



एक कदम स्वच्छता की ओर



Ministry of Urban Development
Government of India

MoUD now urges 'Youth Icons' to take up the Swachhata baton

~Current thematic drive to be undertaken by all NSS, NCC and eco clubs and youth ambassadors

New Delhi | July 29, 2016: The Ministry of Urban Development (MoUD) now plans to rope in the youth of the country, through its next set of thematic drives. In a country where the major population consists of youth, the ministry recognizes their importance in taking the cleanliness story forward and aims to engage with them.

In the first phase, from 1st to 15th August, 2016, NSS, NCC and eco-clubs will join hands with youth volunteers and help sensitize citizens and slum dwellers about safe sanitary practices and decentralized solid waste management. The key areas of focus would lie on the youth volunteers to undertake cleanliness drives in various locations of the cities, upload pictures at swachhbharat.mygov.in and encourage the youth at large to take swachhata pledges on the mygov portal.

In the second phase beginning from 15th to 31st August, 2016, the Ministry will be reaching out to all sports icons who are the Swachh Bharat ambassadors, and sports clubs, to take up special cleanliness drives in their cities. They would participate in "Swachhata runs" along with the citizens and conduct cleanliness drives in sports stadiums. They would additionally help in the dissemination of sensitization messages for spectators during matches on the importance of cleanliness in stadiums by avoiding the use of plastics.

Through the innovative concept of "Thematic Drives", the Ministry aims to identify different areas and sectors to reinforce the message of the Swachh Bharat Mission, in a focused manner across different areas. These initiatives would help in increasing awareness and participation from all the sections of the society. The last thematic drive conducted between the 16th and 30th of July was for honouring and felicitating municipal workers and saw countrywide participation from the citizens.

For regular updates, please follow the Swachh Bharat Mission's official social media properties:

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