



Ministry of Housing and Urban Affairs
Government of India



Ministry of Housing and Urban Affairs Organizes India Plog Run For Plastic Free India

Event is part of Swachhata Hi Seva and commemorates the 150th birth anniversary of Mahatma Gandhi

2 October 2019| New Delhi: Shri Hardeep Singh Puri, Honourable Minister of State (I/C) for Housing and Urban Affairs launched the **Swachhata Hi Seva India Plog Run** at Rajpath Lawn, India Gate to commemorate the 150th birth anniversary of the Father of the Nation. The event was aimed to spread awareness on the harmful effects of plastic waste and enlist the support of citizens to eliminate single use plastic (SUP) to fulfill the Honourable Prime Minister's vision. The event was also attended by Shri Durga Shanker Mishra, Secretary, MoHUA, Shri Vijay Kumar Dev, Chief Secretary, Government of NCT, New Delhi and Chairman, New Delhi Municipal Council (NDMC) - Additional Charge and Shri Prabhakar Singh, Director General, Central Public Works Department (CPWD).

Speaking on the occasion, Shri Puri said, "Today, on the fifth anniversary of the Swachh Bharat Mission and the 150th birth anniversary of the Mahatma, I congratulate everyone on having achieved the dream of an open defecation free India (except 52 ULBs of West Bengal). This has been possible with the participation of the biggest stakeholders of the movement, the citizens of this country. We are committed to the Prime Minister's vision of a SUP free India. With the launch of the India Plog Run, I am confident that the day is not far when India will be free from SUP." Shri Durga Shanker Mishra added, "Citizens across the country have been participating wholeheartedly in Swachhata Hi Seva launched by the Honourable Prime Minister on 11 September, 2019. We have already had over 55, 000 events conducted by citizens across urban india with participation of over 2.28 crore people. The Ministry has already been taking several initiatives on plastic waste management and promoting its reuse and recycle. Now, the movement against SUP has gained tremendous traction in just a few days. This is the beginning of a new Jan Andolan".

The event also saw participants taking the pledge against SUP. The Honourable Minister also launched the **Delhi Cyclists Plog Run**. A video that showcased the "**SBM Toilets on Google Maps**" initiative that allows users to locate the nearest public toilet was also launched on the occasion. Till now, a total of **57,000 public toilets have been made live on Google Maps across 2,300 cities** with the number set to increase in the coming days.

The India Plog Run is also being held in 50 cities across India by United Way of India and Go Native with active support from the Ministry. The plogging drive at India Gate covered a 3 kilometre stretch around India Gate.

Plogging is a combination of jogging with picking up litter and was first begun in Sweden in 2016 following increased concerns around plastic pollution. Today, plogging has become a popular activity with several plogging drives having been organized in India by citizen groups, Urban Local Bodies, etc and is in convergence with the Fit India Movement. The event had other attractions for participants such as a women run cloth bag counter where visitors could get eco-friendly bags stitched from old clothes and a series of street plays on the issue of SUP.

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