



एक कदम स्वच्छता की ओर



Ministry of Urban Development  
Government of India

## Hon'ble UDM Kicks-Off Nukkad Natak programme under Swachh Bharat Mission (Urban) Activation Program in Delhi

~Indraprasth Sanjeevni NGO and students of Kamla Nehru College to conduct Nukkad Natak in all 70 constituencies of Delhi

**New Delhi | August 1, 2016:** The Hon'ble Union Minister of Urban Development, Shri Venkaiah Naidu today flagged off an innovative initiative entitled '70 Vidhan Sabha, 70 Mukam' by Indraprasth Sanjeevni NGO, and students of Kamala Nehru College. The activation program, launched today from the Hon'ble Minister's residence, intends to hold "Nukkad Nataks" or street plays across 70 constituencies of Delhi between 1<sup>st</sup> & 15<sup>th</sup> of August, in order to spread the message of Swachh Bharat Mission among citizens and encouraging them to contribute towards a clean environment. The Nukkad Nataks would be held in prominent spots across the 70 constituencies in order to attract maximum public participation, and will be supported by all the municipalities in Delhi.



Speaking on occasion of the launch, **Shri Venkaiah Naidu**, said *"The ministry has always stressed upon the need for behavior change and for cleanliness to become a part of everyone's daily life & routine. Activities such as Nukkad Nataks contribute greatly to the effectiveness of interpersonal communication to trigger behavior change among citizens"*.

The Hon'ble UDM also expressed the hope that states and cities would also emulate such initiatives at their level. The funding for the same could come from the Rs 1462 crores allocated under IEC component to states and cities under the mission period of Swachh Bharat Mission.



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