



Ministry of Housing and Urban Affairs
Government of India



एक कदम स्वच्छता की ओर



**SWACHHATA
HI SEVA**
2018



Shaping Bapu's
Dream of a
Swachh India





Ministry of Housing and Urban Affairs
Government of India



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2018**



Shaping Bapu's Dream of a
Swachh India



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HI SEVA**
2018



हरदीप एस पुरी
HARDEEP S PURI



Message

आवासन और शहरी कार्य
राज्य मंत्री (स्वतंत्र प्रभार)
भारत सरकार
MINISTER OF STATE (I/C)
HOUSING AND URBAN AFFAIRS
GOVERNMENT OF INDIA

The Ministry of Housing and Urban Affairs identifies citizen engagement as one of the key enablers for meeting the objectives of the Swachh Bharat Mission. In line with this, the Swachhata hi Seva (SHS), a citizen engagement campaign was held in the run up to the 4th anniversary of the Mission. It was heartening to see people from all walks of life, women, children, senior citizens and professionals from various spheres including celebrities, private and government entities come together for the cause of 'Swachhata'. This coffee table book is a testament to how the Swachh Bharat Mission, apart from being a 'Jan Andolan', has managed to break the barriers and unite the people of our nation for the cause of a clean India.

In the SHS campaign held between 15 September and 2 October 2018, a number of activities for awareness generation and community mobilization were conducted in the form of Shramdaan, Clean & Green Drives, Swachhata pledges, Swachhata Rallies, etc. Apart from this, many cities passed resolutions to become plastic free and organized massive sanitation drives around various themes focused on the cleanliness of cities.

This book not only aims to showcase the efforts made by cities during the campaign but will also hopefully inspire other cities to undertake similar initiatives towards a 'Swachh, Swasth, Samarth, and Samridh' Bharat thereby paving the way for a new India.


(Hardeep S Puri)

New Delhi
14 November, 2018

HARDEEP S PURI

Hon'ble Minister of State
(Independent Charge) -
Housing & Urban Affairs



**SWACHHATA
HI SEVA**
2018



दुर्गा शंकर मिश्र
सचिव
Durga Shanker Mishra
Secretary



भारत सरकार
आवासन और शहरी कार्य मंत्रालय
निर्माण भवन, नई दिल्ली-110011
Government of India
Ministry of Housing and Urban Affairs
Nirman Bhawan, New Delhi-110011

FOREWORD

1. Hon'ble Prime Minister, while launching Swachh Bharat Mission on 2nd October, 2014 and at different fora have always stressed on making Swachh Bharat as people's movement. With active participation of citizens and different civil society organizations / groups, this Mission will not only attain success in the stipulated time to deliver Swachh Bharat on the 150th Anniversary of Mahatma Gandhi i.e. 2nd October, 2019, but also make this sustainable for all the time.
2. Four years down the line, the Mission is on its way to achieving the objectives it set out to deliver and the credit for this must go to the people of our nation. It is wonderful to see citizens from all walks of life stepping beyond their roles as mere beneficiaries of the Scheme to leaders of the movement today. There is enough evidence to show that India is on a new trajectory of growth owing to the achievements under the Mission.
3. With significant achievements already being reported in the space of sanitation, solid waste management will be the focus of the mission moving forward. It is our endeavour to ensure that cities have systems set in place for the efficient segregation, collection, transportation, processing and disposal of waste and people understand their responsibility towards a garbage free urban areas.
4. While we are confident of attaining the SBM goals, there needs to be continued focus on behaviour change and hygiene promotion. Further, the achievements getting registered on October 2, 2019, must be sustained thereafter. We are certain that people will take complete ownership of the next phase of the Scheme which will be on sustaining the efforts made by the Mission till date. In a way, the focus of the Mission will be in 'shifting the power to the people'. In this regard, the government will keep playing the role of facilitator in ensuring that the momentum is maintained on this front.
5. Swachh Bharat Mission is the largest behaviour change programme attempted by any government till date. This Coffee Table Book is a testament to people's contribution to the Mission. I am happy to see it being released in the 4th year of the Mission and hope that this visual document will provide inspiration for more people to undertake similar initiatives not just during the 'Swachhata hi Seva' fortnight but throughout the year.



(DURGA SHANKER MISHRA)

New Delhi
November 13, 2018

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DURGA SHANKER MISHRA

Secretary, Ministry of
Housing & Urban Affairs



SWACHHATA
HI SEVA
2018





PREFACE

VINOD KUMAR JINDAL

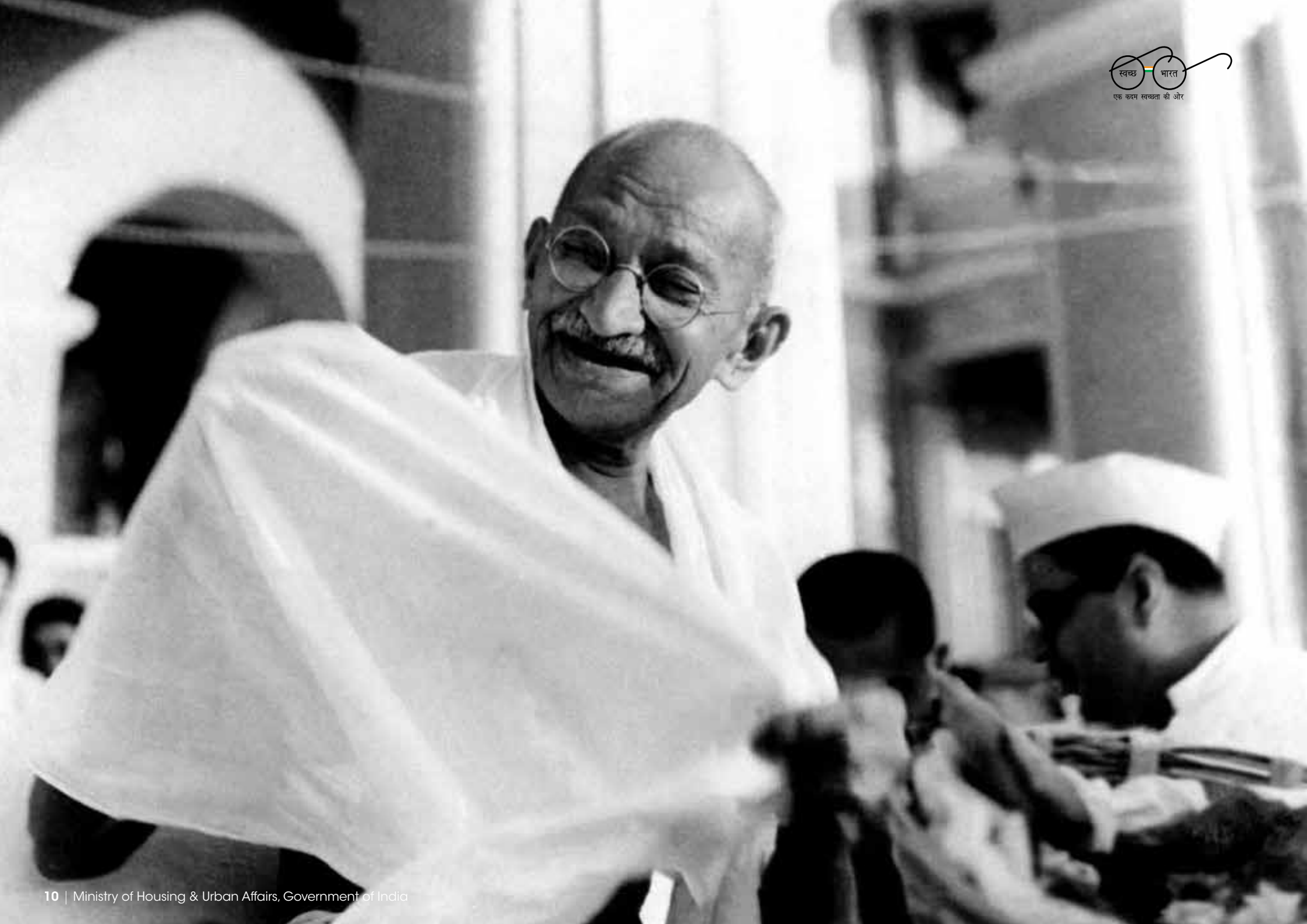
Joint Secretary & Mission Director, Swachh Bharat Mission (Urban)

Decades ago, Mahatma Gandhi said that 'sanitation is more important than political freedom'. The launch of Swachh Bharat Mission on 2 October, 2014 by the Hon'ble Prime Minister Shri Narendra Modi to address this burgeoning crisis was a historic moment for India – not merely for placing the issue of sanitation at the centre of the Government's developmental agenda, but also for the resounding message that was sent out from the ramparts of the Red Fort: "Na Gandagi Kareng, Na Karne Denge" (I shall not make my environment dirty, nor will I allow others to do so), thereby making every citizen an equal partner in India's journey towards 'Swachhata'. Since then, the Swachh Bharat Mission has truly turned into a people's movement, a Jan Andolan, with citizens and all segments of society taking ownership and responsibility for the creation of Swachh Bharat.

Launched in 2017 by the Hon'ble President, Ram Nath Kovind in Iswariganj, Uttar Pradesh, the Swachhata hi Seva (Cleanliness is Service) movement observed from 15 September to 2 October sprung into action large scale Shramdaan initiatives and witnessed the coming together of Swachhagrahis from all walks of life, reinforcing citizens' participation and engagement in the Swachh Bharat Mission.

In the same spirit, the Swachhata hi Seva campaign was observed once again this year in the run up to the 4th anniversary celebrations of Swachh Bharat Mission. Nowhere has this feeling of 'Jan Andolan' been demonstrated more than in the overwhelming participation by 1.34 crore citizens, comprising school children, students, home makers, inter-faith leaders, corporate houses, non-governmental organizations, local business people, and celebrities in 63,073 events across thousands of towns and cities in urban India, during the 'Swachhata hi Seva' fortnight observed across the country as a run-up to the Mahatma's birthday celebrations this year.

This coffee table book is an attempt to revisit some of these efforts that people across the spectrum have not just spearheaded but inspired others to take charge and carry the Swachhata mantle forward. The citizens of this country have followed Bapu's footsteps and have created a Swachh revolution that the Father of the Nation would have been truly proud to witness.

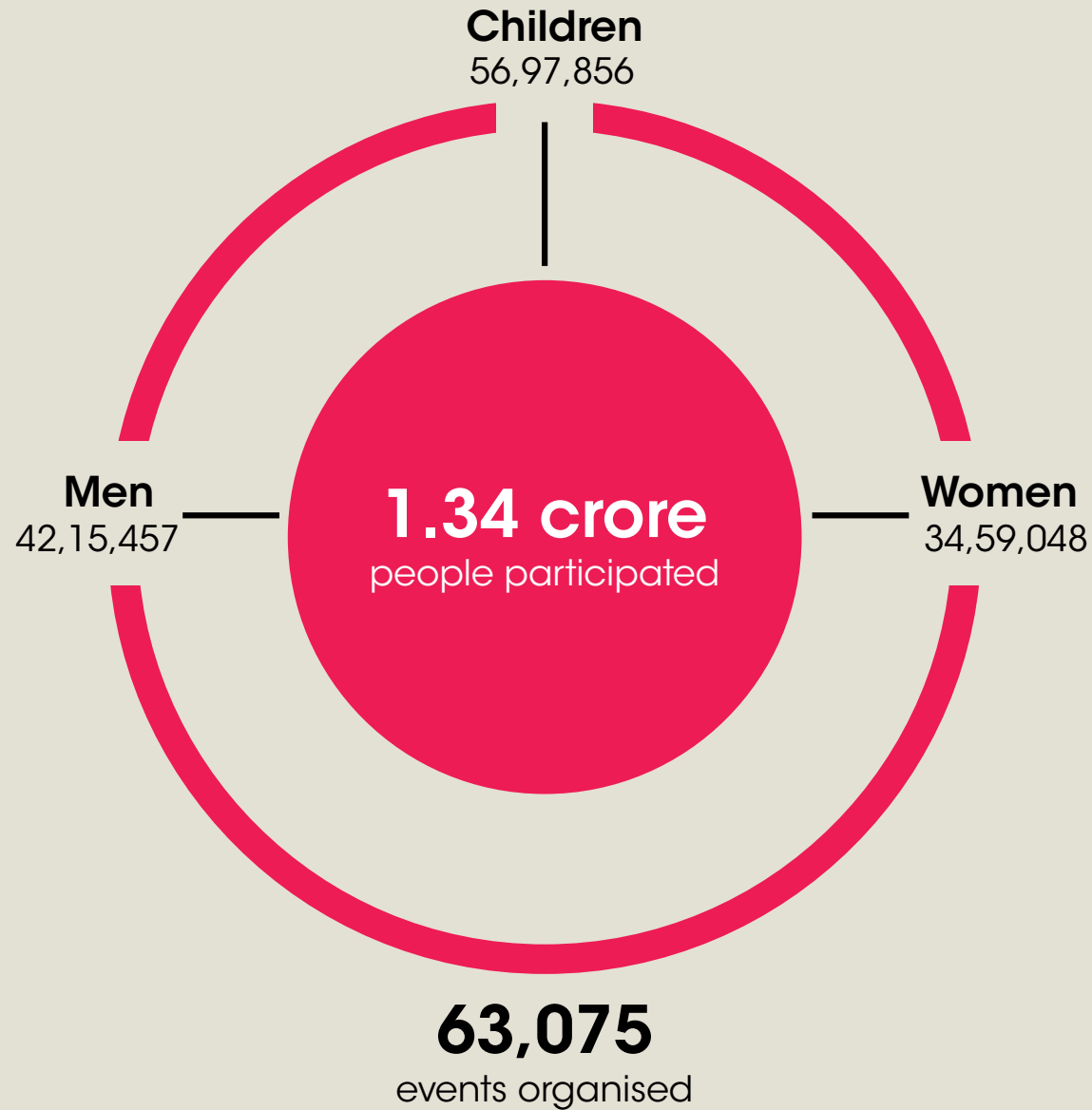




“ You may never know what results come of your action, but if you do nothing there will be no result. ”

- Mahatma Gandhi

HIGHLIGHTS OF SWACHHATA HI SEVA 2018

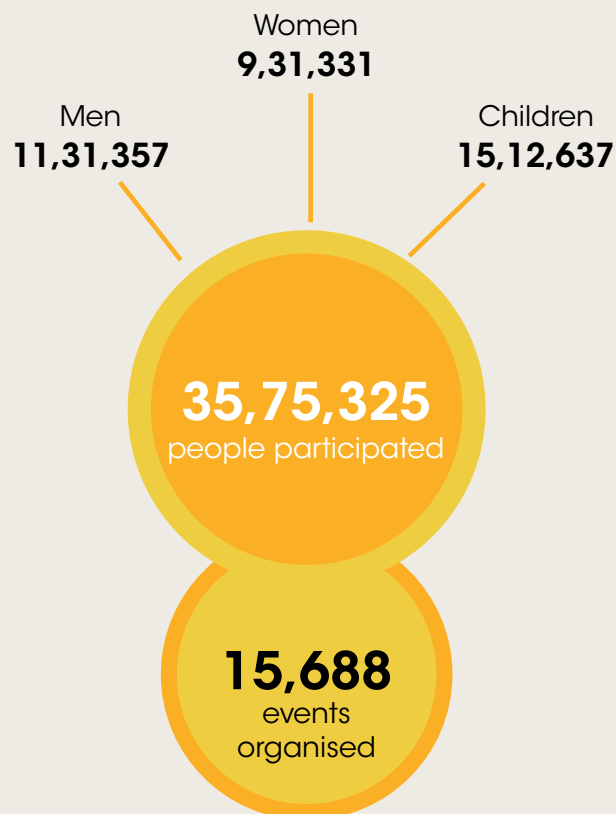




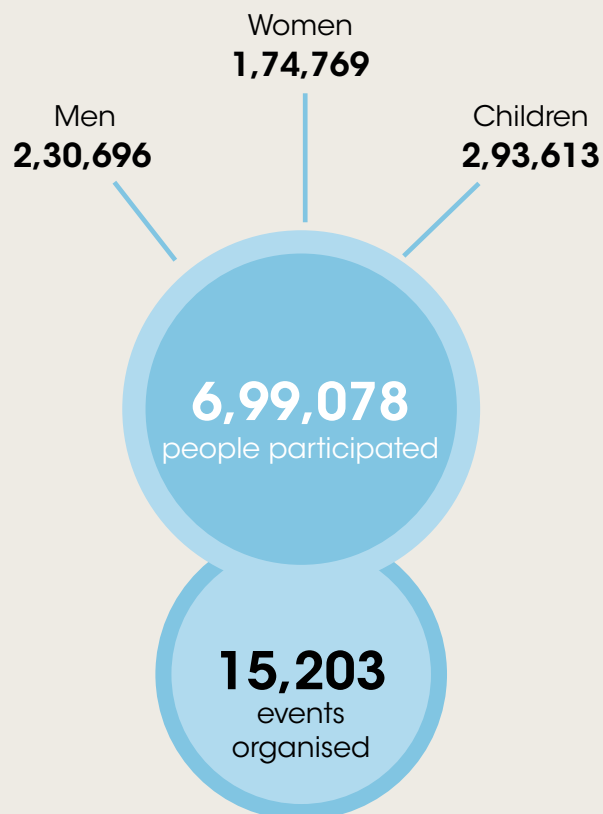
The enthusiasm among the citizens of Bihar Sharif is palpable as they undertake a cleanliness drive during Swachhata hi Seva

HIGHLIGHTS OF SWACHHATA HI SEVA 2018

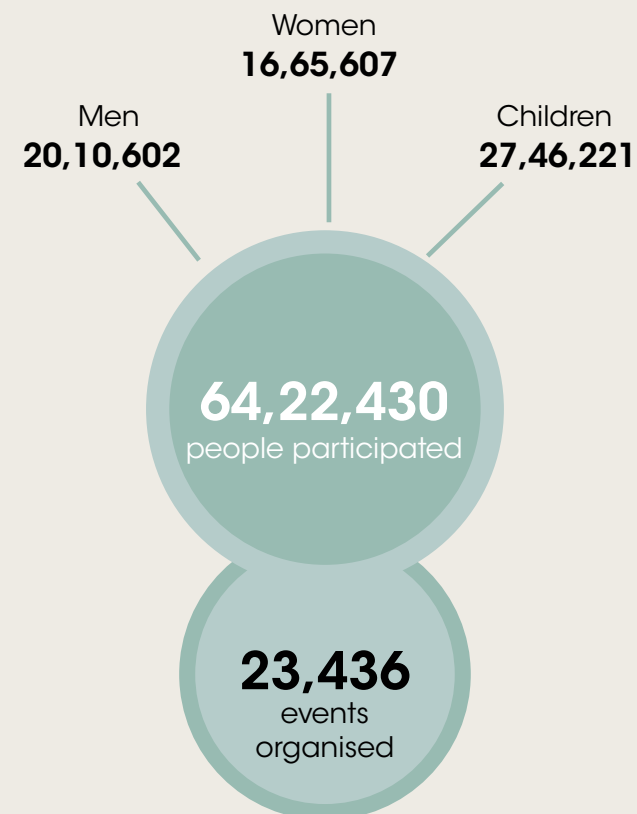
North Zone



South Zone

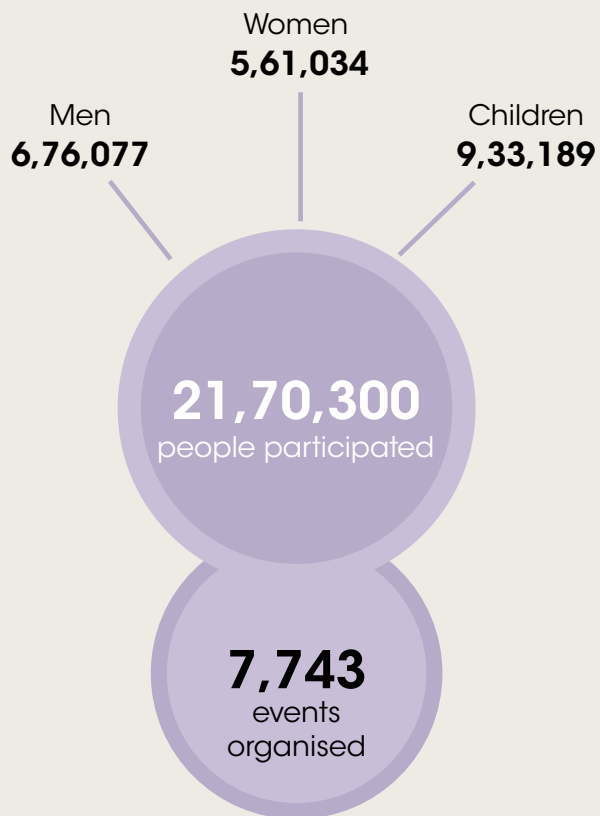


West Zone

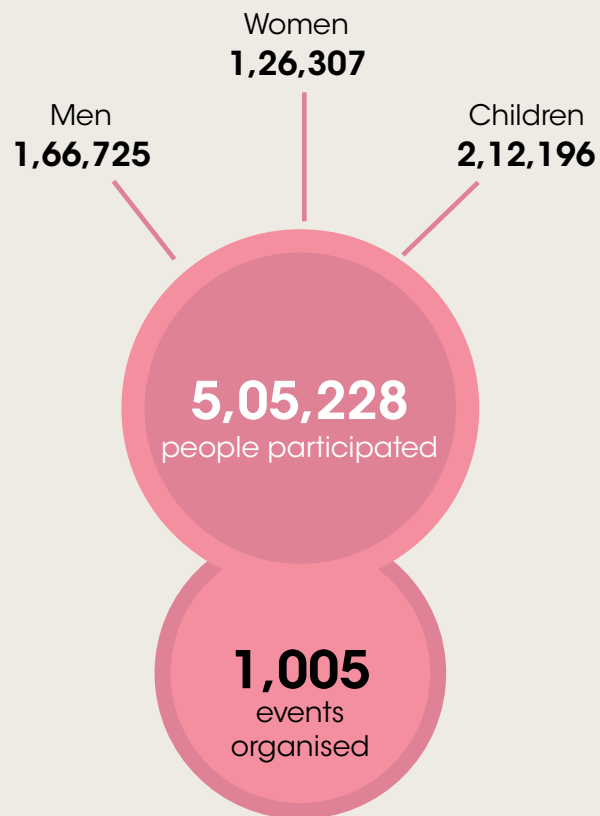




East Zone



North East Zone



ACTIVITIES



PLOGGING DRIVES



SHRAMDAAN



CLEAN AND GREEN DRIVES



SWACHHATA RALLY



SWACHHATA PLEDGE



FILM SCREENING

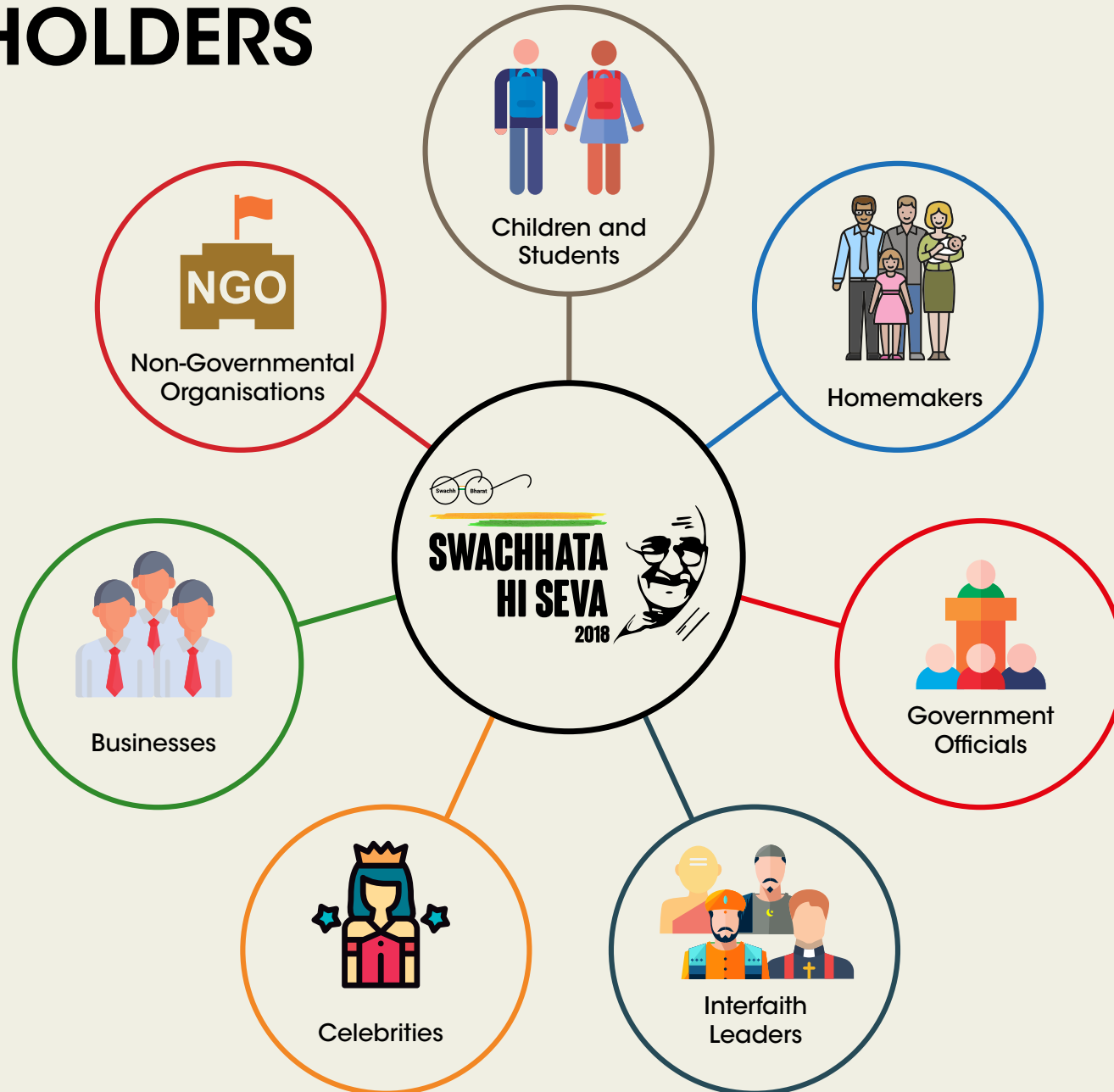


NUKKAD NATAKS



SWACHHATA COMPETITIONS

STAKEHOLDERS







**“ An ounce of practice
is worth more than tons
of preaching. ”**

- Mahatma Gandhi



Initiative by **MINISTRY OF HOUSING & URBAN AFFAIRS**



Taking inspiration from the words of the Father of the Nation, the Ministry of Housing & Urban Affairs, under the aegis of Swachh Bharat Mission (Urban), led the Swachhata hi Seva movement from the front by undertaking a series of Swachhata initiatives. Helmed by the Honourable Minister and Secretary, these activities were participated in with great enthusiasm and energy by Ministry Officials and staff members in order to give shape to Bapu's dream of a Swachh Bharat.

के बीच चित्रकला प्रतियोगिता का आयोजन



विशिष्ट अतिथि:
श्री दुर्गा शंकर मिश्र
सचिव
आवासन और शहरी विकास

श्री राकेश सिंह,
लो. नि.



Shri Hardeep S Puri, MoS (I/C) - Housing & Urban Affairs and Shri Durga Shanker Mishra, Secretary - MoHUA present an award to the winner of a Swachhata painting competition organised by the Central Public Works Department



Shri Hardeep S Puri, MoS (I/C) - Housing & Urban Affairs, lauds the efforts of a Divyang participant at a painting competition organised by CPWD



The winner of the Swachh residential tower organised during Swachhata hi Seva gets felicitated by Shri Hardeep S Puri, MoS (I/C) - Housing & Urban Affairs



A Swachh Bharat and a Harit Bharat are synonymous with each other. Seen here is Shri Hardeep S Puri, MoS (I/C) - Housing & Urban Affairs, at a plantation drive organised by Hindustan Prefab Limited

Shri Durga Shanker Mishra, Secretary - MoHUA, interacts with Safai Karamcharis of New Delhi Municipal Council at a Swachhata hi Seva event.





Running is good for your health. Picking up litter is good for the planet's health. Why not combine the two?

'Plogging' is a Swedish term, which means picking up trash while exercising, more specifically, while running or jogging. Seen here are glimpses of a plogging drive on the streets of New Delhi.



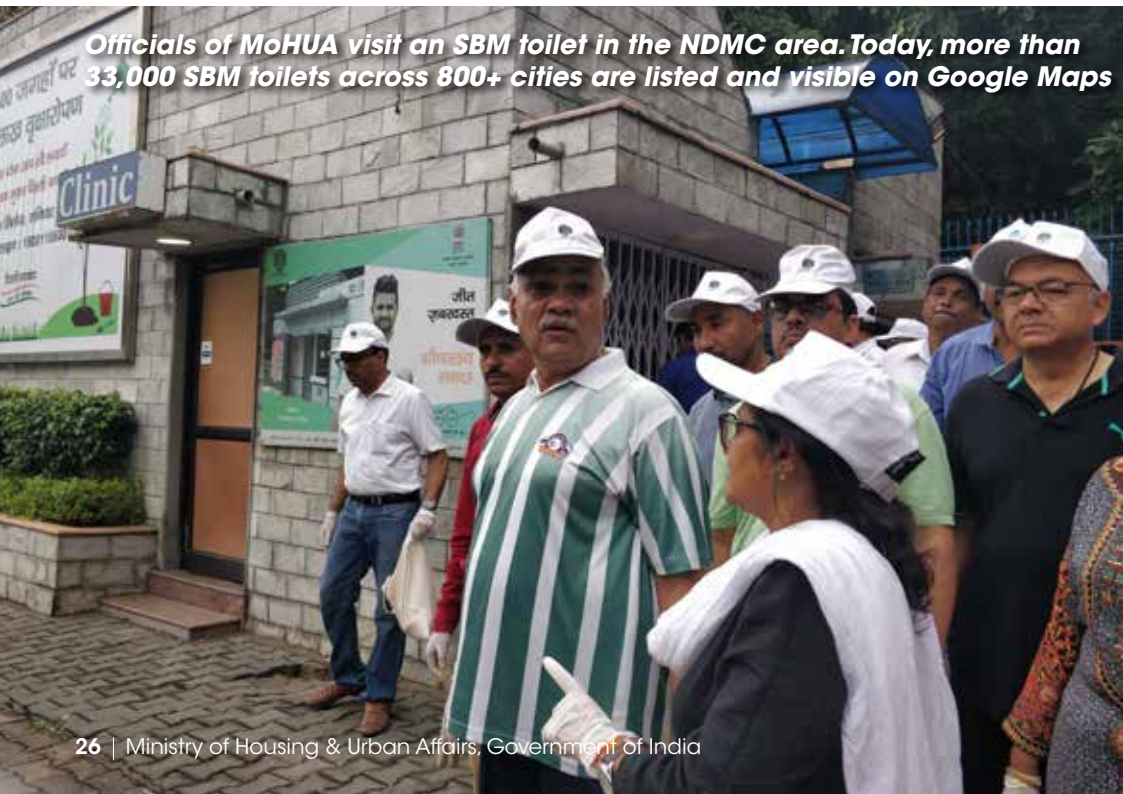


Promoting segregation of waste at source along with waste to compost production has been one of the key focus areas of the Swachh Bharat Mission (Urban). In order to encourage this practice, a waste converter machine was set up on the premises of Nirman Bhawan and inaugurated by Shri Durga Shanker Mishra, Secretary - MoHUA.





An enthusiastic bunch of children come together along with MoHUA and NDMC officials for a group photo after a morning of Swachhata initiatives at Nehru Park, New Delhi



Officials of MoHUA visit an SBM toilet in the NDMC area. Today, more than 33,000 SBM toilets across 800+ cities are listed and visible on Google Maps



Participants take a break during a plogging drive as Shri Durga Shanker Mishra, Secretary - MoHUA, interacts with a NDMC Safai Karamchari



Art is not only an outlet for creative expression but an extremely effective medium for bringing about sustained behavioural change among citizens. The Swachhata hi Seva fortnight was witness to several initiatives where Swachhata merged with art leading to cleaner and more beautiful cities.



Clean and Green India are two sides of the same coin. The Swachhata hi Seva fortnight saw many plantation drives taking place across the country. With efforts such as these, Bapu's 150th birth anniversary is sure to witness not just a cleaner but a greener India as well.

ENTITIES OF MoHUA

The spirit of Swachhata was celebrated with full fervour by the different entities of MoHUA. The activities undertaken were wide ranging – from initiation of source segregation in government office buildings to creating ‘Zero-Waste’ workplaces – these organisations left no stone unturned in strengthening this Swachhata movement. During this fortnight, they once again pledged their commitment to the cause – both in intent and in action.



CPWD



DDA



Hindustan Prefab Limited

HPL



DMRC



HUDCO



A Navratna CPSE

NBCC



Glimpses of activities undertaken by different entities of MoHUA during Swachhata hi Seva fortnight.



CPWD

The Central Public Works Department (CPWD) undertook Swachhata initiatives in their offices, campuses and construction sites across the country. While a total of 240 offices were cleaned during the fortnight, more than 90 toilets were made accessible for Divyang persons and senior citizens. More than 1000 participants from CPWD joined hands to renew their commitment to Bapu's dream of a Swachh Bharat.



A cleaning activity in progress in Bareilly



Shri Durga Shanker Mishra, Secretary - MoHUA, at a Swachhata hi Seva event organised by CPWD at Nirman Bhawan



A plantation drive in progress at the Central Division of CPWD in Jalandhar



Clean-up operation underway in the CPWD premises of Patna

DDA

Reinforcing their commitment towards creating a Clean and Green Delhi, staff members of Delhi Development Authority (DDA) led a series of cleanliness and plantation drives across the city.





HPL

Shri Hardeep S Puri, MoS (I/C) – Housing & Urban Affairs, appreciates the vivid paintings on display at a painting competition for children organised by Hindustan Prefab Limited (HPL) during the Swachhata hi Seva fortnight.







DMRC

One of the lifelines of urban transportation in the capital city, Delhi Metro Rail Corporation (DMRC) kept its spirits up during the Swachhata hi Seva fortnight. While Swachhata jingles played through the day across metro stations in the city, DMRC employees ensured that areas around metro stations stayed clean and green by undertaking cleanliness and plantation drives. The Swachhata inspired painting competitions by DMRC that children wholeheartedly participated in added more colour to these efforts.





HUDCO

The team at the Housing & Urban Development Corporation Limited (HUDCO) along with their Chairman & Managing Director, Dr. M. Ravi Kanth, lead a series of cleanliness and plantation drives. Seen here is a glimpse from MCD Primary School, Sarai Kale Khan, New Delhi.



Before



After



NBCC

Several garbage vulnerable points in Delhi were identified by Urban Local Bodies and transformed into cleaner zones. This activity was carried out under the close supervision of NBCC (India) Limited.



Before



After





**“ I have also seen children
successfully surmounting the
effects of an evil inheritance.
That is due to purity being an
inherent attribute of the soul. ”**

- Mahatma Gandhi

CHILDREN

Our Biggest Swachhata Ambassadors

The Swachh Bharat journey would be incomplete without the heartfelt efforts of children across the country who are undoubtedly the biggest ambassadors of the Mission. It was therefore no surprise to see them blossom during the Swachhata hi Seva fortnight. These young warriors not only took Herculean steps to clean up their schools and neighbourhoods but also express themselves with wonderful clarity through their artwork and performances as seen in the numerous Swachhata themed painting competitions and street plays held across the country.



Shri Hardeep S Puri, MoS (I/C) - Housing & Urban Affairs, hands over a token of appreciation to a Divyang participant at a painting competition organised by CPWD in New Delhi



From Waste to Wealth - Children display products made from waste materials at the Kachra Mahotsav in Chhattisgarh



Children lead the way at a Swachhata rally organised by NDMC during the Swachhata hi Seva fortnight



Girl students of Bakhtiyarpur, Bihar are determined to make their city Swachh as they take part in a an awareness rally during the Swachhata hi Seva fortnight



Schools across the country actively encouraged their students to stand up and take charge of the Swachhata of their cities. The children, needless to say, put their best foot forward.







“ Woman is more fitted than man to make exploration and take bolder action in non-violence. ”

- Mahatma Gandhi

WOMEN

Empowered Women, Swachh India

To measure the exact contribution of women in the Swachh Bharat Mission's four year journey would be an exercise in futility. Be it in the area of sanitation or solid waste management, women have surmounted all odds to ensure a Swachh Bharat for today and for the future. This was rightly acknowledged by the Honourable Prime Minister during the launch of Swachhata hi Seva this year when he said that the contribution of India's 'Nari Shakti' (women power) in the Swachh Bharat Mission was immense. There is no doubt therefore that an empowered woman and a clean nation go hand in hand.



The women of Hajipur Nagar Parishad, Bihar, take their business of Swachhata very seriously



Waste workers or Swachhata Didis, as they are popularly known as, are felicitated at an event by Shri Raman Singh, Chief Minister, Chhattisgarh, during the Swachhata hi Seva fortnight



School premises became greener as saplings got planted by these schoolgirls during the Swachhata hi Seva fortnight



These young women raise their voice against littering as they pledge to use dustbins and segregate their waste at source



Women of Supaul, Bihar, enthruse others as they clean their streets during the Swachhata hi Seva fortnight



These girls of today are the women of tomorrow. These emblems of Nari Shakti are fully aware of their roles and responsibilities as they take the Swachhata pledge during the Swachhata hi Seva fortnight



Swachhata Didis of Chhattisgarh proudly display their waste to wealth products at a Swachhata hi Seva event



Segregation begins at home. These women take the lead as they commit to use twin bins, every day, year round





**“ You must be the
change you wish
to see in the world. ”**

- Mahatma Gandhi

LEADERS & INFLUENCERS

Leading from the Front

The hallmark of the Swachh Bharat Mission has been the way in which people across the spectrum have joined the Jan Andolan. Leading the way, both in spirit and in action, are our own leaders. Like always, this special Swachhata fortnight had our leaders inspiring us to follow Bapu's footsteps and our Honourable Prime Minister's vision.



Shri Narendra Modi, Prime Minister of India, launches the Swachhata hi Seva campaign at Baba Sahib Ambedkar Higher Secondary School in Paharganj, Delhi



Shri Shivraj Singh Chouhan, Chief Minister, Madhya Pradesh, leads a cleanliness drive during the Swachhata hi Seva fortnight



Shri Raman Singh, Chief Minister, Chhattisgarh, leads citizens by example



Shri Biplab Kumar Deb, Chief Minister, Tripura, joins citizens during the Swachhata hi Seva fortnight



Shri Rajnath Singh, Union Minister of Home Affairs, offers Shramdaan during the Swachhata hi Seva fortnight



Smt. Meenakshi Lekhi, Member of Parliament, at a Swachhata hi Seva event in South Delhi



Smt. Kiran Bedi, Lieutenant Governor of Puducherry, shares a moment with a child dressed as Bapu during a Swachhata hi Seva event



Shri Amit Shah leads a Shramdaan initiative at Begumpet, Hyderabad, during Swachhata hi Seva





**“ A nation’s culture resides
in the hearts and in the
soul of its people. ”**

- Mahatma Gandhi

SWACHHAGRAHIS

Unite for a Cleaner India

The Swachh Bharat Mission is more than a government initiated program that aims to clean the country. In the last four years, countless individuals have come forward selflessly to ensure a better, cleaner and healthier India. They are the Swachh Bharat Mission's soldiers, Swachhagrahis, who have devoted their time and efforts towards fulfilling our Prime Minister's vision. The Swachhata hi Seva fortnight was another occasion for these Swachh volunteers to prove that a little effort can indeed make a world of difference.



કચ્છ વસીયો
Kutch Vasios
કચ્છ વસીયો
Kutch Vasios
(પર્યટન સંસ્થા, ભારત સરકાર)
ભારતપર્યટન મંચ
અને કચ્છના વહીવટી વચ્ચે, ધોરણ
સાથે આયોજીત
"સ્વચ્છતા એજ ડેયા" અભિયાન
સંસ્થા
સંસ્થા અને સરકાર દ્વારા
આયોજીત, ૧૫મી સપ્ટેમ્બર

શ્રીનાથજી જ્વેલર્સ
આયુર્વેદ સીલવર સેન્ટ્રલ (જાડેવાવા)

શ્રી માલ...



The Swachhata of Diu is in safe hands as is evident from the efforts of its citizens in getting trash off their streets



The beaches of Visakhapatnam get a makeover with the help of its citizens during the Swachhata hi Seva fortnight



A Swachhata themed nukkad natak (street theatre) in progress



Men, women, children and senior citizens of Munger march on together as they spruce up their streets



Citizens of Diu work in unison to preserve the pristine beauty of their beaches

These children come together after a successful clean-up drive during the Swachhata hi Seva fortnight



The Swachhata hi Seva fortnight saw several ULBs screen the award winning feature film 'Halkaa', which captures the journey of 8 year old Pichku, who refuses to be a part of the age-old practice of open defecation



Armed with trash bags, ploggers of Guwahati Municipal Corporation ensure that not a speck of garbage remains on their beloved streets



With a smile on their faces, the youth of Bihiya in Bihar are committed to raise awareness on the importance of keeping their streets garbage free

MEDIA COVERAGE



ब्रह्मकुमारीज ईश्वरीया विश्व विद्यालय 2 अक्टूबर तक निरंतर चलाएगा स्वच्छता अभियान

विहित तहान क्षेत्र में सफाई कर की अभियान की शुरुआत, हर रोज अलग-अलग क्षेत्रों में जाकर विद्यार्थियों के अनुकूलि करेंगे सफाई

लुधियाना, 15 सितंबर (प्रतीक) : लुधियाना के नगर निगम के क्षेत्र में चल रहे स्वच्छता अभियान के अंतर्गत ब्रह्मकुमारीज ईश्वरीया विश्व विद्यालय लुधियाना 15 सितंबर से 2 अक्टूबर तक स्वच्छता सेवा का एक कार्यक्रम आयोजित किया जा रहा है।

छात्राध्यक्ष ज्योति को 14 जून को नगर निगम के क्षेत्र में स्वच्छता अभियान के तहत विद्यालय के अनुकूलि हर रोज चलाएंगे। इस अभियान के अंतर्गत विहित तहान क्षेत्र में सफाई कर की जायेगी।

अभियान के उद्देश्य को प्राप्त करने में



सफाई कर की सेवा के अंतर्गत ब्रह्मकुमारीज ईश्वरीया विश्व विद्यालय के अनुकूलि।

नगर निगम के क्षेत्र में स्वच्छता अभियान के अंतर्गत ब्रह्मकुमारीज ईश्वरीया विश्व विद्यालय के अनुकूलि हर रोज चलाएंगे। इस अभियान के अंतर्गत विहित तहान क्षेत्र में सफाई कर की जायेगी।

इस मौके पर सफाई कर की सेवा के अंतर्गत ब्रह्मकुमारीज ईश्वरीया विश्व विद्यालय के अनुकूलि हर रोज चलाएंगे। इस अभियान के अंतर्गत विहित तहान क्षेत्र में सफाई कर की जायेगी।

सुपरिन्डेंट, जेम्स स्मिथ, सैनिटरी इंस्पेक्टर, सैन्ट 32, सुनील चक्रे, ज्योति को 14 जून को नगर निगम के क्षेत्र में स्वच्छता अभियान के अंतर्गत ब्रह्मकुमारीज ईश्वरीया विश्व विद्यालय के अनुकूलि हर रोज चलाएंगे। इस अभियान के अंतर्गत विहित तहान क्षेत्र में सफाई कर की जायेगी।

4 लुधियाना सवेरा साथी हाथ बंटाना, शहर से गंदगी को है दूर भगाना



सफाई कर की सेवा के अंतर्गत ब्रह्मकुमारीज ईश्वरीया विश्व विद्यालय के अनुकूलि।



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लुधियाना, 15 सितंबर (प्रतीक) : लुधियाना के नगर निगम के क्षेत्र में चल रहे स्वच्छता अभियान के अंतर्गत ब्रह्मकुमारीज ईश्वरीया विश्व विद्यालय लुधियाना 15 सितंबर से 2 अक्टूबर तक स्वच्छता सेवा का एक कार्यक्रम आयोजित किया जा रहा है।

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सुपरिन्डेंट, जेम्स स्मिथ, सैनिटरी इंस्पेक्टर, सैन्ट 32, सुनील चक्रे, ज्योति को 14 जून को नगर निगम के क्षेत्र में स्वच्छता अभियान के अंतर्गत ब्रह्मकुमारीज ईश्वरीया विश्व विद्यालय के अनुकूलि हर रोज चलाएंगे। इस अभियान के अंतर्गत विहित तहान क्षेत्र में सफाई कर की जायेगी।

पहल जाप खूटी, पेयजल एवं स्वच्छता प्रमंडल ने निकाली रैली 'स्वच्छता ही सेवा अभियान' को सफल बनायें: उपायुक्त

प्रतिनिधि > खूटी

स्वच्छ भारत मिशन के चतुर्थ वर्ष के अन्तर्गत नगर निगम के क्षेत्र में स्वच्छता अभियान के अंतर्गत ब्रह्मकुमारीज ईश्वरीया विश्व विद्यालय लुधियाना 15 सितंबर से 2 अक्टूबर तक स्वच्छता सेवा का एक कार्यक्रम आयोजित किया जा रहा है।



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वार्ड 58 में चलाया स्वच्छता अभियान



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लुधियाना (वीरज): स्वच्छ भारत मिशन अभियान के तहत नगर निगम के क्षेत्र में स्वच्छता अभियान के अंतर्गत ब्रह्मकुमारीज ईश्वरीया विश्व विद्यालय लुधियाना 15 सितंबर से 2 अक्टूबर तक स्वच्छता सेवा का एक कार्यक्रम आयोजित किया जा रहा है।



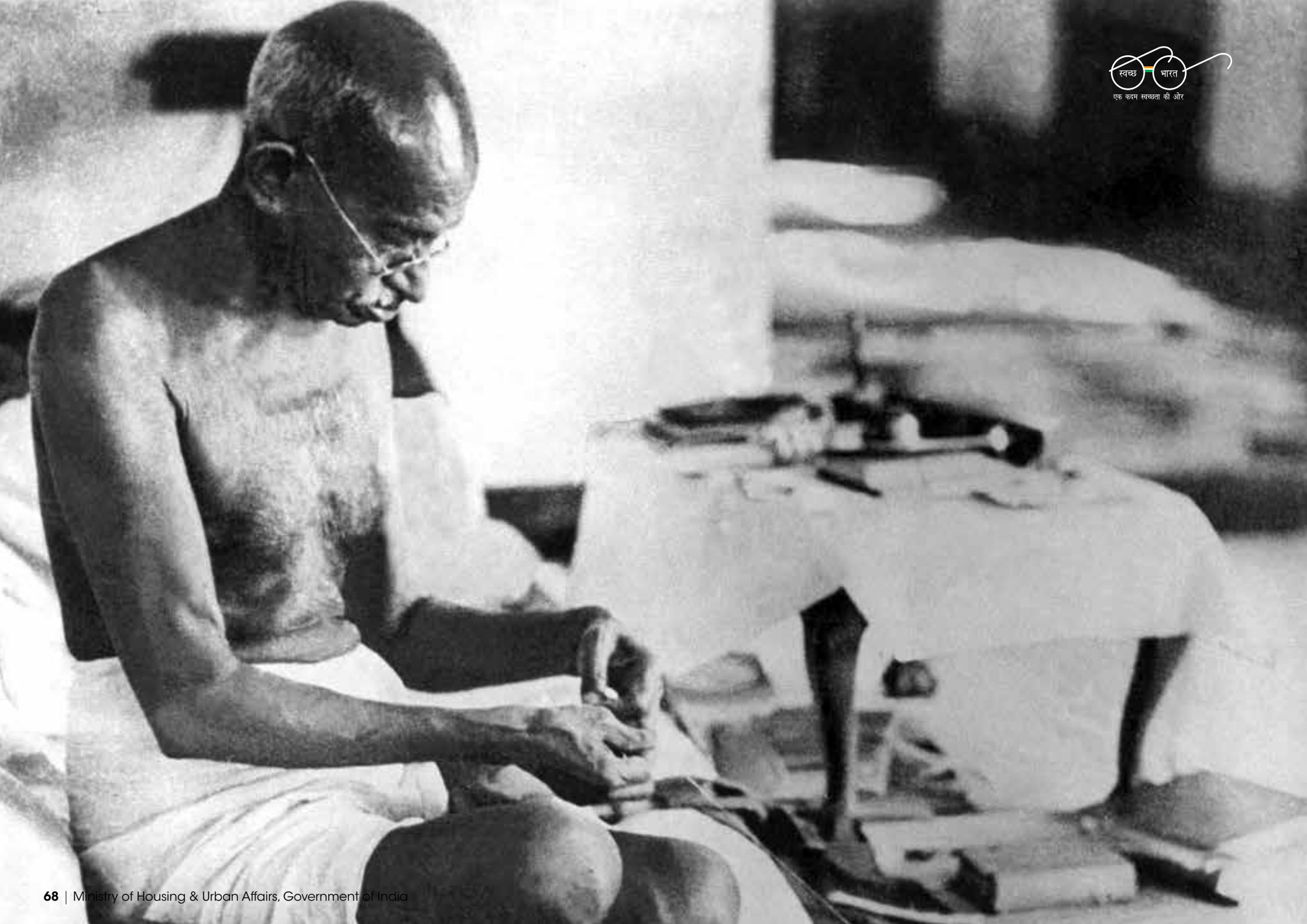
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Cleanliness drive at city railway station under 'swachhta pakhwada'

HT Correspondent : LUDHIANA: A cleanliness drive was conducted at the Ludhiana railway station as the officials kicked off the celebrations of 16-day long 'swachhta pakhwada' on Saturday. After the drive, the ADHM asked the station director to ensure the cleanliness and maintenance of the station premises. Singla also conducted a check on the platforms. He issued challans to the vendors who were found serving food without wearing gloves and fined the passengers found smoking and littering. Singla said that he has asked the engineering department to clear the grass grown on the railway tracks within this week.



MC Commissioner Kanwalpreet Brar conducted meetings with citizens and other stakeholders, appealing to them to participate in the activities for cleanliness of the city. MC officials also conducted a meeting with the heads of schools and colleges for healthy composting and waste management system and for active participation of students in rallies, events and plantation. A meeting was also conducted with spiritual leaders and heads of religious institutions, said Joint Commissioner Poonam Preet Kaur. The MC has also appealed to residents to use two dustbins for the collection of dry and wet waste.





**“ Satisfaction lies in
the effort, not in the
attainment, full effort
is full victory. ”**

- Mahatma Gandhi



Citizens pick up paintbrushes to beautify walls in the NDMC area



Swachhata Pledge

Mahatma Gandhi dreamt of an India which was not only free but also clean and developed.

Mahatma Gandhi secured freedom for Mother India.

Now it is our duty to serve Mother India by keeping the country neat and clean.

I take this pledge that I will remain committed towards cleanliness and devote time for this.

I will devote 100 hours per year that is two hours per week to voluntary work for cleanliness. I will neither litter nor let others litter.

I will initiate the quest for cleanliness with myself, my family, my locality, my village and my work place.

I believe that the countries of the world that appear clean are so because their citizens don't indulge in littering nor do they allow it to happen.

With this firm belief, I will propagate the message of Swachh Bharat Mission in villages and towns.

I will encourage 100 other persons to take this pledge which I am taking today.

I will endeavour to make them devote their 100 hours for cleanliness.

I am confident that every step I take towards cleanliness will help in making my country clean.



Ministry of Housing and Urban Affairs
Government of India



SwachhBharatGov



SwachhBharatUrban



www.swachhbharaturban.gov.in