

“Swachh Bharat Abhiyan” Gujarat Cleaner Production Centre



Swachh Bharat Abhiyan (Campaign Clean India) is a national level campaign by the Government of India covering 4041 statutory towns to clean the streets, roads and infrastructure of the country for healthy future. The Hon'ble Prime Minister of India, Shri. Narendra Modi, launched to help fulfill Mahatma Gandhiji's vision of clean India by his 150th birth anniversary in 2019. The campaign was the best tribute to Mahatma Gandhi who gave us the message 'Quit India, Clean India'. He rued that Gandhi's dream was still unfulfilled and so he exhorted the people of India to clean every corner of the country. The campaign is India's biggest ever cleanliness drive, three million government employees, academicians, students, celebrities from film industry actively participated in this event.

Mahatma Gandhi said “Sanitation is more important than independence”. He made cleanliness and sanitation an integral part of the Gandhian way of living. His dream was total sanitation for all. The concept of Swachh Bharat is to pave access for every person to sanitation facilities including toilets, solid and liquid waste disposal systems, village cleanliness and safe and adequate drinking water supply by his 150th birth anniversary.

In order to materialize dreams of Mahatma Gandhi all cities, towns and villages should become clean, complete sewerage system is made, health and life of citizens may become good and the people living in cities, towns and villages may get clean environment the Central Government had determined to make cities and villages waste free, through door-to-door collection of garbage, systematic collection and transport of solid and liquid waste and by considering waste as a resource including reuse and recycle.

The overall objective of this mission:

- To bring improvement in general quality of life in urban and rural areas
- Encouraging sustainable sanitation facilities through creating awareness and health education, giving inspiration to communities and Panchayati Raj Institutions
- Encouraging affordable and proper technology for ecological life and sustainable sanitation
- Focusing on solid and liquid waste in urban and Rural areas for entire cleanliness, develop environmental sanitation system being arranged by community

Vision:

- Open Defecation Free Towns, Cities and Villages
- Zero Waste
- Dust – Free and Green

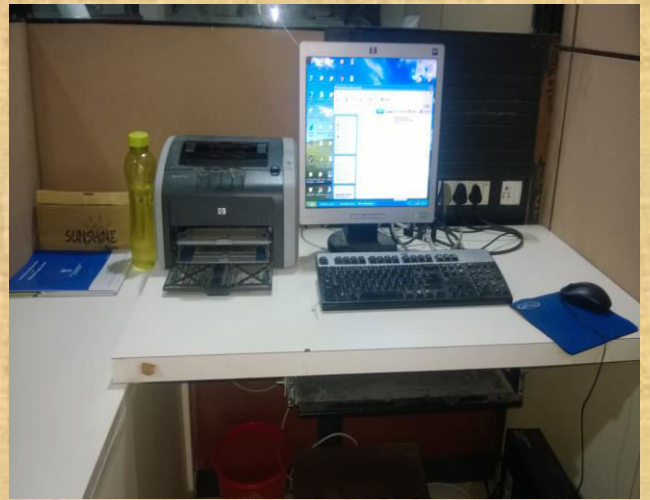
Gujarat Cleaner Production Centre- ENVIS Centre actively participated as a unit in the “Mission Swachh Bharat Abhiyan” launched by Government of India, on 2nd October, 2014, (Gandhi Jayanti) and gave the message of importance of cleanliness to society.

“Cleaner Production” (Swachh Utpadan) word itself conveys the message of cleanliness (swachhhta). Under the mission “Swachh Bharat Abhiyan”, GCPC-ENVIS team under the leadership of Dr. Bharat Jain, Member Secretary, Gujarat Cleaner Production Centre-ENVIS Centre, we took initiative of cleaning our work place for healthy future and pledge to keep our premises clean and green forever.



Before

After



Office In-house





Swachh Bharat

To absorb all that is beautiful and good from the world and to give to it all that is beautiful and good within us

Isn't this the meaning of education?

Then why do we sully the world with our waste ?

Neat letters and numbers.
We learn this from an early age.

Then why do we smudge the environ we script?
We aspire to our right place in the world.

Do we remember that all things around us
must be in their right place all the time?

We want energetic minds to sweep off dead thoughts.

Can we sweep away the litter we surround
ourselves with ?

Gandhi ji said I will not let anyone walk through
my mind with dirty feet.

Let us add: 'Nor through my world'

Let us dedicate ourselves to Cleaning India

And join hands with **Swachh Bharat**
Sanitation, Waste Awareness and
Clean Healthy Habits for All.



Gujarat Cleaner Production Centre - ENVIS Centre

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