



Spreading Awareness on Cleanliness

Why in News?

Women from a [self-help group](#) in **Burhanpur, Madhya Pradesh**, are going door-to-door to raise awareness about cleanliness among the locals.

Key Points

- The **municipal corporation** has offered a **special job to women in self-help groups to promote cleanliness in households** in the region, paying them **₹100 for the task**.
- Under this initiative, women associated with the **Vaibhav Lakshmi Self-Help Group** are going door-to-door in areas like Mahajanapeth and Shikarpura and spreading information related to cleanliness to the locals.

Self-Help Groups (SHGs)

- These are **informal associations** of people who choose to come together to find ways to **improve their living conditions**.
- It can be defined as a **self governed, peer controlled information group** of people with **similar socio-economic background** and having a desire to collectively perform common purpose.
- Villages face numerous problems related to **poverty, illiteracy, lack of skills, lack of formal credit** etc. These problems cannot be tackled at an individual level and need collective efforts.
- Thus SHG can become a vehicle of change for the **poor and marginalized**. SHG relies on the notion of **“Self Help” to encourage self-employment** and poverty alleviation.

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