

Shri M. Venkaiah Naidu releases set of books titled 'Swachh Jungle ki kahani - Dadi ki Zubani'

Books published in 15 Indian languages by Publications Division to enable development of cleanliness habit amongst children

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Shri M. Venkaiah Naidu, Minister for Information & Broadcasting today released a set of books titled 'Swachh Jungle ki kahani - Dadi ki Zubani' published by Publications Division. The books aimed at sensitizing and creating awareness amongst children would provide a fillip to the Prime Minister's Swachh Bharat Abhiyan which has become a Jan Andolan across the nation. The set of four books written in a storytelling format by renowned children's author Dr. Madhu Pant would convey the message in an interesting manner through the clean Jungle tales. The books contain lot of interesting and eye-catching illustrations made by young artists.

The series of books had been published in 15 Indian languages and would help develop a habit of cleanliness among school going children. Children had been the best 'medium' to bring about behavioural change in the society and motivate their parents, relatives and friends to adopt cleanliness.



Publications Division, a media unit of Ministry of I&B has been bringing out books/journals on subjects of national importance including Swachhta Abhiyaan.

