

16th August 2018

**GOVERNOR APPOINTS BRAND AMBASSADOR OF SWACHH
BHARAT MISSION FOR “NORTH EAST NAMASTE STATES
SWACHH BHARAT MISSION”**

The Governor of Nagaland and National Brand Ambassador for Swachh Bharat Mission, Shri PB Acharya has appointed Shri Neelam Dutta of Assam, Shri Ihohal Singh of Manipur, Shri Ram Pada Jamatia of Tripura and Shri Shoupen Phom of Nagaland as Brand Ambassadors of “North East NAMASTE States Swachh Bharat Mission” committee. Shri Sotai Kri of Arunachal Pradesh has been appointed as the Convener of the Committee.

Swachh Bharat Mission was launched by the Prime Minister of India, Shri Narendra Modi on 2nd October 2014. Under this Mission, it is targeted to build one crore individual household toilets besides 2.52 crore community toilet seats. The Mission seeks to eliminate open defecation and manual scavenging, besides promoting modern and scientific municipal solid waste management. The Mission aims to achieve a Clean India by October 02, 2019 Mahatma Gandhi’s 150th Birth Anniversary.

The newly appointed members have been asked to send quarterly report of their activities and initiatives along with photographs to Governor Acharya. The Governor stated that the Brand Ambassadors for other North East NAMASTE States will be nominated shortly. “North East NAMASTE States Swachh Bharat Mission” Committee will work in coordination with State Committee appointed by respective State Government.

(PRO to Governor)