



**MESSAGE
ON
SWACHH BHARAT MISSION**

Dear Colleagues,

You are aware that the Hon'ble Prime Minister has given a call for "Swachh Bharat" as a mass movement to realize Gandhiji's dream of a clean India by the 150th anniversary of Mahatma Gandhi in 2019. This important task cannot be completed unless every Agency of the Government takes proactive part in the campaign.

2. I request you to take the following actions on 02-10-2014 and during the first phase of intensive campaign from 02-10-2014 to 31-10-2014 after the launch of Mission by the Hon'ble Prime Minister:

- All the offices will open on 02-10-2014 in the forenoon and officers/officials are directed to report at 9.00 A.M. They shall partake in a pledge that will be administered by a senior officer at 9.45 A.M. A copy of the pledge (Swachhata Shapath) is attached. Thereafter, the officers/officials will voluntarily carry out cleaning of their office premises from inside and outside.
- Every organization under the Ministry of MSME will chalk out a programme for the intensive campaign involving all at the Headquarters, Regional/Zonal/Field Offices. The focus of these activities should be to bring behavioural change for making offices neat and clean.
- All the officers/officials may contribute voluntarily towards cleaning of their residential premises, neighbourhood and social network premises so as to provide 100 hours of voluntary contribution during the year.
- As an organization which has been promoting concepts such as 5S, 6 Sigma, Kaizen, etc. since 2009 in the MSME sector, I also urge you that we walk the talk with these concepts in all of the offices of the Ministry and its autonomous organizations. For this, specialized sessions should be arranged for all staff.

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3. I urge each and every one of you to participate in this national endeavour and undertake cleanliness and awareness campaign in a befitting manner so as to realize Gandhiji's dream of a Clean India by his 150th Birth Anniversary in 2019.

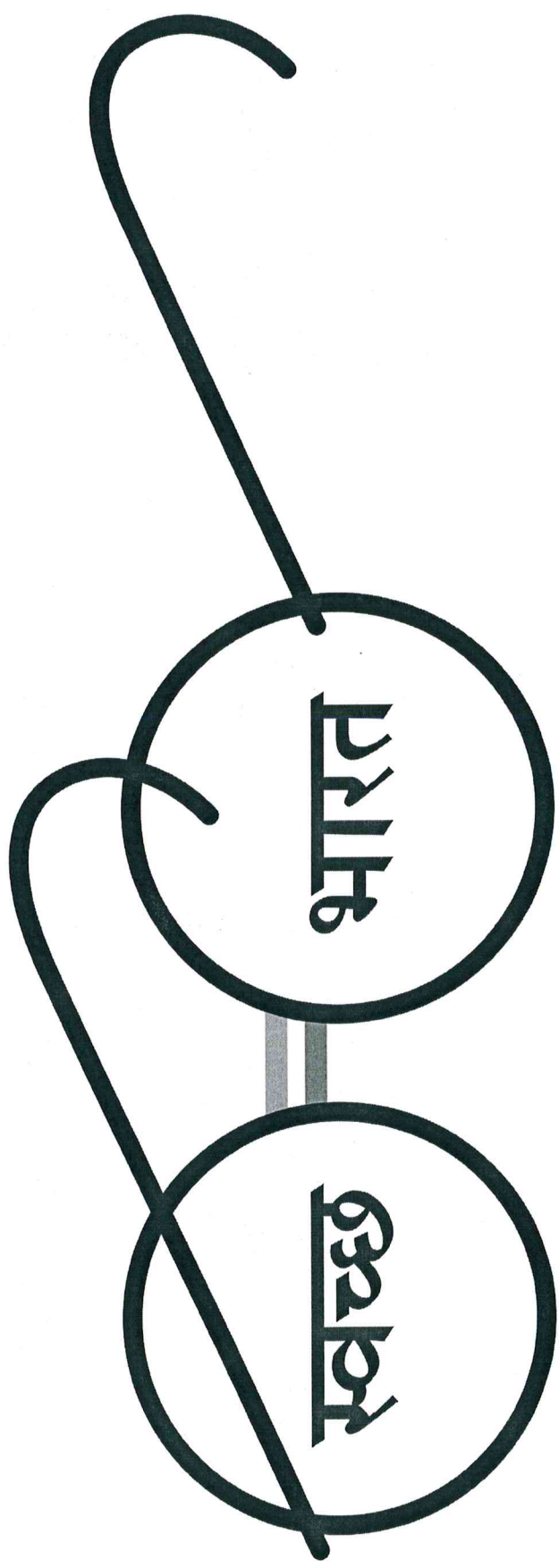
Regards,



Madhav Lal
Secretary

Ministry of Micro, Small and Medium Enterprises

New Delhi,
30th September 2014.



एक कदम स्वच्छता की ओर

स्वच्छता शपथ

महात्मा गांधी ने जिस भारत का सपना देखा था उसमें सिर्फ राजनैतिक आजादी ही नहीं थी, बल्कि एक स्वच्छ एवं विकसित देश की कल्पना भी थी।

महात्मा गांधी ने गुलामी की जंजीरों को तोड़कर माँ भारती को आज़ाद कराया।

अब हमारा कर्तव्य है कि गंदगी को दूर करके भारत माता की सेवा करें।

मैं शपथ लेता हूँ कि मैं स्वयं स्वच्छता के प्रति सजग रहूँगा और उसके लिए समय दूँगा।

हर वर्ष 100 घंटे यानी हर सप्ताह 2 घंटे श्रमदान करके स्वच्छता के इस संकल्प को चरितार्थ करूँगा।

मैं न गंदगी करूँगा न किसी और को करने दूँगा।

सबसे पहले मैं स्वयं से, मेरे परिवार से, मेरे मुहल्ले से, मेरे गांव से एवं मेरे कार्यस्थल से शुरुआत करूँगा।

मैं यह मानता हूँ कि दुनिया के जो भी देश स्वच्छ दिखते हैं उसका कारण यह है कि वहां के नागरिक गंदगी नहीं करते और न ही होने देते हैं।

इस विचार के साथ मैं गांव-गांव और गली-गली स्वच्छ भारत मिशन का प्रचार करूँगा।

मैं आज जो शपथ ले रहा हूँ, वह अन्य 100 व्यक्तियों से भी करवाऊँगा।

वे भी मेरी तरह स्वच्छता के लिए 100 घंटे दें, इसके लिए प्रयास करूँगा।

मुझे मालूम है कि स्वच्छता की तरफ बढ़ाया गया मेरा एक कदम पूरे भारत देश को स्वच्छ बनाने में मदद करेगा।

Swachhta Pledge

Mahatma Gandhi dreamt of an India which was not only free but also clean and developed.

Mahatma Gandhi secured freedom for Mother India.

Now it is our duty to serve Mother India by keeping the country neat and clean.

I take this pledge that I will remain committed towards cleanliness and devote time for this.

I will devote 100 hours per year that is two hours per week to voluntary work for cleanliness.

I will neither litter nor let others litter.

I will initiate the quest for cleanliness with myself, my family, my locality, my village and my work place.

I believe that the countries of the world that appear clean are so because their citizens don't indulge in littering nor do they allow it to happen.

With this firm belief, I will propagate the message of Swachh Bharat Mission in villages and towns.

I will encourage 100 other persons to take this pledge which I am taking today.

I will endeavour to make them devote their 100 hours for cleanliness.

I am confident that every step I take towards cleanliness will help in making my country clean.