

DRAFT SPEECH OF HON'BLE GOVERNOR OF NAGALAND SHRI P.B. ACHARYA
ON THE OCCASION OF SWACHCHH BHARAT ABHIYAN AWARENESS
CAMPAIGN AT KOHIMA ON 23RD MARCH 2015.

Guest of Honour, Shri Pankaj Kumar, Chief Secretary of Nagaland,
Chairman, Shri Imjung M Panger, Secretary, Urban Development, Nagaland,
Shri Ken Kreditsu, Director, Urban Development,
Shri Kovi Meyase, Administrator, Kohima Municipal Council,
Other Distinguished Invitees, Medias and Press,
Ladies and Gentlemen,

I am delighted to be here today on the launching programme of SWACHCHH BHRAT ABHIYAN AWARENESS CAMPAIGN in Kohima. I am grateful to the State Government in general and Kohima Municipal Council in particular for organizing this Campaign. I am indeed very glad to see how enthusiastic you all are and have come together here on a working day to show your commitment to keep the surroundings clean. As you all aware, it is national level campaign run by our country to make our country clean by promoting sanitation programmes and campaigns, construction of toilets, cleaning streets, roads and changing the infrastructure of the country to lead the country ahead.

Since I am also one of the Ambassadors of Swachchh Bharat Abhiyan, I want to say a few words about this mission. This is a mission to make India a clean India. This campaign was launched by the Government of India on the 145th birth anniversary of our great Mahatma Gandhi on 2nd October 2014 at Rajghat, New Delhi. Our Hon'ble Prime Minister Shri Narendra Modiji's aim is to make India a clean India by 2nd October 2019 through this campaign. That means on 150th birth anniversary of Gandhiji, India should become a clean country. Before the Independence of India, the father of our nation, Mahatma Gandhi had said, "Sanitation is more important than Independence". It means he was well aware of the bad and unclean situation of India. Shri Modiji himself initiated this campaign by cleaning the road on the way going to launch the campaign. He has also requested that every Indian should take this campaign as a challenge and try his/her best to make this a successful campaign. Each and every citizen of our country should consider it his/her responsibility to make the country a Swachchh country.

The Nine persons nominated by our Prime Minister are expected to participate in the cleanliness drive in their own areas and these nominees are requested to nominate another nine people who in turn will call another nine persons each and continue the chain of calling nine people by each until the message reaches to the every Indian citizen throughout the length and breadth of the country to make it a national mission. I understood that people have initiated this campaign globally towards cleanliness. I can see in several places that teachers and students are joining this "Clean India Campaign" very actively with great fervour and joy. Government Officers, NGOs and Public at large should come together to keep our surroundings clean. We have to bring behavioural changes amongst the people and motivate better health practices by spreading cleanliness awareness among people, strengthening the cleanliness systems in the urban and rural areas as well as creating user friendly environment. The business community and the local bodies have a very special role in the whole programme.

Plastic, glass and thermocol increase the garbage in our surroundings. Daily we can see tonnes of plastic garbage being produced out of which few ton only are collected and the remaining is left out. This is very dangerous for our society. You are aware that these are non bio-degradable and pose maximum danger and ill effects on all living beings. I suggest that in every 100 to 150 metres a dustbin must be put separately for plastic and similar waste. If the place you live is clean and organized, you feel a kind of peace in your mind.

Swachh Bharat" mission is "beyond politics" and inspired by patriotism. As Modiji said, this task is not the responsibility only of safai karmacharis/sweepers or the Government but of all the one hundred twenty five crore Indians. With one commitment, sensitivity and involvement, our nation can achieve the target of becoming one of cleanest countries in the world. Cleanliness is next to godliness. Man can work well, if surroundings are clean. Clean village is a happy and healthy village.

Cleanliness and progress of the mission in Nagaland would directly draw tourists' attention from all over the world. Clean Nagaland would bring large number of tourists and substantially enhance its economical condition. The aim of the mission is to cover all the rural and urban areas of our State to present this State as an ideal State before the world. I request every person in our State to make Nagaland a clean State much before the national target of 2019.

EN PEZIE (THANK YOU) KUKNALIM.