in line was so beautiful and systematic with some Yoga awareness slogan and play card. There were good number of youth volunteers who seemed highly dedicated for traffic management, leaflet circulation and drinking water service.

Majority participation was of yoga instructor, and spiritual personalities. I enjoyed the post-program venue cleaning program. They also gave us sweets and chocolates at the end. A study done in Lithuania indicates that volunteering as non-formal self-development platform creates advantages not only for targeted community, but for the involved volunteers too, while talking about students are: professional skills development, individual and social development, acquiring new knowledge and competencies which is likely to assist the integration into the job market (Repeckiene, Kvedaraite, Zvireliene, & Glinskiene, 2014).

Volunteering provides many benefits to both mental and physical health. The social contact aspect of helping and working with others can have a profound effect on your overall psychological well-being. Environmental and

Social Sustainability (ESS) is the adaption and integration of precautionary environmental and social principles and considerations into decision-making processes. Tamang “The foreigner organizations and individual also became participated as a volunteer. The self-motivated and volunteer participation helped to maintain consistency even in extreme weather and festival season. It further motivated to take the initiative for other tributaries cleaning program like Bishnumati, Hanumante and Manohara cleaning. Volunteerwork is regarded a noble engagement, guided by person’s own freewill (Rose, 2016)

### *Involving Means Learning Something*

Campaign is also a sharing platform. We may have both positive and negative experiences. One can learn lesson from negative experience and mistake as well. Sustainable learning is also determined by an individual’s learning identity, capacity, the level of self-confidence, and learning relationships, network that enhances movement through the learning cycle. Such strategies for encourages the learning process are offered for each of these titles (Passarelli & Kolb, 2012). We can identify the weakness as we regularly participate in any program as campaign for long time period which helps to give feedback. Suggestion may be different by person to person. We may also get identical feedback in common issue. There are different problems associated with Bagmati cleaning campaign like local community’s active participation, land encroachment, maintaining current status and flow or river, drainage mixing and purification, legal action and punishment to polluters, household solid management, environment education and continuous awareness etc. While being specific to Bagmati cleaning campaign

majority people frequently ask about the drainage mixing and its solution.

The feedback of few campaigners and volunteers are presentedas; Gautam shared that, “The garbage should be taped right at home, there should be segregation and only the waste which cannot be recycled and reused should go in other waste station. All the pipelines and wastage thrown to into Bagmati should be tapped as soon as possible. , Government came up with cleanliness guidelines (10 points), banning plastic, some rules and laws. Law without commitment and awareness is only the piece of paper so only strict law may not ensure the clean and healthy river or environment. ” Law can be understood in many ways similar to a ritual which is heavily formal and standard (Buys & Miller, 2005).

Gupta shared his similar experiences that “Every individual should have awareness, the consciousness of not throwing waste invites sanitation not the strict law, and then we can use law.”I have been little conscious regarding environment and health after joining KU. I am citing reference of KU frequently because that 2 years study period groomed me as environmentally aware citizen. Previously I used to think we should protect environment but I was poor in practice. I have planted one indoor plant in my room. I give water and take care of every day which reminds me the taking care of plants and environment out of my home too. Two weeks before (March 2018) I had gone to Kathmandu Medical College as my mother was hospitalized for 2 weeks, I searched dustbin to throw some waste like biscuits cover, plastic, etc. I found three different dustbins of different colors at the entrance of ward with a tag of 1. Organic waste 2. Plastic 3. Metal. / Hospital waste. It was a really good

practice and practical initiative of waste segregation in point source. Similarly, I saw the same three dustbins for waste segregation in Norvic hospital last year as I had been therefore my gastritis treatment. Many people who meet and talk with me regarding Bagmati has concern for controlling of drainage mixing in river. They complained that Bagmati cannot be totally clean unless drainage tapping is not done soon. They usually complained for HPCIDBC and government. I also think it is serious problem. But one thing I also don't know if we tapped drainage where to manage the drainage collection? Purification? What technology? Cost?etc.

#### *What Next?*

Basically, campaign is for the time being whether it is small or big, longer or shorter. Bagmati cleaning campaign is running since last 5 years. So, relatively it is longer campaign. According my observation and participants sharing campaign brought many changes but river has not been totally clean and pollution prevails yet. Certainly solid waste has decreased and visible changes in riverside can be observed. Volunteers and campaigners are working consistently for more than two hundred sixty weeks. What next also matters since any campaign is expected to reach in conclusion as it has certain targets. Many campaigners and volunteers know that it is running and still go ahead for the time being but none of them said how long with specific timeline. Even in the starting they may not know that it will continue for such a longer time or it could already stopped if got targeted results. What campaigner say about future direction is mention here precisely.

According to Gautam, "No campaign is mean to run forever whatever the energy and effort there was to trigger social consciousness and political and bureaucratic consciousness now we are transferring to local communities and government which is inspiring to spread such campaign all over the countries. We will be there till the time that Bagmati is very clean. We want to see the bath able Bagmati".

Gupta shared that, "We want to clean 28 km Bagmati completely. In future the campaign will be will hand over or run by the state and local people or local government. This is not lifelong campaign. Public awareness that we should not throw the garbage in river is vital. We can take this campaign as model to conduct another campaign. In foreigner countries environment is so clean so why not here? We need to maintain sanitation within ourselves and environment which makes us healthy. Similar opinion was expressed by Khadgi "this campaign will be running unless there is healthy and clean water flows in Bagmati how many weeks does it take".

We had started Chabhil Ganesthan temple cleaning campaign from club in 2017 weekly. We were around twenty youths in group. We cleaned regularly for fourteen weeks and stopped. We removed solid waste of temple compound and nearby vegetable mart. We also cleaned branch road and *stupa* premise once. Volunteers felt happy and satisfied. Sometimes we used to conduct surprise gift at the end of cleaning program. Gift would be Rs. 50 cell phone recharge card for one volunteer and vegetable like tomato or potato, etc for other two volunteers. In fact it was for both fun and motivation. We used to click group photo after cleaning. Later on local people especially shopkeeper also supported us by

participating in cleaning, providing sack and putting dustbin.

### **Difference Today**

Most of people at a first stance usually give priority and positive sides while we talk about the experience and transformation however, one can have different experiences. So far as clean campaign is concerned, it may incorporate the participation, satisfaction and complain, feedbacks, learning, some significant happenings during campaign and sense of progress within an environment, gap between past and present, etc. During my visit with Shiva Thapa, an engineer and campaigner, "Previously people used close their nose from far distance. The river was much polluted. I remember the flowing of Bagmati River in our childhood days". Similarly, Dinesh Khanal, youth volunteer, "My house was located just 500m far from Bagmati River. We used to light incense sticks to dilute the foul smell from the Bagmati River. Nowadays (January, 2018), I go for morning walk on the river track. The river bank is relatively clean; this makes me a feeling that area is clean and tidy." As shared by Govinda Magar, retired government servant, "We cleaned dead bodies of animals and human dead infants from our hands during the campaign now we can hardly find the solid waste in the river".

I remember going to regular morning walk to the *Pashupatinath* (The holy temple of Lord Shiva that lies on the bank of Bagmati River) during my college days at KU. The college was in the evening. I used to come in Pashupati in the evening during the holidays and Regular *Aarati* Program as I used to stay nearby.

The physical experience like river condition, solid waste amount, volunteer presence and change in river face may be similar among the

participants. But the level of satisfaction, happiness and sadness, suggestion for future direction, inner transformation and habit change may be diverse. Age factor, culture, education, perception to nature, past experience also influences to the current experience and reaction. Identifying the factors that influence satisfaction will assist with both planning and design of such developments, enhancing quality (Buys & Miller, 2010). Here in the context of Bagmati Cleaning campaign the extreme weather, special occasion and events, new and old volunteer, regularity, environment awareness level, festivals, professional engagement and time constraints, change and challenge during and after campaign may shape the experiences of different respondents.

### **Major challenges of volunteer Bagmati cleaning campaign:**

*This section* basically includes the challenges during the coordination between the stakeholders, community members and authorities participated. The challenges like issue raising, advocacy, visibility, identity, awareness, financial resource management, motivation, teamwork, leadership, continuity and public participation and mobilization are the potential challenge of any social and environment campaign.

#### *Challenges for Coordination*

Every campaign has both opportunity and challenge. The challenge may be different as per the nature and objective of social and environment campaign. Volunteering itself is not an easy task considering time management, feeling ownership of issue, fundraising, impact, etc. More importantly the challenges of river cleaning may rely on the size of river, nature, and

intensity of pollution and population density and status of environment education and awareness. The challenges of Bagmati cleaning campaign 2013 based on the information shared by respondents are presented as **follows** :

Campaign is a teamwork. Sometime there could be multiple stakeholders. Work division, time management, leadership, etc. influence the coordination part. Basically, coordination is shared responsibility. As we had conducted few months city and temple cleaning programs in Chabahil in 2017 we also faced coordination problem. For example leadership rotation, convincing and inviting local shopkeepers, proper management of collected solid waste, putting dustbin in front of each shop and public places like temple premise and road. We tried to collaborate with local solid waste collector and ward committee. Some time vehicle would not come on time, some time we did not use to have a place for dumping collected solid waste. Locals seemed reluctant and indifferent to our cleaning program in the beginning. We continued nearly for four months. It brought some change and created awareness among the local inhabitants. Thus, being longer campaign running since five years Bagmati cleaning certainly may have faced various coordination problems. Coordination with stakeholders security forces, bureaucracy, HPCIDBC, participant organizations, hospital partners, media, etc. Coordination refers to the collective efforts and not to an individual. If only an individual is engaged in work, the question of coordination does not make a sense. It is likely to be group of individuals and organizations as stakeholders (Kabuga & Creck, 2010).

Gautam said "The first challenge we faced was mobilizing government support. The

garbage should be taped right at home, there should be segregation and only the waste which cannot be recycled and reused should go in other waste station. All the pipelines and waste thrown to into Bagmati should be tapped as soon as possible. The government does not take an initiative if you took initiative they come and join in hands but a lot needs to be done to engage the government. Supporting to Gautam's opinion Magar said "Drainage mixing challenge, bridge construction also disturbing drainage construction, drainage purification, etc. challenges to improve quality of water "Now HPCIDBC is coordinating for cleaning materials. Sometimes we removed waste from the river but could not transport that collected garbage for few weeks because of the transportation problem so local people complained to us."

Yadav also supported Gautam's comment and stated that "Land encroachment, unmanaged infrastructures like house without septic tank or loopholes in architect design and approval during building construction and monitoring weakness. *kagaj ma auta, byabhar ma arko* (one thing in paper and another thing in practice) corruption, lacking efficiency and timely performance by government agency, pollution in tributaries of Bagmati were also identified as challenge." Coordination is significant part of public administration is the first fundamental concept and principle of organization which includes within itself all other principles which are secondary to it and through which it operates. However, coordination is only a means and not an end. It facilitates and motivates the working process for progress (Marume, 2016). Once there was meeting in Gayatri Paribar Nepal's meditation center in Basbari, regular volunteers and campaigner were complaining about the lack of the support and coordination

by HPCIDBC and its leader. It was before hundred week cleaning campaign from startup. Regarding land encroachment, I have found a clear difference in the area of Bagmati river and its bank for example river and river bank in Makalbari, Jorpati area and in between Gothatar bridge to Gueheswori is pretty wide but the river area and river bank in Sinamangal to Minbhawan is so narrow where squatter settlement is located and building construction is very near from river attached with corridor road.

One of my friend Bijaya volunteer of cleaning campaign shared that one Saturday's cleaning program they had clash in squatter settlement. Guptai "The campaign faced several ups and down, struggling and obstacles. It was very difficult to manage cleaning materials like globes, mask, *doko*. We had problem also to manage solid waste removed from the river since KMC didn't trust us. Motivating the people for participation in cleaning campaign and coordination with government agencies was biggest challenge." Adding to that Uprety shared "Previously HPCIDB was not so active now it has taken responsibility and the speed of construction of drainage is increasing. To influence in policy level was also difficult now it is heading in that direction too. "The utility degree of public participation will certainly differ with the personal strength (Salkevar, 1977).

Kadel "Similarly there is need of proper solid waste management places like dustbin, dumping site to throw the waste. We need to clean other rivers too since they are contributing to Bagmati pollution. Coordination with government and managing required materials were key challenges."

I found good coordination with security forces since Cornell himself from Nepal army, and officer from APF and Nepal police came and send cadres with command. I reached one Saturday in 250 weeks cleaning campaign. Program was there in Shankhapul, Manohara dovan. Newly appointed environment minister Lalbabu Pandit was there as guest volunteer. He opened his shows wore boot, globes mask and entered into river for cleaning. Officer from Nepal army was there with his newly promoted successor for orientation and coordination since he himself got transfer in far west out of Kathmandu. While talking about tributaries clearing Bishumati cleaning has already crossed 196 weeks. I found security forces are supporting them as I had joined 100 weeks special cleaning program in Gongabu Bridge, New bus park. I had been there with the students of reliance international college as youth volunteers. One of the campaigner Anil Dharel taking lead of Bishnumati cleaning campaign stated that they have got supporting hand from security forces and locals.

#### *Volunteer Motivation*

The word motivation is indeed a broad concept. I still remember the days when I was studying I. Ed. (+2 in Education stream) students need to get regular motivation from teacher, parents, and peers. Nowadays, Government offices, private organizations, educational institutions (school, college, university, training center, etc) also run motivation classes for their human resources and clients. While talking about social work and volunteer campaign it is necessary to motivate the volunteers, stakeholders, leaders to make the program successful and give continuity.

As I am talking on the context of Bagmati River I was extremely demotivated in the beginning thinking about the outcomes. There were layers of solid waste into the river, mixing drainage and extreme odor which can be felt even from far distance. There would not be much cleaning volunteers. I literally stopped going there after few weeks. I used to think that no it is not possible as if we can't make a change and get clean river flow in a whole lifetime. Surprisingly after 2 months, the same place got to change. I saw river flow, solid waste was removed totally. People started to join cleaning campaign.

Now, I reminded the beautiful signboard with slogan "*Voliko Sapana* (Tomorrow's dream) with the picture of clean Bagmati in Tilganga Bridge. Later on I became hopeful and convinced myself that Yes we can do it because change in river condition was observed physically. Similarly, mobilizing people is also a significant skill in volunteer campaign. We can't force and control people like paid worker. Volunteers dedicate time in free of cost and without expecting personal benefits through some common or shared goals are there in any social campaign.

Mr. Gautam has shared the various challenges with the the cleanup campaign. He shared that, "The first challenge was getting the trust of people since there were hundred forty-one NGOs participating in cleaning campaign before we started the campaign in cleaning and taking money or donation from different foreigners, they spent some part in Bagmati and rest they knew what they did money with. People thought that we are also similar. The second challenge was how to mobilize the volunteers." Supporting Gautam, Uprety said "The very first challenge was creating awareness regarding cleaning campaign, motivating people and gathering people or

volunteers for cleaning. So, we started by ourselves though the number was less. Likewise, Gupta shared that, "At initial stages, people would call us mad and frog but now people are highly optimistic. However, now people felt that this not only the responsibility of government we can also do it.

To clean the river and environment is also our duty as a citizen. People are sincere now. The campaign has maintained consistency since last 5 years. Motivation refers to cause that underlie behavior that is characterized by volunteer interest and volition. Intrinsic motivation is determined by personal enjoyment, fun inclination, or pleasure, however extrinsic motivation is guided by reinforcement. Motivation involves a set of closely related beliefs, values, interests, and activities. Individual's motivation intends to vary according to subject areas, and this sectoral specificity increases with age factor (Lai, 2011).

Bhattarai shared that, "People were discouraged since more than hundred and fifty NGOs had started cleaning campaign but could not give continuity. Nepal government and some industrialists also tired but could make any change and give continuity, make the cleaning program effective. People had bad impression that state and prime minister also could not do effective work so how these few people can take a lead and make change?"

#### *Fund Raising*

Regarding money I have heard one quotation 'Money is not everything but something'. We can't ignore financial part totally to organize, continue to make reach any campaign in conclusion. Every individual, family, organization bears financial challenge small or big. Even if some campaign is

volunteer again some basic arrangement and budget need to be managed. For example logistic support, food, transport, and another material cost. Sometime cash collection may be done through donation, sometimes allocating budget from local government, sometime charity show, etc. I would like to relate one experience of volunteer work and fundraising. We had to support an orphanage for children's education and accommodation. I proposed a charity show of documentary. Club members were agreed. Then we organized a charity show with sponsored tickets. We sold one thousand tickets to college students and collected the necessary amount. As I recalled initial week of leaning I went to Tilganga area for one Saturday's cleaning. There was installed they told that one needed to buy globes for cleaning. I had no purse with me. I asked one my friend Rs. Twenty and bought a couple of gloves. It was really difficult to manage cleaning materials (globes, mask, boot, etc) for four hundred plus volunteers at a time.

Gautam shared that, "In the beginning, we used to donate cleaning materials by ourselves and used to also request people donating such necessities right on the spot not the cash but now HPCIDBC is taking care of that. there is no formal committee, designation, cash collection, no cash donation accepted".

One of my friend Sulakshyana's mothers shared me idea of clothes and relief materials donation to flood victim of Sarhali Lalbandi after 2017(2074BS) massive flood in Koshi river east Nepal, Tarai. My responsibility was for stationery management for hundred students of local community school. I shared plan with one of my sister Srijana who had stationery in Lazimpat. She happily donated

copy, pencil. I bought some extra copy adding Rs 1500 from pocket money. I further requested to my director Subhi mam, Brother Rewati, Sister Shova. They also donated 12 / 12 pieces bigger size fine note copy by each. Two persons gave Rs. One/one thousand cash donation. Then we again bought pen, eraser and sharpener with that amount. Finally, clothes both pre-used and new, food items like rice, oil, sugar, lentils were collected and packed. We went in the spot and distributed relief in presence to local people's representative and security personnel. The inhabitants were the landless people.

However, Rijal had slightly different opinion regarding financial challenge. "Finance is not the major challenge. The use and misuse of fund matters a lot. We didn't collect cash donation. Money is necessary but its management is challenging and play important role. Sometime we also felt that we need to take money help or cash donation as we lacked cleaning materials and faced financial difficulty but later on we realized that our decision was good as we didn't have any criticism regarding financial transparency." According to Khatri money was not major challenge "This campaign is not for the sake of money and status or holding certain post. It is really a sacred mission with fair intention"

I do have one bitter experience regarding financial resource management for social work. During massive earthquake I was involved in relief volunteering. One of relief group from India proposed me that they will provide relief materials but can't provide transportation. They were ready to provide me two truck relief materials including ration and blanket. We had to send relief to Okhaldhunga district where reserved bus fare was around Rs. 35000. I had to manage cash

for transportation urgently, No ATM, was busy for volunteering in affected district daily since three weeks regularly. I could not manage cash on the spot. Then I diverted relief materials and donor to another two people who were ready to manage transport cost. Later on they distributed relief materials in nearby district Sindhupalchok and Dhading. Yes I agree that fundraising and cash collection is challenging especially for social work. People get easily convince for money collection for entertainment purpose like concert, picnic, tour, etc. but if we talk about charity that is little bit challenging. Sometime people hesitate for cash donation due to transparency issue. In volunteering and social work, we should use innovative ideas for fundraising with clear purpose with accountability assurance.

There are three different sources of funding for all the charity motive earned income (such as products and fees for service), public and the private sector, which may include individuals, foundation and corporations. Nearly 60 years that records about who gives money away have been kept, at least 80% of this finance has been seen to be given by individual donor (Foster, Kim & Christiansen, 2009).

#### *Awareness and Trust*

Awareness sounds very common word which plays crucial role in social change. Basically awareness consists of both information on something and a sense of responsibility. One becomes responsible only if s/he is has awareness. Sometime awareness may be targeted to the certain group of people related to any issue (Cakir, 2008). We may also understand awareness as consciousness. For example, if I am conscious of my academic excellence become

since automatically. I further become aware of the regular study habit, meal type, friend circle, physical exercise, sleeping time, time management of for self-study, regular attendance in school, college or university, entertainment, exams, making notes, homework, combine study, relationship and regular contact with the teacher, etc. As I need to relate awareness with Bagmati cleaning campaign it is simple that if people were really aware river would not get pollution. So, if we are cleaning the river the people need to understand and accept that yes we are responsible for this pollution, it is harmful to our health and it is our duty to be the part of its protection, improvement, and cleaning. While talking about the gaining trust there were different cleaning campaign and efforts in the past too but they didn't get continuity and could not bring change with effective result. In this context-creating awareness and gaining the trust of people could be not an easy task. Furthermore, role of NGO/ INGOs and financial part also may have created doubt in people. Campaigners and volunteers real opinion are as follows:

Gautam focused on the awareness among the Bagmati corridor people. “. Local communities are active and present there. But the people who stay along with river bank and take much benefit from the river don't have sufficient awareness yet. Being developing country awareness is yet to create. Awareness is must. We met many times before the actual cleaning, meetings, awareness and visited more than forty schools and colleges for consistency maintain. We talked different organizations over two thousand and five hundred. That is how we mobilized the support.

The scenario was that people used to come in balcony or rooftop and look at cleaning campaign as if there was some fare or event in starting many weeks. Throwing solid waste into river was common. One of the campaigners used to make announcement from mike for mass mobilization and informing cleaning site, work division of volunteer group including door to door awareness. Once we were in group in Sinamangal area for corridor door to door awareness while cleaning campaign was moving on. One of the Campaigner Mr. Gupta would request the people “we are coming to clean river in front of your home and you being audience why don’t you come and join? “One of the lady shopkeeper stated that *“Tapai harule haptako yek din safa garera kehi hudaina, manchhe harule phohor falna chhodeko chhiana, hami nadi safa garna audainau, arule phohor garchha hami kina safa garne?”*

(It has no meaning cleaning once weeks since people don’t stop to throw waste. We don’t come to clean river. Why should we clean if others are polluting?). We should make people aware that everyone is polluting the river and corridor people are being more affected from river pollution so combine effort is necessary for improvement in river condition.

Upreti gave much emphasis on trust building of people regarding cleaning campaign. Gaining public trust that Bagmati River cleaning is possible was pretty challenge in beginning many weeks. In initial time people used to call “it is impossible, they come just to shot photo, etc. but now people give positive response and appreciate the volunteers and campaign “. Supporting to Upreti’s point Rijal shared, “It was very difficult to change the thought of people. We need to try to make

participate the people nearby river, hand over them responsibility and starting the campaign for collective love and nationality is further direction. Now we have got positive feedbacks. Awareness among the people has increased”. Likewise, Bhandari focused on legal action for awareness as an alternative, “. We need to punish the people who don’t obey law and make pollution. So, implementing law is also challenging. We may solve more that 90 % problem if we only could follow and execute existing laws. It was pretty challenging to change the mindset of river dumping site. Public awareness is essential by punishment or in any other way.”

Regarding law and legal action I remember one incident while I was studying bachelor in Brilliant College Chabahil. There was a small narrow lane near to college. There was signboard with written text “if somebody threw waste here Rs 15000 penalty”. But there would be always huge solid waste despite of that legal warning of punishment. I did not see people throwing waste in daytime but waste was there. After few months one retired government officer opined a new idea that he managed to put dustbin and bucket in nearby pools aside the road and cleared that dirty area cooperating with local people. He also coordinated the local women group (Kutubahal Naari Samuha). Then they put the idol and image of few Lords like Krishna, Shiva, etc on the wall. Then onwards problem got solution permanently. Now that area is clean.

They simply focused three things as follows:

1. Gave option to throw small personal solid waste.
2. Conducted *tolsafaikaryakram* weekly on Saturday for awareness which promoted paid waste collection service.

3. Hit in the spiritual emotion appeal to people.

Following coordination and awareness among people, everything can be accomplished. This might be achieved by implementation of a national campaign, supported and promoted by state, promoting the worth of charity trusteeship and the advantage it provides to customer and beneficiaries, to society at larger framework and to those who act as contributor (trustees) themselves (The Charity Commission, Cass Business School, Worshipful Company of Management Consultants. 2017).

#### *Maintaining Consistency*

Giving regularity is very important for making success to campaign. Some campaigners for short time period where consistency may not matter (Quinn, 2014). However, if the campaign runs for long duration it is inevitable to maintain consistency.

As I am discussing on Bagmati cleaning it has been already 5 years that campaign started. Some respondent said campaign never stopped even in festival season, extreme weather, less number of volunteer participation, lacking coordination initial phase, etc. Once they joined the campaign on Saturday which was in *Bhaitika / Tihar*. Consistency further helps for sense of achievement, public participation and media coverage. Few respondents' voices regarding campaign consistency are as Uprety said "Secondly, maintaining consistency and bringing visible change was also challenge." Similarly, Tamang "maintaining continuity was very challenging. We already have law but no pollution control so awareness in the people is must. "Khadgi shared the details information regarding consistency part". We used to call people from our personal relation

Sometime it was about to dilute and moving towards faction during earthquake. State was forcing us to conclude campaign bypassing campaigners. But we continued the campaign in Pashupati area at that time too."

"Strong will power, continuity and team work contribute any campaign to make effective and successful. Public awareness is most important not only is the strict law sufficient for pollution control and environment protection I hope river flow and water volume will increase as Melamchi water comes in Kathmandu because that supports to control existing drinking water pressure in Kathmandu. In 2013/02/01 (2069/ 10 /19) Ex PM Dr. Baburam Bhattarai also started cleaning campaign from Pashupati area formally but it could not be continued. Later on chief secretary Lilamani Poudyal also convinced to start up new campaign from May 19 2013(2070 / 02 /05 BS) This campaign gave the message that social campaign and campaigners are also powerful and have capacity to change."

There could be different factors behind inconsistency. Major cause among these is that it results from collaboration of many actors, each with having different opinions; ideology views and separate interpretations of the real world happenings. It is also the consequence of uncertainty leading to the protection of an equivocal and hence inconsistent position. Inconsistency mainly results from mistake sometimes from intentional falsification of facts (Finkelstein, Whitehead & Campbell, 2009).

#### **CONCLUSION**

The coordination among the stakeholders was seen as the major challenge. It was observed that it was quite difficult to aware people about the cleanup campaign. The

difficult part was involving the local people in the campaign. This aligns with the participatory theory on the basis of which this chapter has been designed. The local people involvement was a major challenge in this program. Different earlier campaigns run for the very short period of the time and the stakeholders were worried about this continuity. Campaigners were blamed of people about their vested interest. The trust-building relation was also the challenge for the stakeholder to continue this program. It was difficult in the early stage to manage the cleaning materials but finance wasn't the serious challenges as shared by the respondents.

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