

# SWACHH BHARAT ABHIYAN



## Swachh Bharat Abhiyan and Sustainable Development

Prime Minister Narendra Modi's 'Swachh Bharat Abhiyaan' or 'Clean India' campaign started on 'Gandhi Jayanti Day' on October 2, 2014. The campaign is aimed at cleaning up India and improving sanitation facilities.

**Swachh Bharat Abhiyan**

- Get connected with your Local Community
- Drive cleanliness in your neighborhood
- let us together create Swachh Bharat

Over **1,50,000** citizens have already joined the movement  
To Participate Visit - [www.localcircles.com](http://www.localcircles.com), invite code - SWACHHBHARAT

An initiative by Ministry of Urban Development

LocalCircles

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Launching the Abhiyan the Prime Minister, Shri Narendra Modi said : “On 2 October we are launching Swachh Bharat Mission, a massive mass movement, that seeks to create a Clean India. Cleanliness was very close to Mahatma Gandhi’s heart. A clean India is the best tribute we can pay to Bapu when we celebrate his 150<sup>th</sup> birth anniversary in 2019. Mahatma Gandhi devoted his life so that India attains ‘Swarajya’. Now the time has come to devote ourselves towards ‘Swachhata’ (cleanliness) of our motherland.”

The Ministry of Consumer Affairs, Food and Public Distribution has urged all the voluntary consumer organizations to actively participate in the endeavour of Swachh Bharat Mission and undertake responsibility of cleanliness of atleast one toilet in a girl’s school for the entire year.