

SWACHH BHARAT ABHIYAN



Presented by :- vjk vishal



Swachh Bharat Abhiyan was announced by Prime Minister of India Mr. Narendra Modi on Indian Independence Day and launched on 2 Oct 2014, Gandhi Jayanti

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**The program is dedicated to one who
wanted to change India**



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एक कदम स्वच्छता की ओर

भारत सरकार

पेय जल एवं स्वच्छता मंत्रालय

“Ek kadam swachhta ki aur.....”

WE AIM TO MAKE INDIA CLEAN



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It is a significant step to take further Prime Minister Mr. Narendra Modi's vision of "Swachh Bharat"



Objectives of Swachh Bharat Abhiyan

- Public awareness will also be provided about the drawbacks of open defecation and promotion of latrine use for this dedicated ground staff will be recruited. For proper sanitation use, the mission will aim at changing people's attitudes, mind-sets and behaviours.
- To keep villages clean, solid and liquid waste management will be ensured through gram panchayats.
- To lay water pipelines in all villages, ensuring water supply to all households by 2019.

What is Modi's opinion?

He urge every one of us should devote at least hundred hours every year, that is two hours every week towards cleanliness. We can't let India remain unclean any longer. On 2nd October he himself set out with a broom and contribute towards this pious task. Let us walk shoulder to shoulder in our quest to create a Clean India!



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Prime minister said that people may laugh at him for talking toilets and cleanliness from the historic Red Fort but the cleanliness of public places, tourist destinations , temples and offices will be the priority of his government.



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Clean India a Great India

- This campaign aims to accomplish the vision of 'clean India' by 2nd October 2019, 150th birthday of Mahatma Gandhi and is expected to cost over INR62000 crore. The campaign was described as "beyond politics" and "inspired by patriotism".
- More than 3 million government employees and students of schools and colleges of India are going to participate in this abhiyan(event).



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Why we need a Swachh Bharat?

I am sure you have heard many times and again that cleanliness is next to Godliness. Alas, things are often different when it comes to putting this into practice.

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Start little beginning everything will be clean

“If everyone sweeps their own door step, their own neighbourhoods, the world will be a clean, pure and healthy place for life to prosper.”



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We can do little things

- ❖ Organize different awareness programs on cleanliness and sanitation.
- ❖ Construction of toilets in schools and public places.
- ❖ Programs to eliminate open defecation.
- ❖ Make people aware about the health issues raised because of open defecation.
- ❖ Solid and liquid waste management.
- ❖ Always keep your home and workplace Clean



WHAT
DO WE
DO?

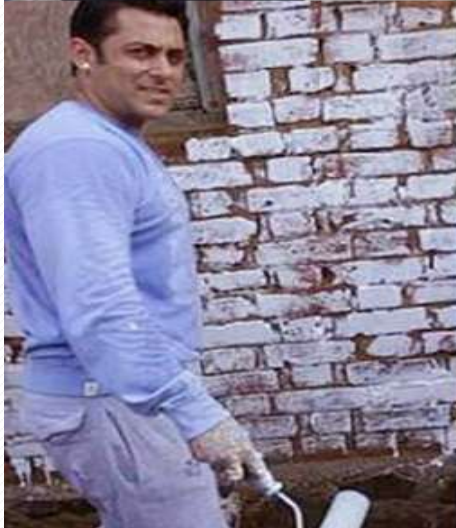
❖ “Throw your empty pop-corn tub in the trash and the entire cinema will be clean for the next patrons.”

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*"Is cleaning only the
responsibility of the
karamcharis? Do citizens
have no role in this? "*

Celebrity Chain Of Cleanliness



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Modi selected 9 notable public figures to propagate this campaign.

- Anil Ambani
- Baba Ramdev
- Kamal Hassan
- Mridula Sinha
- Priyanka Chopra
- Sachin Tendulkar
- Salman Khan
- Shashi Tharoor
- The team of TV series *Taarak Mehta Ka Ooltah Chashmah*

“I will not let anyone walk through my mind with their dirty feet.”

MAHATMA GANDHI

“I am honoured to be invited by our respected Prime Minister Shri Narendra bhai Modi to join the "Swachh Bharat Abhiyan". . . I dedicate myself to this movement and will invite nine other leading Indians to join me in the "Clean India" campaign. . .”

ANIL AMBANI(INDUSTRIALIST)

“I clean up at home and our office is waste-free . we should all support the prime minister in this step”

AAMIR KHAN(ACTOR)



“Cleanliness is synonym of patriotism.”

SURESH RAINA(CRICKETER)

“Children are agent of change.”

PRASOON JOSHI(WRITTER & LYRICIST)



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conclusion

- "swachh Bharat Abhiyan" is the campaign started by the government of india for making india a clean and green country. As a citizen of india be a part of it in making of clean india. Do not throw any garbage on the roads and keep your surroundings clean.

" BE THE CHANGE THAT YOU WANT TO SEE IN THE WORLD"

-Mahatma Gandhi

"JAI HIND".

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Pledge with us to make a stink free India



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➤ *Vishal jain*

1st sem. Sec.B