

By adopting cleanliness the dream of a healthy society and nation can be realized : Chief Minister

Hygiene should not be personal but for the society

Present State Government committed towards making Union Government's Swachhh Bharat Mission a success through public participation : Chief Minister

Developed Nations have also given special importance to cleanliness

The entire state will be made open defecation free by Gandhi Jayanti on October 02, 2018

Film Actor Akshay Kumar made Brand Ambassador for Swachhh Bharat Mission in UP and his forthcoming film 'Toilet : Ek Prem Katha' made tax free in the state

Chief Minister addressed ' UP Mein Swachhhta Ka Shankhnaad' programme

On this occasion school children administered oath of cleanliness

Lucknow: 04 August, 2017

Uttar Pradesh Chief Minister Yogi Adityanath ji has said that by adopting cleanliness the dream of a healthy society and nation can be achieved. He added that hygiene and cleanliness cannot be personal but for the society and hence it was the duty of every citizen to encourage it.

He also said that the present state government in UP was committed to making the 'Swachhh Bharat Mission' of the union government a success through a public movement. Saying that developed nations have always laid special focus on cleanliness, the Chief Minister said people's participation will surely make it a huge success in UP as well.

The Chief Minister said this in his address at a program 'UP Main Swachhhta ka Shankhnaad' organized by the Hindustan newspaper at The Millennium school. Yogi ji also pointed out that the focus of the mission should be widened further and that it should touch the lives of every person in the society to enable people to work towards their optimum in this direction.

He further informed that the state government was working with all seriousness in making the dream of Prime Minister Mr. Narendra Modi ji to make the country ODF by October 02, 2018. 1627 villages on the banks of the holy river Ganga have been made ODF and added that the state government would make 30 districts of the state open defecation free by December 31, 2017.

The entire state will be made ODF by October 02, 2018, he added and pointed out that social organizations, educational institutes and media can make such programs successful with their outreach to the masses. Yogi ji also said that in their forthcoming film 'Toilet: Ek prem Katha', Akhsay Kumar and his co-star Bhoomi Pednekar have used their acting to spread the message to the masses and inspired many.

The Chief Minister said that the film will give a new direction to the sensitivity of the society and can go a long way in weeding out the banes of the society. On this occasion, the Chief Minister also announced making Mr. Akshay Kumar the brand ambassador of the Swachhh Bharat Mission in UP and making his forthcoming film 'Toilet : Ek Prem Katha' tax free in the state.

Yogi ji also administered an oath of cleanliness to school students and exhorted people to do 'shramdaan' for at least 100 hours in a year and two hours every week. He also urged students to administer this oath to 100 other people so that the cleanliness drive can pick pace. On this occasion, Mr. Akshay Kumar presented a song from his film 'Toilet ka Jugaad', whose lyrics go as "Bhaiyya Dhaad, Dhaad kar le ab to toilet ka jugaad'

Also present on the occasion were Additional Chief Secretary, Panchayati Raj Mr. Chanchal Kumar Tiwari, Principal Secretary (Information) Mr. Avanish Kumar Awasthi, Chief Editor of Hindustan news paper Mr. Shashi Shekhar, Editor Mr. Krishnakant Upadhyaya, a large number of school teachers and students.

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