

SWACCH BHARAT ABHIYAN A PROCESS AIMED TO CHANGE PEOPLE'S THINKING : RANE

Panaji: [October 02, 2024](#)

Swacch Bharat Abhiyan is not just about creating awareness, but also a thought and planning process aimed at changing the way people think, said Minister for Urban Development, Shri Vishwajit Rane. He was speaking at a felicitation function for best performers in the Swachhata Hi Seva campaign and Safai Karmacharis at State and District Level, organized by the Department of Urban Development and the Goa State Urban Development Agency, on the occasion of Gandhi Jayanti in the city [today](#).

Emphasizing the need for a shift in mindset, Rane noted that while people want their homes to be clean, they often disregard cleanliness in public spaces, carelessly throwing newspapers and litter. He stressed that the same level of care we show for our homes should extend to public spaces. Rane also called on municipalities to take responsibility for maintaining cleanliness in their respective wards, as they are the elected representatives of the people.

He commended Safai Karmacharis, pointing out that their work often goes unrecognized and that they deserve more respect and appreciation for their contributions.

Speaking about Swacch Bharat Abhiyan, a vision of Prime Minister Narendra Modi, Shri Rane recalled how the initiative was initially mocked, but when the Prime Minister personally picked up a broom and started cleaning, it gradually became a nationwide mission. The core idea, he said, was to transform people's mindsets.

Shri Rane further mentioned that he plans to introduce a bill in the upcoming assembly session to grant more power to CCP and municipalities enabling them to function independently.

Shri Rohit Monserrate, Mayor CCP on this occasion recalled that Panjim was recognized as the fastest-moving city in last year's Swacch Mission rankings and expressed his gratitude to the Safai Karmacharis for their dedicated work. He noted that these workers often put in tremendous effort but rarely receive the recognition they deserve.

Smt Nutan Bicholkar, Chairperson, Municipal Council also spoke on the occasion.

Safai Karmacharis from various municipalities were felicitated by Shri Vishwajit Rane at the event.

Mapusa Municipal Council was awarded 1st place, and the Corporation of the City of Panaji received 2nd place for Best Urban Local Body (ULB) in the Cleanliness Target Unit Transformed category.

Canacona and Mormugao Municipal Councils were recognized for their efforts in the Swachhata Hi Bhagidari category, securing 1st and 2nd place, respectively.

Ponda and Valpoi Municipal Councils were awarded Best ULB for conducting Safai Karmacharis Suraksha Shivirs.

Pernem Municipal Council secured 1st place, and Mapusa Municipal Council received 2nd place for Best Waste to Art Initiative by a ULB.

Quepem Municipal Council took 1st place, and Ponda Municipal Council took 2nd place for Best Special Initiative during the Swachhata Hi Seva Campaign.

Shri Brijesh Manerkar, Director of Urban Development, delivered the welcome address, while Smt. Diksha Mishal gave the vote of thanks. The function was compered by Smt. Sidhi Upadhyay.

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