



एक कदम स्वच्छता की ओर



Ministry of Urban Development  
Government of India

## MoUD launches drive to seek corporate participation in Swachh Bharat Mission

~Thematic Drive to be conducted from 16<sup>th</sup> to 30<sup>th</sup> June, 2016

**New Delhi | June 15, 2016:** The Ministry of Urban Development (MoUD) has launched a new thematic drive, between 16<sup>th</sup> to 30<sup>th</sup> June 2016 which focuses on “**Corporate Volunteering for Swachh Bharat Mission**”. The primary objective of the drive will be to achieve maximum participation from the corporate houses in the Swachh Bharat Mission.

During the fortnight, private organizations and business houses would be reached out to, in order to encourage their participation towards a Swachh Bharat. The Corporates can join hands towards the mission by donating to the Swachh Bharat Kosh platform, donating towards various Swachh Bharat related project undertaken in the different cities, or inaugurating CSR projects planned for Swachh Bharat Mission. The Ministry plans to recognize and felicitate organizations which are actively contributing towards the mission, in appreciation of the initiatives undertaken from their end. Additionally, MOUD is coming out with a “Swachh Volunteering” ready reckoner to provide organizations with a range of options for contributing to the SBM.

Through the innovative concept of “Thematic Drives”, the Ministry aims to identify different areas and sectors, in order 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 1<sup>st</sup> and 15<sup>th</sup> of June focused on maintaining cleanliness in all the popular forest sanctuaries, reserved forest areas, parks and animal welfare establishments.

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