

**GOVERNOR'S SECRETARIAT  
ARUNACHAL PRADESH  
ITANAGAR**

**PRESS RELEASE**

**Cleanliness drives must remain as an event but way of life: Governor**

The Governor of Arunachal Pradesh Shri P.B. Acharya and State's First Lady Smt Kavita Acharya, accompanied by local MLA and Minister Veterinary & Animal Husbandry and Art & Culture, Dr. Mohesh Chai and Secretary to Governor Shri Vinod P Kavle participated in the cleanliness drive at the Gandhi Chowk, Tezu Bazaar, Tezu on 6<sup>th</sup> August 2017. Large number of people from all walks of life, including district officials, members of business community and general public also participated in the drive, conducted under Swachh Bharat Mission organised by nodal agency for the mission in urban areas, the District Unban Development Agency (DUDA), Lohit and Tezu Market Committee. NGOs for cleanliness movement, 'Team Tezu' and 'Clean Roing' also joined the programme.

Addressing a huge gathering at the Gandhi Chowk, the Governor, who is a national ambassador (Nav Ratnas) for Swachh Bharat Mission said that the cleanliness drives must remain as an event but way of life. He exhorted the people to ensure cleanliness in every corner of the house, particularly the toilets to every corner of the bazaar.

Stating that toilet movement is one of the most important components of the nationwide mission, the Governor said that there must be good toilets in the bazaar for customers, offices for visitors and in the schools and colleges.

Taking advantage of huge public gathering, the Governor called upon the people to fight against drug menace in the district. He said that large numbers of the local youth are affected by it.

For good future of coming generations, each one of us must stand up and fight it head on. We are capable of doing it and we must do it, he stressed.

The Governor also advised the people on welfare schemes of Central and State Governments, including Jan Shan Yojana, Beti Bacho, Beti Padao.

In his speech, Dr. Chai called for change in mindset of the people towards cleanliness. He urged the people to participate in the mission with dedication.

Deputy Commissioner Shri Danish Ashraf said that participation of the Governor and State's First Lady in the cleanliness drive at Tezu will give new impetus to the Swachh Bharat mission in the district.

Chief Conservator of Forest, Tezu Shri K.Kire also spoke on the occasion.

Earlier, the first couple and the minister paid flower tributes to the statue of Mahatma Gandhi at the Gandhi Chowk and planted saplings of Bakul, a tree of importance in Ayurvedic uses, arranged by the Environment & Forest Department. The Governor also distributed dustbins to the shopkeepers on the occasion.

PRO to Governor  
Arunachal Pradesh  
ITANAGAR, August 7, 2017