

GOVERNOR'S SECRETARIAT
ARUNACHAL PRADESH
ITANAGAR

PRESS RELEASE

Governor's five-point Mantra to make Swachhta Abhiyan in Itanagar Capital Complex successful

The Governor of Arunachal Pradesh Brig. (Dr.) B.D. Mishra (Retd.) met senior officers of Urban Development, representatives from Municipal Council and volunteers of Vivakananda Kendriya Vidhyalaya Alumni Association and 17 NGOs operating in Itanagar to discuss on a holistic approach towards Swachhta Abhiyan in Itanagar Capital Complex.

While expressing his concern about the poor standard of cleanliness in and around the Capital Complex, the Governor, called upon the people to put in a concerted effort to address the challenge.

The Governor suggested a five-point Mantra to make it successful. First, the denizens of the Capital Complex must change the mind set. Every citizen must take pride to keep the State Capital clean. Second, the parents and guardians must teach their children about cleanliness. Inculcate good habits and practices of cleanliness in their house and wards. They must be one of the active participants in the Mission. Third, there must be segregation at source of garbage, i.e. biodegradable and non-biodegradable and the garbage should be placed at the designated garbage place. Fourth, there must be regular and timely lifting of the garbage from the designated garbage points and the fifth and last Mantra is that there must be solid waste management policy and proper solid waste dumps must be designated for the purpose.

Emphasizing that, it must start from home, the Governor met the officers and staffs of Raj Bhavan, earlier in the day. He urged upon them to set an example in their own home and ward and motivate others to follow.

The Governor stressed that the Swachhta Abhiyan should not become a Photo opportunity. Sincere and dedicated efforts must go in it to keep our environment clean and pollution free.

The Governor called for people's participation in the mission 'Hamara Elan Swachhta aur Nari Utthan'. It was decided to plan this Abhiyan in detail and prepare a sector wise scheme and start the cleaning works from 8th January 2018.

PRO to Governor
Arunachal Pradesh
ITANAGAR, December 15, 2017