

Initiated by the Prime Minister, Narendra Modi on 2nd of October in 2014 on 145th birthday anniversary of the Mahatma Gandhi, Swachh Bharat Abhiyan is a nationwide cleanliness campaign. This programme was launched to fulfill the aim of a clean India and it is run by the government, with Mr. Modi taking a keen interest in it, where he was even seen cleaning the roads when he was on way to launch the campaign.

The Prime Minister has requested all the citizens of India to get involved in the Swachh Bharat Mission and promote with others to do the same for leading our country as a best and clean country of the world. At the launch of this event, around 3 million government employees and students from schools and colleges participated and the Prime Minister nominated names of nine famous personalities of India to initiate this campaign in their respective areas to promote the campaign to the general public. He also requested these nine personalities to invite other nine people to individually participate in this drive and continue this chain of inviting nine people until the message reached each and every Indian.

According to the Prime Minister, every Indian should take this campaign as a challenge and try their best to make this campaign a success. He requested all common people to be involved in this campaign and upload videos or images of cleanliness on various social media websites like Facebook, Twitter, etc. so that other people may get motivated to do the same in their own area. In this way India can be a clean country.

In the continuation of this mission, in March 2017, UP CM Yogi Adityanath banned chewing paan, gutka and other tobacco products all over UP to ensure cleanliness in the government official buildings.

Rushil

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