



AJAY MEHRA

Swachhta's Scavenger

LET US JOIN TOGETHER & CREATE
CLEANER, GREENER & HEALTHIER LIVING

AJAY MEHRA

As SWM Consultant / Promoter, Director, Chairman & Project Head

Born - 2 March 1964, Indore (M.P.)

Education - M.Sc (Chemistry) (Holkar Science College (Devi Ahilya University))

Father - Eminent writer & Prof. Late R.R. Mehra

Mother - Sanchalika - Saraswati School Late Smt Rajmohini Mehra.

Promoter - Zero waste Intech, Infinity Management & Zero Tolerance , Gold star media & Cleanaly.Com

Chairman - Swachh SeVa Foundation

Project Head - Sheetal Group

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INTRODUCTION & INSPIRATION

Ajay Mehra – a social reformer and entrepreneur who has dedicated my life to revolutionizing the idea of Swachhata (cleanliness) through innovation and inclusion, empowering marginalized communities across India. After witnessing the painful plight of manual scavengers, and identifying the lack of proper dustbins and sanitation utilities in households, malls, stadiums, railway stations, and city roads,

I initiated a solution: SS Bin – a movement promoting Stainless Steel Bins with dual compartments to separate dry and wet waste. These bins have proved to be an effective and eco-friendly substitute for plastic bins. I dedicated myself to scripting the Swachhta Mission and went on to direct

several awareness films based on SWM (Solid Waste Management) Rules, especially emphasizing waste segregation (dry waste for recycling and wet waste for bio-composting). These efforts have significantly contributed to strengthening Janbhagidari (public participation) within communities.

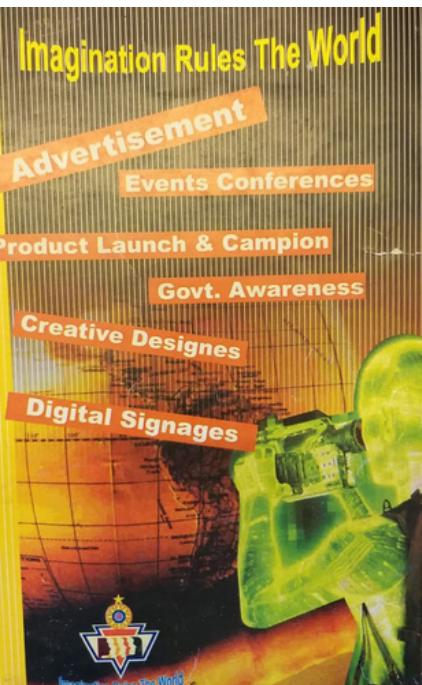


BUILDING THE MOVEMENT

With passion rooted deep in my heart, I continued moving forward. Through Sheetal Group, I helped ignite the flame of Swachhata in Indore. Collaborating with volunteer organizations and the Asian Development Bank (ADB), I was able to lead impactful projects across India (Indore, Shrinagar, Mumbai, Bhopal, and Jabalpur.)



To bring Swachhata into public consciousness, support from around 60 million people helped create a nationwide movement. This surge of Janbhagidari proved to be a milestone. With Swachch Bharat Abhiyan , the campaign connected sanitation workers across India and now stands as an inspirational model. We established a platform for Swachhata that actively engages people.



Cleanliness is no longer just a duty—it's being embraced by citizens. We've ensured that product-based awareness reaches key urban zones and local communities.

INNOVATIONS & RECOGNITION

By connecting cleanliness with people's mindset and recognizing the efforts of safai karamcharis, I helped create a place in the public's heart for these unsung heroes.

The Sheetal Group, along with partners, has successfully delivered ambitious initiatives and many more projects to cities like Indore, Pune, and Mumbai. Innovations such as Luminflex Lights—waste-powered roadside lights—are being developed under our initiatives. Be it new technology or modern waste disposal systems, we have made efforts that stand out.

One such idea, was highly appreciated by people. Using coloured SS BINs made of steel, we now monitor cleanliness and safety through integrated camera/web technology. As a "Chowkidar" (guardian) of cleanliness, I earned recognition for dedicating entire departments to the cause. This work became my medium of selfless service, now honored as a Pride Day.



EVENTS, ZERO WASTE & RIVER CONSERVATION

A major milestone was advancing Janbhagidari, turning small-scale efforts into national movements. During national events like Coldplay concerts (Ahmedabad & Mumbai), Zomaland, IPL, and other massive gatherings, my team played a crucial role in maintaining Swachhata.



Our Infinity Team consistently spread awareness about Swachhata Rules, focusing on dry and wet waste segregation. We ensured sanitization, fogging, and distribution of PPE kits and masks in public spaces.

The Zero Waste movement, founded by my wife Arti Mehra, was established to promote waste-free lifestyles. Through teamwork and awareness films, we ensured Zero Waste became part of public consciousness.



We also supported Clean Ganga & Yamuna campaigns, contributing meaningfully to river conservation, driven by a deep sense of belonging.

LEGACY, FOUNDATION & VISION

GO GREEN

My dedication also led to the Green Global Concept, prioritizing transparency in sustainability.

Through “One Earth – One Health”, we set targets for public volunteers to protect India’s natural, carbon-rich soil, presenting the vision of SAVE Earth – PLANET Net Zero Carbon.



I believe life without social contribution is incomplete. Inspired by my parents: Shri R.R. Mehra, celebrated author, and Smt. Rajmohini Mehra, founder of Saraswati Vidyalaya,

I laid the foundation of the Swachh Seva Foundation, committed to cleanliness initiatives and supporting sanitation workers. Together, they have turned plans into action, defining our mission to align fully with the Swachh Bharat Abhiyan.



OUR GOAL

To inspire every citizen to become a torchbearer of cleanliness.