

September 30, 2016

PRESS RELEASE

October 02, 2016 is Mahatama Gandhi's 147th birthday. Gandhiji, the Father of the Nation, or Bapuji, as he was popularly known and is remembered for the leadership of non-violent Indian freedom struggle.

Gandhiji is known for his non-violent civil disobedience in India and South Africa. These included the start of the non-cooperation movement in 1922 and the Salt *Satyagraha* or Salt (Dandi) March starting on March 12, 1930. Through Gandhi's efforts, India finally gained its freedom on August 15, 1947. The nation mourned for him after he was assassinated on January 30, 1948. The United Nations' (UN) International Day of Non-Violence is also held on October 2nd each year to coincide with Mahatma Gandhi's birthday.

Gandhiji preached truth and Satyagraha and non-violence or 'Ahimsa' and through the ideals of truthful and non-violent means he realised the goals of the Indian people and achieved independence for the nation from British yoke.

Cleanliness was very near to Gandhiji's heart.

Our Prime Minister Shri Narendra Modi launched the ambitious 'Swachh Bharat Abhiyan' (Clean India Mission) on 2nd October 2014. The 'Abhiyan' was launched on the occasion of Mahatama Gandhi's 145th birth anniversary.

Respected Modi has appointed 9 important social leaders (Nav Ratnas) three times as National Ambassadors of Swachh Bharat Abhiyan. I am grateful to Shri Modi for nominating me as one of the National Brand Ambassadors announced at Holy city of Varanasi along with Comedian Kapil Sharma, Former captain of Indian cricket team Sourav Ganguly, Former IPS officer Kiran Bedi, Sonal Mansingh, classical dancer, Ramoji Rao of Eenadu group and Aroon Pur.

To carry the mission forward, I have nominated nine prominent personalities of the State as Brand Ambassadors of Swachh Bharat Mission from different fields. They are Shri Aloba Naga, Shri Longtam Phom, Smti Abei-u-Meru, Shri Vizopal

Chaya, Shri Supongmeren Jamir, Shri Geoffery Yaden, Shri Hokhugha Chishi, Shri T Khongo, Shri Methanele Solo Jütakhrie. Let us be soldiers to turn this novel idea into action.

This Mission aims to make India clean by the 150th birth anniversary of Mahatma Gandhi. 'Swachh Bharat Abhiyan' is a national campaign by the Government of India, covering 4,041 statutory cities and towns, to clean the streets, roads and infrastructure of the country.

We should all keep our surroundings neat and clean. We need to keep our houses, markets, public places, etc. clean and neat. Garbage/waste should be properly disposed off. It should not be thrown into public places.

The Government is aiming to achieve an Open-Defecation Free (ODF) India by 2 October 2019, the 150th birth anniversary of Mahatma Gandhi, by constructing 12 crore toilets in rural India, at a projected cost of ₹1.96 lakh crore.

Through the practice of the proper cleanliness we can keep ourselves physically and mentally clean which really make us good, civilized and healthy human being. Cleanliness brings feeling of physically, mentally and socially well being and helps to make good personality. Cleanliness gives rise to good character by keeping body, mind and soul clean and peaceful.

On this occasion, I appeal all stakeholders, NGOs, Civil Society, Government Employees, College and School Authorities, Students' Organizations, etc. to participate in Swachh Bharat Abhiyan (Clean India Mission) and join in the process of building a "Swachh", "Shashakt", "Samridh" and "Niryog" Bharat.
