

Swatch Bharath Mission Programme – 2nd October 2014

Prime Minister Narendra Modi on Thursday launched the country's biggest-ever cleanliness drive that is expected to cost over Rs.62,000 crore, asserting that the "Swachh Bharat" mission is "beyond politics" and inspired by patriotism.

Exnora Green Pammal has been working towards this cleanliness drive for more than a decade in Pammal Area. On the day of launch of the Swachh Bharat Mission, Exnora Green Pammal under the leadership of Ms. Mangalam Balasubramanian arranged for a special cleanliness drive in Pammal Area and honored the launch of the campaign.



Entire team of NSS volunteers and Green Ambassadors

In a programme arranged today at Suriyamman Temple tank, a group of NSS volunteers from Peace on Earth School, Kundrathur joined hands with the green ambassadors of Exnora Green Pammal to begin the Swachh Bharath Campaign from the Suryamman Temple tank at Pammal.



NSS students and Green Ambassadors take the Swachhta Pledge

The entire team took a solemn pledge affirming to join hands with the Prime Minister in the Cleanliness drive using the Swachta Pledge, a snippet of which is given as follows

“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.”

An audio announcement was carried out in the Pammal area using auto and speaker to publicize this drive to create awareness among the people and gather peoples support.



Announcement on Swachh Bharath Mission by Auto and Speakers in the Streets of Pammal

Exnora Green Pammal's Cleanliness campaign drive was provided coverage by CNN-IBN in their direct telecast at 10 am today, wherein Ms. Mangalam Balasubramanian guaranteed the participation and support of Exnora Green Pammal for the Prime Minister's Swachh Bharath Campaign.

