

**GOVERNOR'S SECRETARIAT
ARUNACHAL PRADESH
ITANAGAR**

PRESS RELEASE

The Governor of Arunachal Pradesh Lt. Gen (Retd) Nirbhay Sharma flagged off the nationwide programme 'Swachchh Bharat Abhiyan' in the State at Raj Bhawan, Itanagar on 2nd October 2014. He also administered the 'Swachchh Pledge' to a mammoth gathering which senior bureaucrats, government officials, youth, students and people from every section of society on the occasion.

Greeting the people on the birth anniversary of Mahama Gandhi, the Governor expressed hope that the occasion will guide all of us towards Gandhi's path of truth, non-violence and cleanliness.

Reminding the people that Mahatma Gandhi dedicated his life for freedom of our country and strengthening communal harmony, the Governor said that Gandhi ji also advocated for cleanliness and good habits. Gandhi ji considered cleanliness next to Godliness and called sanitation more important than political freedom.

The Governor said that to realize Gandhi's dream of 'Clean India', the Government of India is launching 'Swachchh Bharat Abhiyan' on this occasion. It is the vision of the Prime Minister Shri Narendra Modi to have a five-year programme to make our country clean. The goal is to achieve Swachchh Bharat by 2nd October 2019, as a fitting tribute to Mahatma Gandhi on his 150th birth anniversary. The task may appear to be mammoth, but is doable and must be accomplished to see a healthy and vibrant India. He reminded all that small step leads to a long journey.

Expressing his happiness that large number of people turned up with enthusiasm to participate in the cleanliness drive, the Governor advised them to continue the momentum until the goal of Swachchh Arunachal Pradesh and Swachchh Bharat is realised. He said the State Government is committed to ensure the success of the abhiyan.

Emphasizing that all the people have equal stakes in it and owe it to the future generations as well, the Governor exhorted all to rise and be in the forefront of the campaign. He urged every citizen to devote at least two-hours every week towards cleanliness while stating that the country beckons all to fulfil their obligation to the motherland.

Earlier State Chief Secretary Shri Ramesh Negi briefed the gathering on Swachchh Bharat Abhiyan. He informed that the programme is being launched simultaneously through out the State.

The Chief Secretary further informed that the programme aims to inculcate proper sanitation practices by changing people's attitudes, mindsets and behaviour. It aims to promote proper hygienic methods and eliminate open defecation.

PRO to Governor
Arunachal Pradesh
ITANAGAR, October 2, 2014