



Ministry of Urban Development

Swachh Survekshan-2018's rousing anthem 'Swachhata Ki Jyot Jagi Hai' released

Scripted by Shri Prasoon Joshi; sung by Shri Babul Supriyo, Shri Udit Narayanan, Ms.Alka Yagnik etc

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To further inspire the people to participate in the Swachhata Jan Andolan and connect themselves with the 'Swachhata Survekshan-2018' launched today, Ministry of Housing & Urban Affairs released a song with opening line 'Swachhata Ki Jyot Jagi Hai'.(The flame of sanitation has been lit).

This song to be used as the anthem for the survey has been released by Shri Babul Supriyo, Minister of State for Heavy Industries and Public Enterprises. The song conceived by Shri Supriyo has been scripted by renowned lyricist Shri Prasoon Joshi and visualized free for the ministry by Producer Shri Mukesh Bhatt. Shri Shankar Mahadevan provided the music.

To be extensively used from today on various platforms including social media to connect the people with the sanitation survey, this song has been rendered by an accomplished team of Shri Babul Supriyo, Shri Udit Narayan, Ms.Shreya Ghoshal, Ms.Alka Yagnik, Akriti Kakar and Shann Banerjee, to the chorus of children. The song also has messages of Shri Amitabh Bachhan and Shri Sachin Tendulkar.

The song will be dubbed into regional languages for wider outreach.

AAR/KM

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