

## Swachh Bharat Mission



### "Let us fulfill Mahatma Gandhi's vision of Clean India – Swachh Bharat"

In view of “National Sanitation Awareness Campaign” and launching of “Swachh Bharat Mission (SBM)”, Consumer Education Research Centre (CERC) organised an awareness campaign for students for generating awareness on the sanitation. Students of the different institutions invited to discuss various issues related to the cleanliness campaign. Chief General Manager Ms. Pritee Shah has addressed students and discussed on several issues relevant to the campaign. Students were advised to participate in cleanliness campaign. They all took pledge to fulfill the cause of the campaign. Students had also shared their views for the betterment of the environment as well as the cleanliness campaign.

CERC staff also pledged and took oath to continue this campaign to their neighbourhoods.

We have also appealed to mass through the social media to make the ‘Swachhta Abhiyan’ very successful and uploaded relevant posts on our social networking pages.







Consumer Education & Research Centre

September 25

### Swachch Bharat Abhiyan

Cleanliness Campaign, beginning from 25 September, 2014.

The Government of India intends to cover every household under a total sanitation programme by 2019 called 'Swachch Bharat Abhiyan'. The programme is a tribute to Mahatma Gandhi on his 150th birth anniversary, which the Government wants to celebrate with a spick and span India as cleanliness was close to Gandhiji's heart.

The Prime Minister of India has given a clarion call to all citizens, policy makers and corporate houses to contribute to the realisation of Mahatma Gandhi's dream of a clean India.

Responding to the PM's call, we the citizens of India need an action oriented cleanliness drive to clean our homes, surroundings, offices and public places. As all of us have been taught, cleanliness is next to Godliness.

Like · Comment · Share

8 6 Shares



Eco Products & Eco Labeling

Posted by Ashoka Ghosh 171 · September 25



### Swachch Bharat Abhiyan

Cleanliness Campaign, beginning from 25 September, 2014.

The Government of India intends to cover every household under a total sanitation programme by 2019 called 'Swachch Bharat Abhiyan'. The programme is a tribute to Mahatma Gandhi on his 150th birth anniversary, which the Government wants to celebrate with a spick and span India as cleanliness was close to Gandhiji's heart.

The Prime Minister of India has given a clarion call to all citizens, policy makers and corporate houses to contribute to the realisation of Mahatma Gandhi's dream of a clean India.

Responding to the PM's call, we the citizens of India need an action oriented cleanliness drive to clean our homes, surroundings, offices and public places. As all of us have been taught, cleanliness is next to Godliness.

Unlike · Comment · Share

7 1

127 people reached

Boost Post