

## **Press release:**

### **Dr Sonal Mansingh's dance performance for Swachh Bharat Mission**

Padma Vibhushan Dr Sonal Mansingh, noted danseuse and Swachh Bharat ambassador will be dedicating a dance performance to the cause of the Swachh Bharat Mission, at the India Gate, New Delhi. The performance, scheduled to be held at 6 pm on 12th November 2015 will showcase multiple Indian dance forms (Mohiniattam, Bharatnatyam, Odissi, Manipuri) which form an integral part of Indian heritage and culture, and is being organized as part of the special thematic drive on cleanliness under the Swachh Bharat Mission that is currently ongoing, from 1<sup>st</sup> – 15<sup>th</sup> December 2015, around religious places, heritage sites and monuments. Dr Mansingh has also recorded messages in English and Hindi exhorting citizens to join hands in the mission towards cleanliness. The same is being played on FM channels multiple times a day.

The Minister of State - MoUD, Shri Babul Supriyo, who will also be performing during the evening, will be the Chief Guest for the function.

A key component of the evening's agenda will include felicitating five organizations (Aga Khan Trust for Culture, Sant Nirankari Mandal, Vellankani Shrine, Mata Amritanandamayi Math, and India Rising) for the exemplary work done by them in the area of sanitation and waste management, particularly around religious places, monuments and heritage sites.

A year into its launch, the flagship programme of the Government of India – the Swachh Bharat Mission-Urban has received a shot in the arm through an innovative concept of “thematic” drives that have been started every fortnight, targeting a particular area or sector. A total of eleven ‘themes’ have been identified by the Ministry of Urban Development for these drives. The first thematic drive, from 15<sup>th</sup> – 31<sup>st</sup> October 2015 was taken up with the transport sector (involving railways, metros, airports, bus-stations, taxi and auto stands, etc). The second thematic drive focused on the education sector, involving the Ministry of Human Resource Development (MHRD), along with national boards such as CBSE, KVS, Navodaya, UGC, and AICTE. The third theme, from 16<sup>th</sup> – 30<sup>th</sup> November (with the Ministry of Agriculture), had the agricultural sector as the focus, at Agriculture Mandis, Vegetable and Grain Markets. Currently, the focus (from 1<sup>st</sup> – 15<sup>th</sup> December’15) is on Religious Places, Tourism and Heritage sites and surrounding areas (with Ministry of Tourism, and Ministry of Culture). In the coming months,

other themes planned to be taken up include RWAs and housing societies, old cities and main markets (with City Development Authorities), Underpasses, Areas under Flyovers and Main Roads (with Ministry of Road Transport and Highways), Cantonment boards (with Ministry of Defence), Water Bodies (Areas surrounding lakes, riverfronts, beaches, ghats, waterways), Recreation Parks, Play Areas, Rest Areas & other Landscapes (linked to public gatherings), Hospitals and Health Centers/ Institutions (with Ministry of Health), and Government Offices/ Buildings and other Public Institutions.