

एम. वेंकैया नायडु  
M. VENKAIAH NAIDU



शहरी विकास,  
आवास और शहरी गरीबी उपशमन एवं  
संसदीय कार्य मंत्री  
भारत सरकार  
MINISTER OF URBAN DEVELOPMENT,  
HOUSING & URBAN POVERTY ALLEVIATION  
AND PARLIAMENTARY AFFAIRS  
INDIA

D.O. No. 1140-D/UDM/VN/25<sup>th</sup> September, 2014

Respected Shri Naval Mehta Ji,

This is regarding the proposed 'Swachchh Bharat Abhiyan' to be launched across the country with the objective of ensuring 'Clean India'.

None other than the Father of the Nation Mahatma Gandhi had underlined the importance of sanitation for human lives by saying "Sanitation is more important than political freedom."

A clean surrounding and environment is a great motivator and it keeps our minds clean and fresh. Cleanliness is also an essential prerequisite for general public health.

Acknowledging the importance of cleanliness for better living, Prime Minister Shri Narendra Modi while addressing the Nation on the occasion of the 68<sup>th</sup> Independence Day gave a clarion call to the countrymen urging all of us to take a pledge to ensure 'Clean India' by 2<sup>nd</sup> October, 2019 which marks the 150<sup>th</sup> Birth Anniversary of Mahatma. To realise the Mission of Clean India, Prime Minister will launch 'Swachchh Bharat Abhiyan' on October 2, 2014.

At one level, it is easy to realize this noble objective through keeping our homes, neighborhood, streets, work places clean. Prime Minister has urged every countryman to give 100 hours in an year for the cause of cleanliness. You would agree with me that this is no great demand given the benefits that flow out of it.

The goal of 'Clean India' can't be realized through the efforts of the governments alone. People's participation is very essential in this regard. This task needs to be approached in the mode of people's movement for relieving the country from the scourge of filth and lack of hygiene which has come to take a heavy toll of public health.

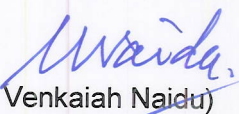
As a spiritual leader and philosopher guiding a large number of followers, your good-self and your organization can play a significant role in sensitizing the followers as well as others to make them involved in this Clean India campaign. Your good-self and your organization may have been already doing the needful in the manner.

May I request your good-self to kindly consider to support this campaign and take necessary lead in this noble task which could in turn motivate millions of others to participate in this people's movement.

Lead and initiative of your good-self could go a long way in enabling our country pay real tribute to the Mahatma by ensuring a 'Clean India' by October 2, 2019.

With regards,

Yours sincerely,

  
(M. Venkaiah Naidu)

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