

**UD Ministry's 'Amar Chitra Katha' says 'Modi ji knew making the impossible possible' and Swachh Bharat will be a reality with people's participation**

**Amar Chitra Katha on swachhata for kids to be released at INDOSAN Conference tomorrow**

**36 page illustrated 5 stories comic based on Indus Valley sanitation practices and true stories of current efforts for Swachh Bharat**

**Focus on behavioral change and people's participation**

Seeking to reach out to students and children as change agents towards cleanliness, the Ministry of Urban Development has come out with an 'Amar Chitra Katha' edition on 'The Clean Revolution'. This 36 page illustrated multi-colour edition will be released by the Minister of Urban Development Shri M.Venkaiah Naidu at the INDOSAN Conference in New Delhi tomorrow.

Based on a story telling format, it has five narratives based on true stories about elaborate systems for ensuring sanitation as early as 2,500 years ago during the Indus Valley Civilisation, priority accorded for hygiene in Vedas and Manusmriti and fines for open defecation in Kautilya's Arthashastra and the ongoing efforts for making Clean India.

The focus of the comic is to change attitudes and behaviors and giving up beliefs like 'India was always dirty', 'Nothing can change in India' and 'It is difficult to make India clean in five years'. Children are both the target of change and change agents and are acknowledged as the key for realizing clean India.

In the first elaborate story on the traditions of cleanliness in the country, the story telling uncle Anant narrates to the kids how in Vedas, the relation between diseases and poor hygiene was highlighted, Manusmriti prescribing the need for a clean body for a clean mind and clean community and in detail about elaborate system of fines for defecating and urinating in public and higher for doing so at temples, Royal Palace and water bodies as mentioned in Kautilya's Arthashastra.

When the kids ask uncle Anant as to "How such a huge task of making India can be achieved in five years?", they were told "It is a difficult task. But Modi ji knew how to make the impossible possible. With increasing participation of people, India will become clean". Prime Minister's direction to Shri Venkaiah Naidu to make 'Swachh Bharat Mission a Jan Andolan is also highlighted.

With doubting kids recalling Prime Minister's first announcement of Swachh Bharat from the ramparts of Red Fort on August 15,2014, the comic drives home the point that message has gone down but it is to be followed up with ground level sensitization and actions.

One kid recollecting how his Mother tells him that the milk drink he takes is the one taken by his favourite athletes, the Katha highlights the role of Swachh Bharat Ambassadors.

This story ends with the kids finally accepting the brooms and baskets that were brought as gifts to them by uncle Anant and enthusiastically deciding to join the mission of cleaning up India.

The other stories are about a couple Dr.Prasad and Mrs.Padma spending one hour every day for cleaning of Challapalli village in Andhra Pradesh since the launch of the mission and motivating others, three youth in Kolkata promoting Ad Bins and Smart Bins as a sanitation enterprise, a NOIDA school student Akshat Prakash motivating others to collect garbage through a competition among schools, and an elderly 'litterati' changing the habit of throwing out garbage from his car and joining the children in garbage cleaning.

Ministry of Urban Development will be distributing this Amar Chitra Katha edition among Kendriya Vidyalayas, Model Schools and CBSE schools and State Governments would do so for other schools.