

**GOVERNOR'S SECRETARIAT
ARUNACHAL PRADESH
ITANAGAR**

**An appeal for Swachchh Bharat by
His Excellency
Lt. Gen. Nirbhay Sharma, PVSM, UYSM, AVSM, VSM (Retd),
Governor of Arunachal Pradesh**

My beloved people of Arunachal Pradesh,

You all are aware that we are launching the 'Swachchh Bhrat Abhiyan' on the birth anniversary of the Father of the Nation, Mahatma Gandhi. Gandhiji considered cleanliness next to Godliness and called sanitation more important than political freedom. Even now, it is high time that we become conscious of our responsibilities and put in concerted effort to make our houses, colonies, towns and cities clean, hygienic and sanitized. If we don't do it now, it will never get done.

As a tribal society, we always took care of our living surroundings and green assets. Under the guidance of our learned elders, and institutions like Tsorgen, Jung, Mele, Buliang, Gindung, Kebang, Abbale, Mokchup and Wangchu-Wancha, we have always ensured that we keep our dwellings, land and forest clean. We have always been taking pride of our vast pristine environment.

With modernization and uncontrolled development, we have inculcated unhygienic habits and blighted our habitat. Main losers because of these negative impacts, are our own people, the rich and treasured flora and fauna, and the country in particular and the world as a whole. It is a gradual but huge ecological disaster, which will have significant and unacceptable impact for years to come.

'Swachchh Bharat Abhiyan' aims to inculcate proper sanitation practices by changing people's attitudes, mindsets and behaviour. It aims to promote proper hygienic methods and eliminate open defecation. The programme also aims to provide individual, cluster and community toilets, Solid and liquid waste management through gram panchayats to keep our villages clean and to lay water pipelines in all villages, ensuring water supply to all households by 2019.

It is the vision of our beloved Prime Minister Shri Narendra Modi ji to have a five-year programme to make our country clean. The goal is to achieve a Swachchh Bharat by 2nd October 2019, as a fitting tribute to Mahatma Gandhi on his 150th birth anniversary. My Government is fully committed to accomplish this mission.

The task may appear to be mammoth, but is doable and must be accomplished to see a healthy and vibrant India. 'Charity begins at home' -the old adage suggests that each one of us starts the cleanliness and sanitation drive from our own home, then go on to the locality, city and beyond.

As a State, Mother Nature has given us immense wealth and we need to preserve it. The hilly terrain makes drainage easier, provided we do not let the garbage and other pollutants flow into our rivers and other water bodies. Itanagar, our Capital itself needs a major effort and has to be showcased as a model of pride. Likewise, other towns and villages need our attention.

Participation by all of us –the young, not so young and old from various sections of society, NGOs and Government bodies is vital for this mission to succeed. Involvement of the youth is particularly important.

Therefore, with high expectation and trust that each one of you will participate wholeheartedly in the Swachchh Bharat Abhiyan, I appeal to every citizen of my beloved State, our Gaon Burahs, Panchayat leaders, our energetic youth and elders of the society to lend a hand in our effort in order to realize the dream of Mahatma Gandhi of a Swachchh Bharat. I also appeal to all organizations, including government departments, non-governmental organizations, Doordarshan, All India Radio and other media persons to be a part of this mission. I am indeed very happy to note the enthusiasm and expect my State to maintain its momentum.

In this direction, I convey my appreciation to the local newspapers, cable television and Radio agencies for highlighting and focusing on the issue of cleanliness from time to time.

We all have equal stakes in this project and owe it to our future generations as well. Therefore, my fellow citizens of Arunachal Pradesh let us rise and be in the forefront of this campaign. Let us devote at least two-hours every week towards cleanliness. The country beckons us to fulfill our obligation to our motherland.

Jai Arunachal, Jai Hind.

PRO to Governor
Arunachal Pradesh
ITANAGAR, October 1, 2014