

**Ministry of Ayurveda, Yoga &  
Naturopathy, Unani, Siddha and  
Homeopathy (AYUSH)**



**REPORT ON**  
**“SWACHHTA HI SEWA” CAMPAIGN**  
**( 15<sup>TH</sup> SEPTEMBER TO 2<sup>ND</sup> OCTOBER, 2017)**

## **Swachh Bharat Mission**

The Swachh Bharat Mission was launched by the Prime Minister of India on 2<sup>nd</sup> October, 2014 with the aim to achieve a Swachh Bharat by October, 2019, through mobilizing and engaging the entire country. To achieve the above objective, various activities have been initiated at the government level and in this direction, Ministry of AYUSH and its formations have been proactively involved in making India Clean through Swachh Pakhwadas, Swachh Action Plan and other activities.

2. Swachh Pakhwada has been observed in the Ministry and its formations from 1<sup>st</sup> February to 15<sup>th</sup> February, 2017 for active and focussed attention on swachh in the office environment. Besides, Swachh Action Plan for the year 2017-18 has been formulated for achieving the objective of all round cleanliness.

3. The Hon'ble Prime Minister of India on 15<sup>th</sup> September, 2017 launched the Swachh Hi Sewa campaign throughout the country from 15<sup>th</sup> September to 2<sup>nd</sup> October, 2017. The aim of the campaign was to mobilise people and reinforce the "Jan Aandolan" for sanitation to contribute to Mahatama Gandhi's dream of a Clean India. Swachh Hi Sewa campaign has seen a largescale mobilisation of people from all walks of life to undertake shramdaan for cleanliness and construction of toilets and to make the environment free from open defecation.

4. The Swachh Hi Sewa campaign in the Ministry of AYUSH and its formation was launched with the pledge taking ceremony. The officers and staff took a pledge-

- to remain committed towards cleanliness.
- to initiate the quest for cleanliness with self, family their locality, village and their work place.
- to devote 100 hours per year to voluntary work for cleanliness.
- neither litter nor let others litter.
- to propagate the message of Swachh Bharat Mission in villages and towns
- to encourage 199 other persons to take this pledge.

Secretary (AYUSH) led a team of officers and staff for performing shramdaan in cleaning the common area around the Ministry. During the campaign trees/plants/ saplings were planted around the Office. A herbal garden has also been set up in the lawns of the Ministry for promotion and creation of awareness towards medicinal plants and herbs among the common man.

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