

## **GOVERNOR CALLS FOR PARTICIPATION IN SWACHHTA HI SEWA CAMPAIGN**

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The Governor of Goa Dr. (Smt.) Mridula Sinha has said that the launching of Swachh Bharat Abhiyan by the Prime Minister, Shri Narendra Modi, on October 2, 2014 marked a new chapter in the history of the Country. The Swachh Bharat Abhiyan is a massive mass movement that seeks to create a clean India. It has given a new direction and infused fresh energy to the activities focusing on health and sanitation. She expressed her happiness as she was nominated as a brand ambassador for the Swachh Bharat Abhiyan, by the Prime Minister. "I am glad that since the launch of Swachh Bharat Abhiya, State of Goa has taken a giant leap forward in achieving the mission goals". Governor said. "Cleanliness is next to Godliness" said Mahatma Gandhi. Cleanliness was very close to Mahatma Gandhi's heart. A clean India is the best tribute we can pay to Bapu.

Governor further informed that a campaign called "Swachhta hi Sewa", is declared by the Prime Minister of India, from September 15, 2017 to October 2, 2017. With the beginning of this campaign, the prime Minister has urged the people of India to participate in this movement with great zeal and determination and to take a pledge on this Gandhi Jayanti (October 2) to make cleanliness and hygiene not just part of lives, but the very way we live. Purity of Mind, purity of body and purity of intellect are the most important aspects of healthy and wholesome life.

The Governor further stated that not only Government Departments but all should join hands in this campaign and spread the message of cleanliness. She urged all voluntary organization, school, colleges, political leaders, corporate, Government Officials etc., to accelerate Swachhta activities during the period of September 15 to October 2, 2017 and create an environment of cleanliness in the entire country.

Cleanliness has always been part of our tradition and has played an important role in every person's life since childhood. It has always been our way of life and is taught in the first school called family . therefore it is very necessary that the traditional spirit of cleanliness be revived with this campaign of Swachata hi Sewa. Goa should become the cleanest State of India and act as a role model to others. Goa is the favourite destination of tourists as tourists visiting this State also have to play a major role in maintaining the cleanliness and tidiness of Goa.

She urged the tourists visiting Goa to co-operate in order to keep Goa clean and beautiful, she reiterated.