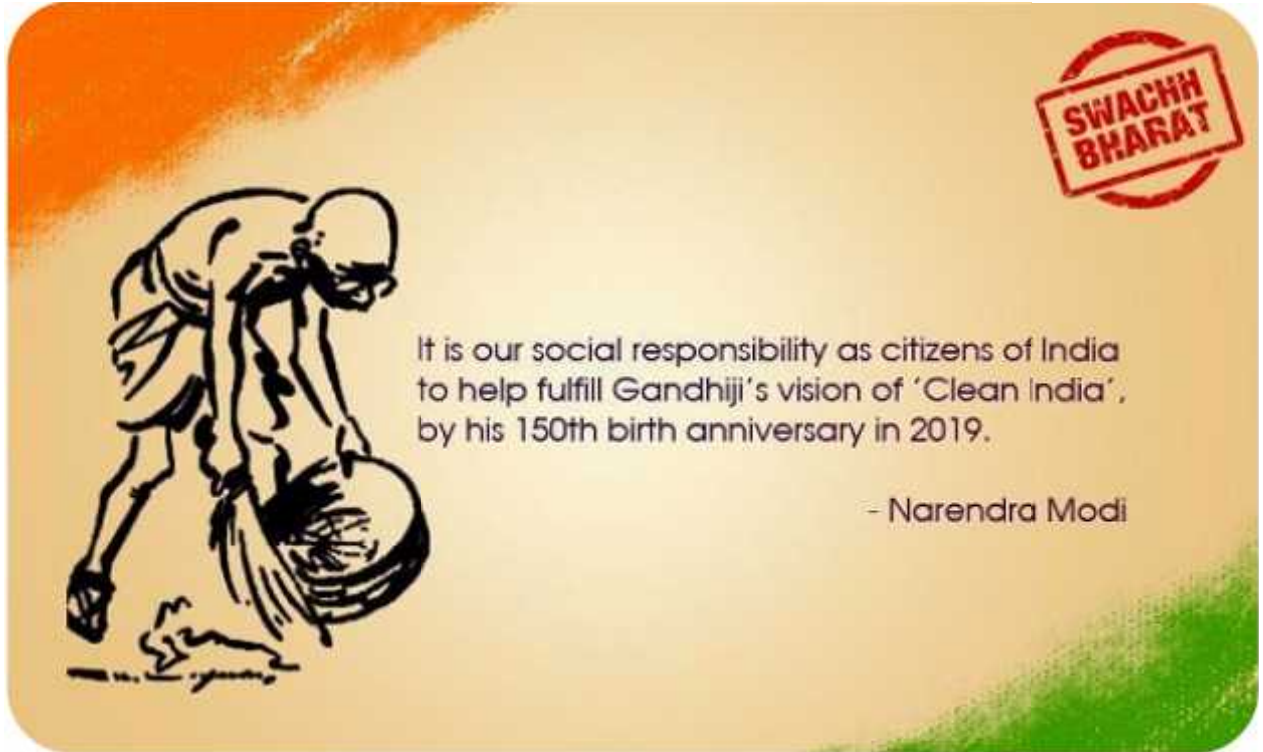


“Swachhta Pledge”

Gujarat Cleaner Production Centre

ENVIS Centre



Gujarat Cleaner Production Centre

ENVIS Centre on: Cleaner Production & Clean Technology

Supported by: Ministry of Environment, Forest and Climate Change

Government of India

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“Swachhta Pledge”

Swachh Bharat or Swachh Bharat Abhiyan (Clean Indian Mission) is a national level campaign by the Government of India covering 4041 statutory towns to clean the streets, roads and infrastructure of the country. This campaign was officially launched on 2 October 2014 at Rajghat, New Delhi, where Prime Minister Narendra Modi himself wielded broom and cleaned a road. The campaign is India's biggest ever cleanliness drive and 3 million government employees and schools and colleges students of India participated in this event. The mission was started by Narendra Modi, the Prime Minister of India, nominating nine famous personalities for this campaign, and they take up the challenge and nominate nine more people and so on (like the branching of a tree). It has been carried forward since then with famous people from all walks of life joining it.

Swachh Bharat Abhiyan was announced by Prime Minister of India Narendra Modi on Indian Independence Day & launched on 2 Oct 2014, Gandhi Jayanti. On this day, Modi addressed the citizens of India in a public gathering held at Rajghat, New Delhi, India and asked everyone to join this campaign. Later on this day, Modi himself swept a parking area at Mandir Marg Police Station followed by pavement in Valmiki Basti, a colony of sanitation workers, at Mandir Marg, near Connaught Place, New Delhi.

Objectives of Swachh Bharat Abhiyan:

- ✓ Construction of individual, cluster and community toilets.
- ✓ To eliminate or reduce open defecation. Open defecation is one of the main causes of deaths of thousands of children each year.
- ✓ Not only latrine construction, the Swachh Bharat Mission will also make an initiative of establishing an accountable mechanism of monitoring latrine use.
- ✓ Public awareness will also be provided about the drawbacks of open defecation and promotion of latrine use.
- ✓ Proper, dedicated ground staff will be recruited to bring about behavioural change and promotion of latrine use.
- ✓ For proper sanitation use, the mission will aim at changing people's attitudes, mindsets and behaviours.
- ✓ Villages to be kept clean with Solid and Liquid Waste Management.
- ✓ Solid and liquid waste management through gram panchayats.
- ✓ To lay water pipelines in all villages, ensuring water supply to all households by 2019.

- ✓ To make India Open Defecation Free (ODF) India by 2019, by providing access to toilet facilities to all.
- ✓ To provide toilets, separately for Boys and Girls in all schools by 15.8.2015.
- ✓ To provide toilets to all Anganwadis

"Swachhta Pledge" by GCPC-ENVIS Centre

Staff members of GCPC-ENVIS & the host institution GCPC Centre actively participated in **Swachhta Pledge** in GCPC Office under the leadership of Dr. Bharat Jain, Member Secretary, GCPC and Coordinator, ENVIS and took "Swachhta Pledge" launched by Government of India.

"Cleaner Production" (Swachh Utpadan) word itself conveys the message of cleanliness (swachhta). GCPC-ENVIS team took pledge to keep our premises neat and clean and will also motivate others to do the same. Daily we will spare little time of cleaning our office premises. As a citizen of a proud nation it is our duty to keep cleanliness and educate others towards it.

GCPC-ENVIS team jointly decided to create awareness towards cleanliness through **environmental drive, cleanliness drives in industrial estates and colleges to aware industrial technocrats and students** about cleanliness as a part of their duty towards nation. On the occasion with the view to motivate team members, Dr. Bharat Jain, shared his views on cleanliness giving real life examples.

शपथ

महात्मा गांधी ने उस भारत का सपना देखा था जो न केवल स्वतंत्र था किंतु स्वच्छ और विकसित भी था। महात्मा गांधी ने भारत माता के लिए स्वतंत्रता सुनिश्चित की। अब यह हमारा कर्तव्य है कि हम अपने देश को साफ और सुथरा रख कर भारत माता की सेवा करें। मैं शपथ लेता/लेती हूँ कि मैं सफाई के लिए प्रतिबद्ध रहूँगा/रहूँगी और इस काम के लिए अपना समय दूँगा/दूँगी। मैं प्रति वर्ष 100 घंटे, अर्थात् प्रत्येक सप्ताह दो घंटे, स्वच्छता से स्वच्छता के लिए दूँगा/दूँगी। मैं न तो कूड़ा-कचरा फैलाऊँगा/फैलाऊँगी न किसी को फैलाने दूँगा/दूँगी। मैं साफ सफाई की पहल स्वयं से, अपने परिवार, अपने मुहल्ले, अपने गाँव और अपने कार्य स्थल से शुरू करूँगा/करूँगी। मुझे विश्वास है कि दुनिया के साफ-सुथरे दिखने वाले देश ऐसे इसलिए हैं क्योंकि उनके नागरिक कूड़ा-कचरा नहीं फैलाते और न किसी अन्य को फैलाने देते हैं। इस दृढ़ विश्वास के साथ, मैं गाँवों और शहरों में स्वच्छ भारत मिशन का संदेश प्रसारित करूँगा/करूँगी। मैं 100 अन्य लोगों को यह शपथ, लेने के लिए प्रोत्साहित करूँगा/करूँगी जो मैं आज ले रहा/रही हूँ। मैं कोशिश करूँगा/करूँगी कि वे स्वच्छता के लिए अपने 100 घंटे दें। मुझे यकीन है कि स्वच्छता की ओर बढ़ाया गया मेरा हर कदम मेरे देश को स्वच्छ बनाने में सहायक होगा।

Snapshots:



स्वच्छता पर नारे – Slogans On Cleanliness

Slogans on cleanliness in Hindi :-

- 1) हम सब का एक ही नारा, साफ सुथरा हो देश हमारा.
- 2) सफाई अपनाये, बीमारी हटाइये.
- 3) करें हम ऐसा काम, बनी रहेगी देश की शान.
- 4) साफ सुथरा मेरा मन, देश मेरा सुन्दर हो, प्यार फैले सड़को पर, कचरा डिब्बे के अन्दर हो.
- 5) मैं शपथ लेता हूँ की मैं स्वयं स्वच्छता के प्रति सजग रहूँगा और उसके लिए समय दूँगा, हर वर्ष 100 घंटे यानी हर सप्ताह दो घंटे कम.
- 6) सभी रोगों की एक दवाई घर में रखो साफ सफाई
- 7) स्वच्छ भारत स्वस्थ भारत
- 8) हम सब ने अब ये ठाना है, भारत स्वच्छ बनाना है
- 9) स्वच्छता का दीप जलाएँगे, चारों ओर उजियाला फैलाएँगे



**Green city clean city,
My dream city.**

**हम सब का एक ही नारा,
साफ सुथरा हो देश हमारा.**

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