

**GOVERNOR'S SECRETARIAT  
ARUNACHAL PRADESH  
ITANAGAR**

**PRESS RELEASE**

**Governor chairs the meeting of Swachhta Preraks**

**Swachh Bharat Mission has become a mass movement and result is now being seen in the villages, towns and cities: Governor**

**With perseverance and individual involvement, 'Swachh Arunachal' can become an early reality: Governor**

The Governor of Arunachal Pradesh Brig. (Dr.) B.D. Mishra (Retd.) chaired the first meeting of newly nominated nine Swachhta Preraks (Mission Motivators) of Swachh Bharat Mission (SBA), Arunachal Pradesh at Raj Bhavan, Itanagar on 21<sup>st</sup> December 2018. The Governor also reviewed the efficacy of SBA in the State with the stakeholders on the occasion and discussed on ways and means to make it more successful.

The Governor exhorted the Swachhta Preraks to work with personal dedication and interest to bring the change in the mindset of the people towards cleanliness. He said that nobody took 'Swachhta' seriously till a few years back, but on the initiative of Prime Minister Shri Narendra Modi, it has become a mass movement and result is now being seen in the villages, towns and cities.

The Governor asked the Swachhta Preraks to try out innovative ideas and make the Mission effectively wide spread. He wanted them to suggest and develop 'Roadmap' for cleaner, healthier and greener Arunachal'.

The Governor, who had personally stepped into the Swachh Bharat Abhiyan in the State Capital Itanagar with the theme 'Hamara Elan Swachhta aur Nari Utthan' said that our people do behave in the best civic manners provided they are motivated and led well. He called for synergy amongst all the stakeholders for a result oriented action plan.

Reposing his trust in the Swachhta Preraks particularly State Education Minister, who is connected to 3 lakh school children of the State, the Governor said that with perseverance and individual involvement, 'Swachh Arunachal' can become an early reality.

The Swachhta Preraks shared their actions and experiences towards the ongoing Swachh Bharat Abhiyan.

Earlier, Commissioner PHED Shri Marnya Ete, Secretary Urban Development Shri S.K. Jain, Special Secretary Education Shri Rahul Singh and Additional Secretary Art and Culture Shri Opak Gao briefed the Governor and the Swachhta Preraks about various schemes and projects taken up under Swachh Bharat Abhiyan.

The nine newly nominated Swachhta Preraks are State Education Minister Shri Honchun Ngandam, Chief Information Commissioner Dr. Joram Begi, Sahitya Akademi Awardee and Former Chief Information Commissioner Shri Yeshe Dorjee Thongchi, State election Commissioner Shri Hage Kojeen, Rajiv Gandhi University Vice Chancellor Prof. Prof. Saket Kushwaha, National Institute of Technology Director Prof. Pinakeswar Mahanta, NERIST Director Prof. H.S. Yadav, TRIHMS Director Dr. Moji Jini and Ramakrishna Mission Hospital Secretary Swami Vishweshananda.

The nominated brand ambassadors of SBA are chosen in the line of chains of the nominees, nominated by Prime Minister of India Shri Narendra Modi to promote the idea of Swachh Bharat at grassroot level, which in turn aims to achieve the dream of the Father of the Nation, Mahatma Gandhi of 'Clean India'.

PRO to Governor  
Arunachal Pradesh  
ITANAGAR, December 21, 2018