



सत्यमेव जयते

राष्ट्रपति
भारत गणतंत्र
PRESIDENT
REPUBLIC OF INDIA

MESSAGE



*Shri Pranab Mukherjee,
President of India*

I am happy to know that a Coffee Table book is being brought out by the Ministry of Urban Development, Government of India highlighting the work done by the Swachh Bharat Brand Ambassadors.

Mahatma Gandhi firmly believed that sanitation is more important than political freedom. As we celebrate this year the centenary of Gandhiji's return to India from South Africa, we must strive to realize his vision of a "Swachh Bharat". Each one of us must do our utmost in order to influence those around us adopt good sanitation practices.

I extend my greetings and felicitations to all the Swachh Bharat Brand Ambassadors. I hope they will continue to motivate citizens and spread the message of cleanliness and hygiene among all.

I call upon the public to participate in the Swachh Bharat Mission in large numbers and do everything possible to fulfill our dream of a Swachh Bharat where every citizen has access to clean and hygienic sanitation facilities.

(Pranab Mukherjee)

New Delhi
September 6, 2015



सत्यमेव जयते

प्रधान मंत्री

Prime Minister

MESSAGE



*Shri Narendra Modi,
Prime Minister of India*

A clean India will be the best tribute India can pay to Mahatma Gandhi on his 150th birth anniversary in 2019. This belief encouraged me to launch the ambitious Swachh Bharat Mission on 2nd October 2014 across the length and breadth of India, with a dream of making it a people's movement, and realizing Bapu's vision of a "Clean India".

Since the launch, this movement has captured the imagination of the youth and children – who are our future generation. While I firmly believe that students will be our best ambassadors to bring about large scale social change, I am delighted to see how the media has stepped up their efforts to raise awareness among all to bring about behavioral change in sanitary practices. It is also heartening to see how the initial group of nine people that I had nominated has each reached out to multiple others so that we now have hundreds of ambassadors and role models across the country, paving the way for a mass movement towards "Swachh Bharat".

The task before us is massive, and to achieve it, every Indian will have to be a brand ambassador of "Swachh Bharat". The journey so far has been made possible by the combined efforts of the citizens joining hands with the government. I am sure that the continued efforts of our Swachh Bharat brand ambassadors will continue to inspire our citizens, including the youth and children.

Through this coffee table book, I would also like to convey my best wishes and sincere appreciation for the contribution of the Swachh Bharat Ambassadors in this movement, and hope that they will continue to be role models for everyone.

Through this book, I would also like to acknowledge the unsung heroes of the movement – millions of Indians, who are taking the movement further little by little, day by day.

Together, we shall achieve a cleaner, healthier and happier India.

(Narendra Modi)

New Delhi
3rd September, 2015



MINISTER OF URBAN DEVELOPMENT, HOUSING &
URBAN POVERTY ALLEVIATION AND PARLIAMENTARY AFFAIRS



*Shri M. Venkaiah Naidu
Minister of Urban
Development, Housing &
Urban Poverty Alleviation
and Parliamentary Affairs*

As a mark of respect to the father of the nation, our government has taken an ambitious pledge to make India Open Defecation Free and clean by 02nd October, 2019 through the Swachh Bharat Mission. Achieving this goal for urban India will require construction of 1 crore household toilets, 5 lakh community/public toilets seats, 100% modern and scientific management of solid waste in all 4,041 cities in our country. We have taken up a multi-pronged strategy for making this mission successful, and turning it into a 'Jan Andolan'. While the ministry makes the policies, states drive the missions, and the urban local bodies implement the programs.

A collaborative approach between all stakeholders including the communities and corporates is necessary. We have also been engaging corporate institutions to join hands with us to participate in the Swachh Bharat initiatives. Not only are we scaling up the pace of infrastructure creation of sanitary facilities, we are also focusing on awareness generation and influencing behavior change by nominating prominent citizens & institutions, who have made a mark in various walks of life, as Ambassadors for the Swachh Bharat Mission. These role models in turn have motivated children and youth who have enthusiastically come forward to participate in the initiative. Equally important has been the role of media in creating better awareness about safe sanitation practices among the citizens. We hope that their continued efforts will bring about a paradigm shift in citizens' mindsets necessary for sustainable sanitation practices.

This journey that we have collectively embarked will continue to become a part our daily life in every way. I am confident that in the days to come, the initiatives taken by you as Swachh Bharat Ambassadors will take on a life of their own and transform into a mass movement, to bring about a new freedom for India - freedom from littering and dumping of waste, freedom from open defecation and urination, and freedom from ill health resulting from unhygienic environment.

This Coffee Table book in honor of our Swachh Bharat ambassadors is a token of our appreciation for their efforts till date. I sincerely wish you the very best in your commendable efforts and hope that you continue to be role models for this noble cause.


(M. Venkaiah Naidu)



MINISTER OF STATE FOR URBAN DEVELOPMENT,
HOUSING & URBAN POVERTY ALLEVIATION



Shri Babul Supriyo
Minister of State for
Urban Development,
Housing & Urban Poverty
Alleviation

Our Prime Minister has launched an ambitious initiative – the Swachh Bharat Mission – for India to fulfil Gandhiji's dream of a “clean India”.

With the aim of making this into a mass movement or ‘jan andolan’, hundreds of “Swachh Bharat Ambassadors” have enthusiastically responded to the call of the government and agreed to join hands in making this mission a success.

I am especially happy to see my colleagues and friends from the entertainment industry taking a lead in this movement through their activities. It is heartwarming to see how their actions have resonated with the youth of the country, who are in turn becoming ambassadors in their own way. We need the children and youth of the country to keep the dream of Swachh Bharat Mission alive and carry it to success.

This coffee table book is a symbol of our appreciation for all the Swachh Bharat Ambassadors – corporate leaders, sports persons, and public figures, and their efforts till date. I convey my best wishes and heartfelt thanks to the ambassadors and hope that they continue to lead the way in future.

(Babul Supriyo)

M. PRASAD
SECRETARY



सत्यमेव जयते



Government of India
Ministry of Urban Development
Nirman Bhawan, New Delhi-110011



Message

The Swachh Bharat Mission launched in October 2014 is one of most ambitious initiatives undertaken in recent times that covers the entire nation and has a significant grass-root level impact. The Mission aims to make the country completely Open Defecation Free and ensure 100 percent scientific management of municipal waste. This is without doubt a significant goal and it can be achieved through the collective effort of each and every citizen of our nation.

In this endeavor, our Swachh Bharat Ambassadors have actively lent their helping hands and have taken on the onus of leading this mass movement. They have motivated and inspired thousands, including children, youth and women, to join hands in the 'country-first' movement.

This coffee table book acknowledges their efforts and motivates many more to become Ambassadors, in the true spirit of a 'people's movement'. I wish to convey my best wishes to all Ambassadors, and hope that they will continue to provide exemplary leadership to this movement, as they have done so far.


(M. Prasad)



SWACHHTA PLEDGE

Mahatma Gandhi dreamt of an India which was not only free but also clean and developed.

Mahatma Gandhi secured freedom for Mother India.

Now it is our duty to serve Mother India by keeping the country neat and clean.

I take this pledge that I will remain committed towards cleanliness and devote time for this.

I will devote 100 hours per year that is two hours per week to voluntary work for cleanliness.

I will neither litter nor let others litter.

I will initiate the quest for cleanliness with myself, my family, my locality, my village and my work place.

I believe that the countries of the world that appear clean are so because their citizens don't indulge in littering nor do they allow it to happen.

With this firm belief, I will propagate the message of Swachh Bharat Mission in villages and towns.

I will encourage 100 other persons to take this pledge which I am taking today.

I will endeavour to make them devote their 100 hours for cleanliness.

I am confident that every step I take towards cleanliness will help in making my country clean.








ON SWACHH BHARAT MISSION

SWACHHTA PLEDGE

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SWACHH BHARAT
AMBASSADORS

Mridula Sinha



Governor of Goa, Smt. Mridula Sinha is a well known writer and social worker, having done commendable work in the areas of education, healthcare, sanitation and promotion of milk co-operatives, in Motihari (Bihar). She has been appointed as an ambassador for the Swachh Bharat Mission.



Padmanabha Acharya



Hon'ble Governor Padmanabha Acharya held meetings with Chiefs/Heads of Banks in Nagaland and requested the Banks to take care of construction of toilets in their located areas in Nagaland. Moreover, in pursuance of the objective under the Swachh Bharat Mission, he led the first phase of 'Citizens for Clean Dimapur' at Circular Road from Clock Tower Junction to Metro Hospital.



Akhilesh Yadav



Shri Akhilesh Yadav, Hon'ble Chief Minister of Uttar Pradesh shaking hands with Buddhist leader Gyalwang Drukpa in Lucknow on the conclusion of the 800 km Swachh Bharat Eco Pad Yatra. He also felicitated participants of the Swachh Bharat Eco Pad Yatra. Shri Yadav has been nominated by the Prime Minister as a Swachh Bharat ambassador.



Mr. Jayadev Galla is the appointed brand ambassadors for Swachh Bharat campaign for Andhra Pradesh. Under Mr. Galla's supervision, the vision of government has been taken ahead with an undertaking through pledges, organizing awareness rallies etc. The initiatives have included providing toilets, separately for boys and girls in all schools, and providing toilets to all Anganwadis for cleaner sanitation. A special effort has been made to keep the villages clean by the effective use of solid and liquid waste management.



K. Kavitha

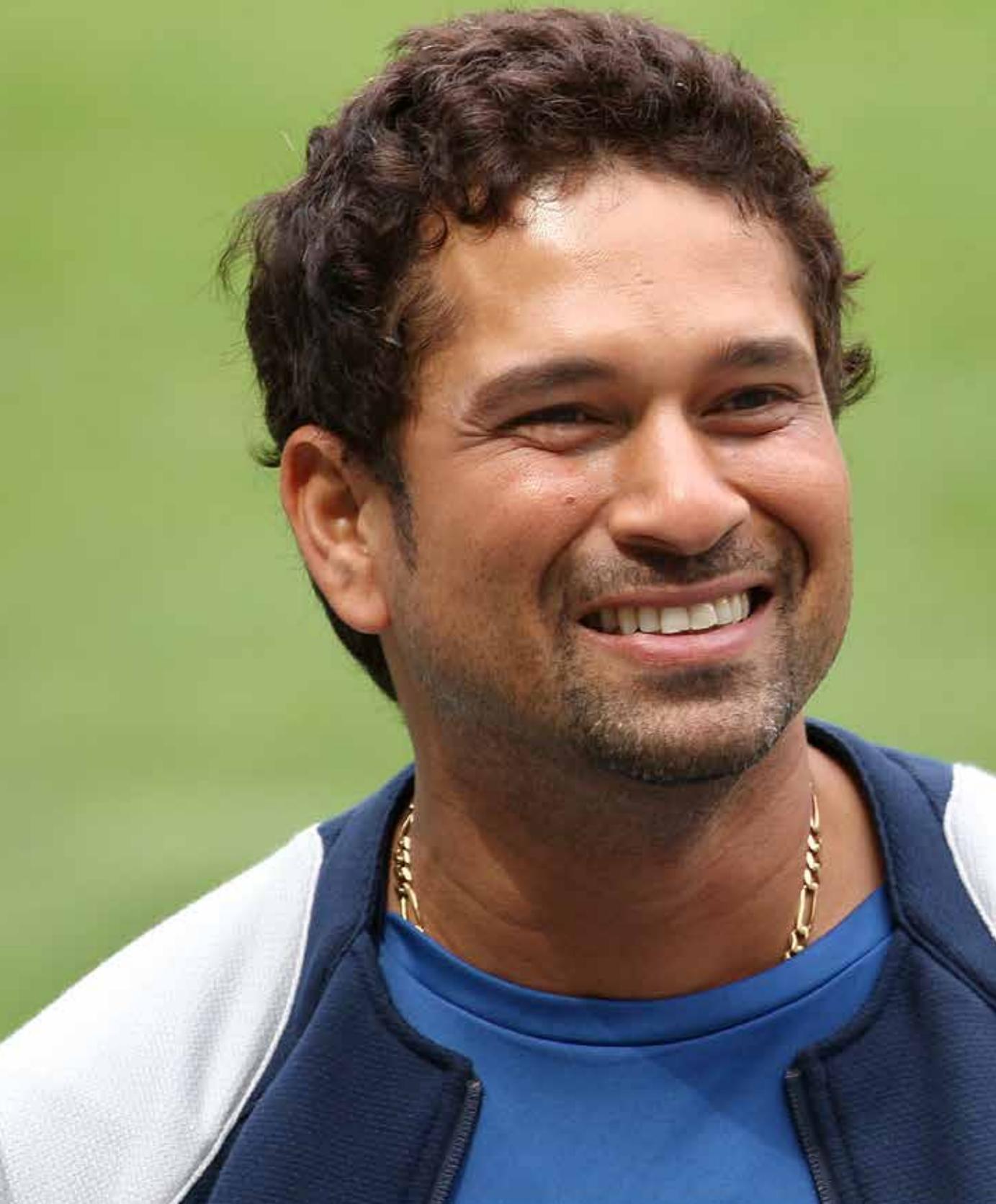


K. Kavitha has completed the construction of toilets in all the schools in her constituency of Nizamabad. She has also declared that she will make her constituency Open Defecation Free. She regularly visits various parts of her constituency with the sole agenda of generating awareness about the Swachh Bharat Mission.



Manoj Tiwari expressing his excitement for the Mission at Nahar Singh stadium in Faridabad, and propagating his support. He has enthusiastically accepted the Prime Minister's Swachh Bharat Challenge.

Sachin Tendulkar



Cricket icon Sachin Tendulkar taking up broomsticks, spade and mattock to collect garbage strewn along the way in a filthy locality in his home town, Mumbai, along with his friends. Bharat Ratna awardee Tendulkar has also urged fellow sportspersons to join the 'Swachh Bharat Mission'.

Shashi Tharoor



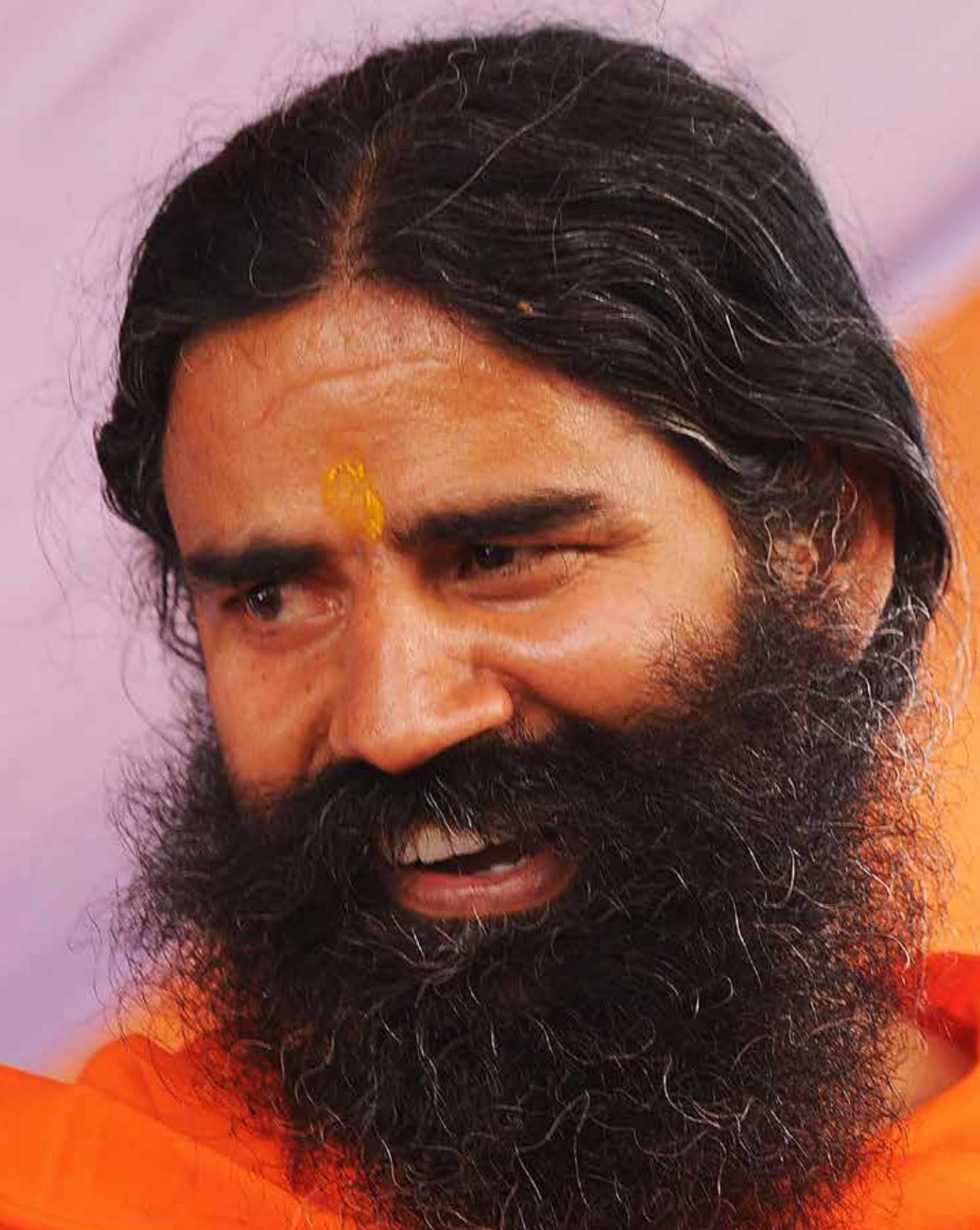
Member of Parliament Shashi Tharoor launches a cleanliness drive in his constituency, participated by leaders and local people in Vizhinjam Mandalam. He is seen going around picking garbage from public places in the company of local party workers and his aides.



In addition to spiritual cleanliness, Sri Sri Ravishankar has been actively propagating environmental cleanliness towards Swachh Bharat. Sri Sri Ravishankar, recently called on hon'ble Prime Minister Narendra Modi to discuss toilet construction to leveraging interest of diaspora towards a Clean India, and other aspects relating to Swachh Bharat Mission. He not only has been practicing but also motivating his followers to devote at least 100 hours per year towards cleanliness.



The Amala Bharatam Campaign by Mata Amritandamayi Math aims at improving public health and at restoring India's physical beauty. AMMACHI Labs, a computer human research center of Amrita University, is addressing the issue of open defecation and the lack of proper sanitation facilities by training women to build their own toilets and bathrooms.



Yoga Guru Baba Ramdev has been working towards Shikshit, Swachh aur Swasth Bharat (educated, clean and healthy India). His motto is to turn Haridwar and Rishikesh into model places so that the entire country takes inspiration from them. Every week, he dedicates two hours to the cleanliness drive.

Swami Rambhadracharya



Jagad guru Swami Rambhadracharya, founder and Chancellor of the University for the Blind at Chitrakoot has been instrumental in organizing various clean-up campaigns in districts of UP, as part of his regular contributions to the Swachh Bharat Mission.

Sant Balbir Singh Seechewal



Popularly known as “Eco-Baba” and “Welfare Baba” in India and abroad, Swachh Bharat ambassador Sant Balbir Singh Seechewal has stamped his mark in multiple areas: environmental conservation, social reform, extension of education and economic development of backward areas of Punjab. The President of India bestowed on him “Nirmal Gram Puraskar” for his distinguished work as the Sarpanch (Head) of his village.

His Holiness Sakya Trizin



His Holiness Sakya Trizin is the 41st head of the Sakya school of Tibetan Buddhism. He is a highly accomplished Buddhist master. He actively promotes the Swachh Bharat campaign.

Dadi Janki



The Bramhakumaris, cleaning the entire stretch from the Police Station, Abu Road to the gates of their ashram, enthusiastically joined by school students as volunteers in the 'swachhata drive'. The Bramhakumaris, under the leadership of Rajyogini Dadi Hridaya Mohini Ji have been undertaking regular and comprehensive clean-up campaign in various locations.

Dr. Mohammad Manzoor Alam



Dr. Manzoor Alam is currently serving as the General Secretary of the All India Milli Council, New Delhi. He has been proactively supporting the Swachh Bharat Mission and is playing an eminent role through this vast experience and knowledge.

Baselios Cardinal Cleemis Catholicos



Cardinal Baselios Cleemis is the current Major Archbishop - Catholicos of the Syro-Malankara Catholic Church. He is one of the eminent personalities to be nominated as a Swachh Bharat Ambassador.



TELESPHORE P. CARDINAL TOPPO



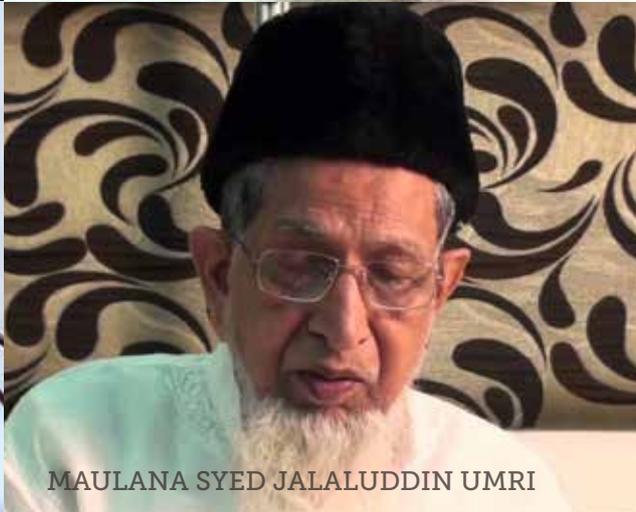
MAULANA MAHMOOD A. MADANI



MAULANA SYED MOHAMMAD RABE
HASNI NADVI



KANKESHWARI DEVI



MAULANA SYED JALALUDDIN UMRI



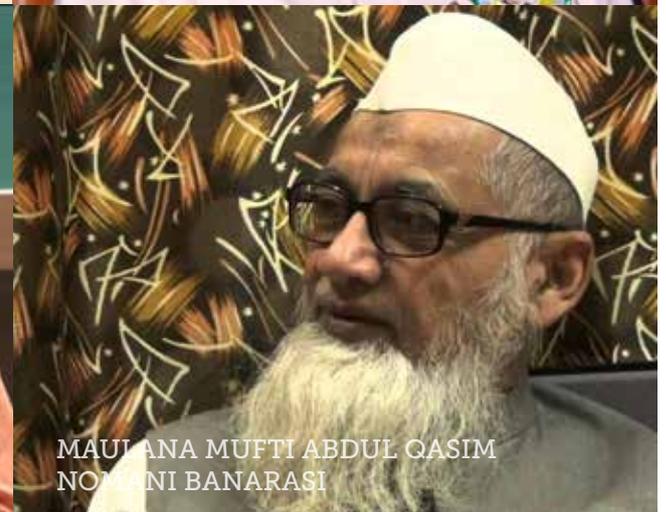
MAR GEORGE CARDINAL ALENCHERRY



OSWALD CARDINAL GRACIAS



SUHITANAND MAHARAJ



MAULANA MUFTI ABDUL QASIM
NOMANI BANARASI

Amitabh Bachchan

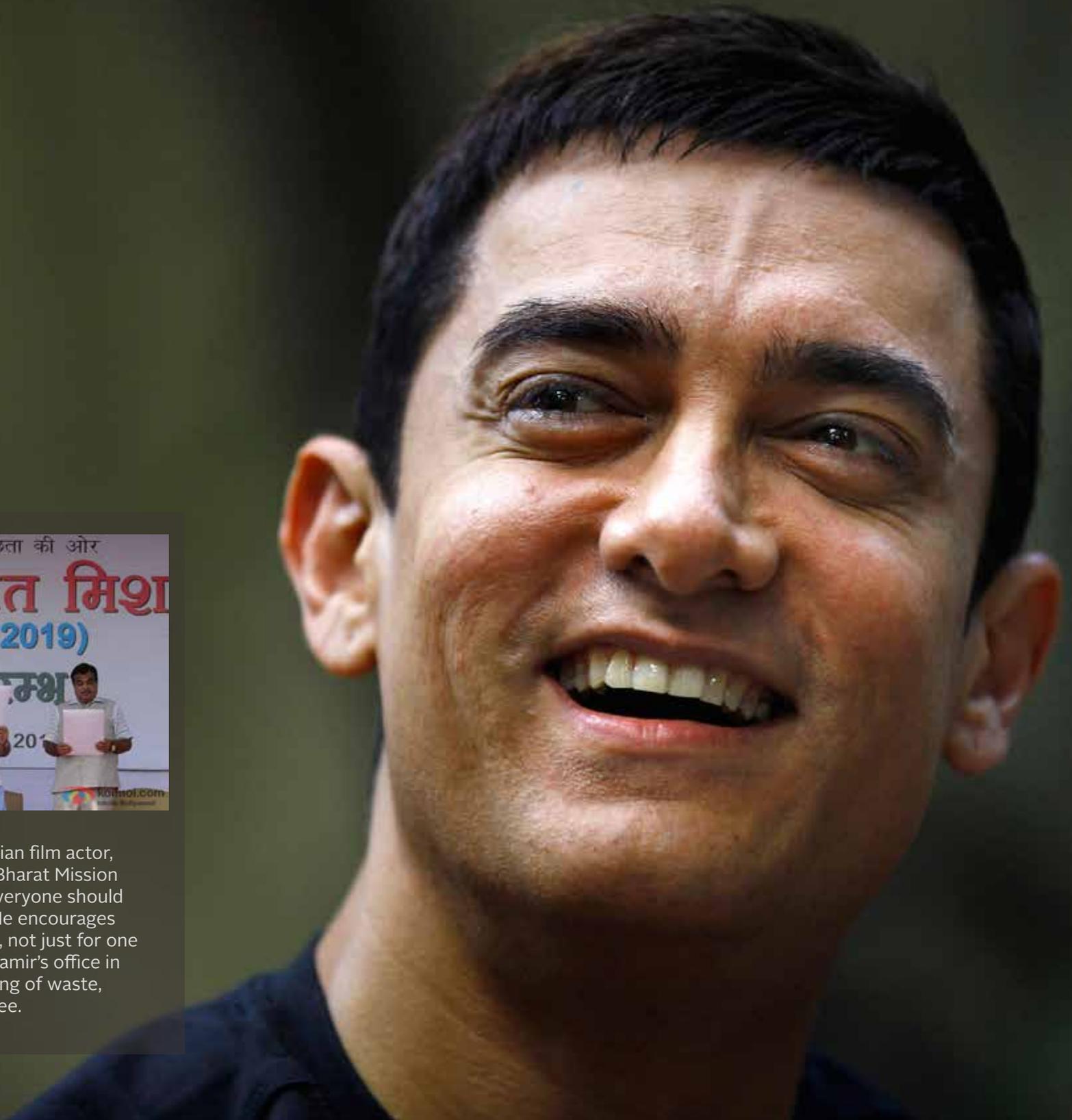


Amitabh Bachchan, the megastar of Hindi cinema has been leading the Clean India cause since the inception of this mission. In addition to volunteering for Swachh community drives, he has been actively promoting the Swachh Bharat message among his followers through various platforms.

Aamir Khan



Aamir Khan, renowned Indian film actor, believes that the Swachh Bharat Mission is a great move and that everyone should make cleanliness a habit. He encourages participation of all citizens, not just for one day but every single day. Aamir's office in Mumbai carries out recycling of waste, making the office waste free.





On his 60th birthday, actor Kamal Haasan wielding the broom at the Rajakilpakkam lake near Chennai, in the presence of scores of his fans. The actor kept his date with his fans as has been the tradition with him and urged them to take 'Swachh Bharat' campaign forward.

Prannoy Roy



NDTV, under the leadership of Prannoy Roy, has been running the “Banega Swachh India” campaign for two consecutive years now. While the first year’s campaign focused on construction of toilets and infrastructure, the second year proposes to focus on behavior change communication in sanitation to ensure that these toilets are actually utilized for the purpose they are built.



Under the stewardship of Shri Aroon Purie, the India Today group has instituted the “Safaigiri Summit and Awards 2015” for clean cities and locations, to communicate Best Cleanliness Practices, and motivate the next generation to be Swachh Citizens. The group has also set up a Clean Toilet Fund through Care Today.

Ramoji Rao



Under the leadership of Shri Ramoji Rao, Eenadu group facilitated the clean-up of some of the busiest locations of Gandhinagar in Vijaywada, and Hindu cremation ground in Hammam district. Girl NCC cadets also took up a cleanliness drive in Guntur district, and eight municipalities and Nagar panchayats across the state took up sanitation work in their areas. In his paper "Eenadu", a daily column has been started on "Swachh Bharat".



Ionic film actor Salman Khan initiating his contribution to the Swachh Bharat Mission by cleaning a part of Karjat in Mumbai. To keep the chain running, he has nominated all his Facebook fans as well as Twitter followers to participate in cleanliness drives, strongly propagating the belief that "Each of one of us can make a difference".

Priyanka Chopra



Priyanka Chopra leading a clean-up drive in a garbage-laden neighbourhood of Versova in Mumbai, alongwith the neighborhood children, as part of her efforts towards the Swachh Bharat Mission.





Actor Hrithik Roshan, as part of his contribution to Swachh Bharat Mission, spending a Saturday sweeping his surroundings along with Bombay Municipal Corporation workers, despite an arm in a sling. With an injured arm, Hrithik is helping BMC workers clean up the streets.

Pawan Kalyan



Telugu filmstar and Janasena party founder Pawan Kalyan, brand ambassador of the Swachh Bharat Mission confirmed his participation in the Cleanliness Drive. Speaking on the occasion of Sankranthi Sambaralu, organised by the Swarna Bharat Trust in Venkatachalam, Nellore, Pawan said that Swachh Bharat is a long term mission and that it should be followed as the entire nation's responsibility.

Anil Ambani



Industrialist Anil Ambani cleaning the Badrinath and Kedarnath temple premises and areas around it to spread the message of 'Swachh Bharat'. He has taken up the challenge to make each and every temple and place of worship clean as part of his contribution to the Swachh Bharat Mission.



As part of the Swachh Bharat Mission initiatives, Ms Kiran Bedi's organization, Navjyoti India Foundation has been undertaking cleanliness drives and awareness campaigns in the resettlement colonies of north-west Delhi, Bawana and 40 villages of the Sohna block, Haryana. Navjyoti has been conducting regular drives to clean vacant plots in the community of Bawana and to prevent them from becoming dumping grounds.

Nita Ambani



Reliance Foundation Chairperson Nita Ambani participating in the cleanliness drive at JJ Hospital, in Mumbai. Taking up the Prime Minister's challenge to participate in the Clean India drive, she has held many such drives in the last many months, and has been a vibrant supporter and an active brand ambassador to the Swachh Bharat Mission.



Prasoon Joshi



National award winning lyricist Prasoon Joshi has written a song to mark the ongoing 'Swachh Bharat' campaign. He says: "If my endeavors make a difference to the perspective of ten more around me, I am more than happy to continue my contributions".

Sourav Ganguly



Former captain of the Indian cricket team, Sourav Ganguly, one of the ambassadors for Swachh Bharat campaign, has also joined hands with the Swachh Vidyalaya programme that adds to the Swachh Bharat Mission.



Wrestling Champion Sushil Kumar was nominated as a Swachh Bharat Ambassador by the Hon'ble Prime Minister. He has been fully participating in the campaign through various activities and supports it whole heartedly.

Suresh Raina



Cricketer Suresh Raina initiated his journey with the Swachh Bharat Mission by participating in a cleanliness drive in his home town in Uttar Pradesh. He shared that he was honoured to be an ambassador of the Swachh Bharat Mission and he would urge his teammates to proactively take up the challenge of the Prime Minister.

Kailash Kher



Popular singer Kailash Kher wielding the broom at the Bhadaini Ghat on the river Ganga, to initiate his journey in the Swachh Bharat Mission at the pious city of Varanasi. Kailash has also contributed his powerful voice to the Swachh Bharat Song – “Swachha Bharat ka irada kar liya hamne”.



Vivek Oberoi



Bollywood actor Vivek Oberoi participating in Prime Minister Narendra Modi`s Swachh Bharat Mission organised by Cancer Patient Aid Association (CPAA) in Mumbai. He has been an active brand ambassador to the Swachh Bharat Mission initiative.

Kapil Sharma



Popular stand-up comedian Kapil Sharma participating in a cleanliness drive in Khar, Mumbai along with other eminent personalities as one of his regular contributions towards Swachh Bharat Mission. He has also been supporting the mission through his Television show “Comedy Nights with Kapil”.



V. V. S. Laxman

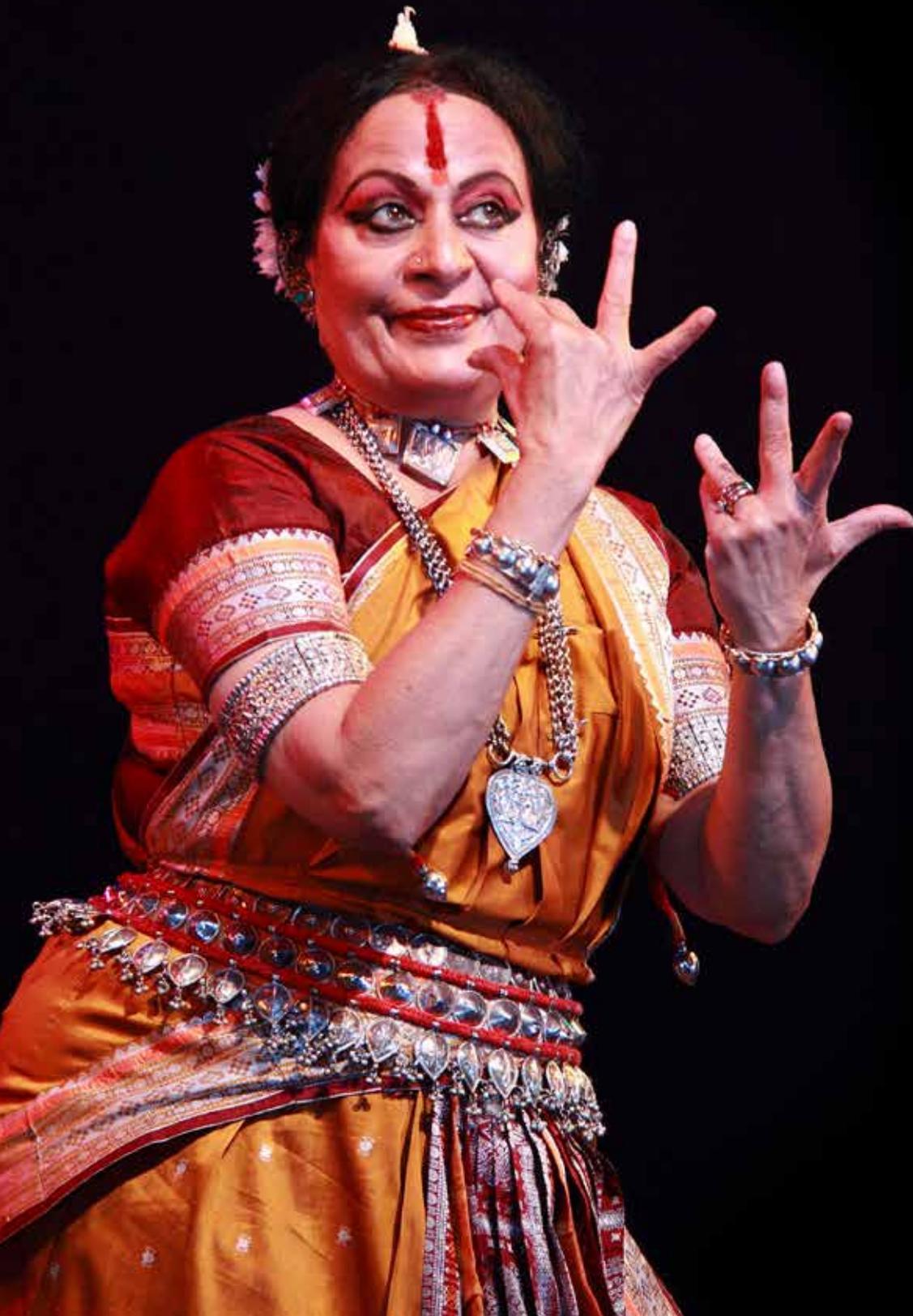


V.V.S. Laxman, former Indian cricketer and Padma Shri awardee, represented Hyderabad in domestic cricket and played for Lancashire in English country cricket. He was the captain of the Deccan Chargers team in the Indian Premier League in its first year. Laxman has been nominated as a brand ambassador for the 'Swachh Bharat' campaign.

Sania Mirza



Tennis Player Sania Mirza has been an active brand ambassador to the initiative. She has spread the word by cleaning the streets of Hyderabad before nominating nine persons, including fellow sports-persons and Bollywood personalities, to join the movement.



Padma Vibhushan Dr. Sonal Mansingh dedicating her Festival – Abhilaasha (Aspiration) held in March 2015 at India Habitat Centre to Swachh Bharat Abhiyaan, through dance, music and poetry recitation performances by reputed artists. She was nominated by the Prime Minister as a Swachh Bharat Ambassador.

Mumbai Dabbawalas



Mumbai's globally renowned dabbawalas, armed with brooms and other equipment, removing garbage and sweeping streets around Andheri and Lower Parel in Mumbai, a day after being appointed as brand ambassador of Swachh Bharat Mission.



As part of her contribution towards the Swachh Bharat Mission, Rajashree Birla, Director of the Aditya Birla group, organizing a Swachh Bharat campaign near Banganga in January 2015, inaugurated by the Maharashtra governor. Other senior officers and staff of the group are also seen participating in the campaign.



Raju Srivastava conducting a cleanliness drive at Navinagar in Kakadev area. Voicing his strong support towards the Mission through his song "Namo Namo" from the Album Swachh Mera Bharat, has been regularly helping in cleaning the Ganga river in Rampur, Uttar Pradesh.



Tushar Gandhi, the great-grandson of Mahatma Gandhi participating in a cleanliness drive at Khar, Mumbai, as part of his contributions to the Swachh Bharat campaign as a brand ambassador.

Amala Akkineni



Former actress Amala Akkineni has been taking an active part in spreading the message of Swachh Bharat Mission, launching the mission initiatives in various locations (Jubilee Hills, Motinagar Community Hall, Malkagiri- Railway Station and adjoining areas including RK Puram Lake, Karmanghat- Nandanvanam Colony and hutments, Methodist Colony etc.).



Dr. G. Surinder Rao



Dr G Surinder Rao of Yashoda Hospitals, Hyderabad spearheaded the 'Don't Litter, Use Dust bin' campaign at Hyderabad (throughout all major junctions through 21 hoardings, 10 bus shelters & 70 traffic umbrellas), to create and spread 'Healthcare awareness' among all residents, specifically for students and youth, as part of his contribution towards Swachh Bharat Mission.

Tummala Narendra Chowdary



Tummala Narendra Chowdary is the Chairman and Managing Director of NTV, a Telugu news channel, and one of the eminent personalities nominated as a Swachh Bharat ambassador. NTV frequently runs programs related to Swachh Bharat on its channel.

B.V.R. Mohan Reddy



Pioneering the essence of CSR towards the greater good of achieving Mission objectives, B.V.R Mohan Reddy has introduced the Swachh Telangana – Swachh Pathshala campaign to provide WASH facilities to 54 government schools, as part of his contribution to the Swachh Bharat Mission. Reddy led his company, Cyient Foundation to enter into a MoU with the state Government of Telangana.

S.P. Balasubrahmanyam



Noted singer and music director, S.P. Balasubrahmanyam reinforced his enthusiasm for the Swachh Bharat Mission through his self-composed song in Telugu. SPB said that he was elated to be nominated as ambassador, and that he would do justice to the responsibility entrusted to him.

Milkha Singh



Milkha Singh, also known as The Flying Sikh, is a former Indian track and field sprinter who was introduced to the sport while serving in the Indian Army. He is one of the eminent personalities nominated by Punjab government as a Swachh Bharat ambassador.

Abhishek Bachchan



Actor Abhishek Bachchan has been nominated as a “goodwill ambassador” for the Swachh Bharat Mission from the state of Maharashtra. He has been actively participating in the Mission towards spreading the message of a Clean India.



Pullela Gopichand



Pullela Gopichand, a former Indian badminton player won the All England Open Badminton Championships in 2001, becoming the second Indian to achieve this feat after Prakash Padukone. Winner of the Dronacharya Award, Arjuna Award and the Padma Bhushan, he has been nominated as a brand ambassador for the 'Swachh Bharat' campaign.



Gurdas Maan

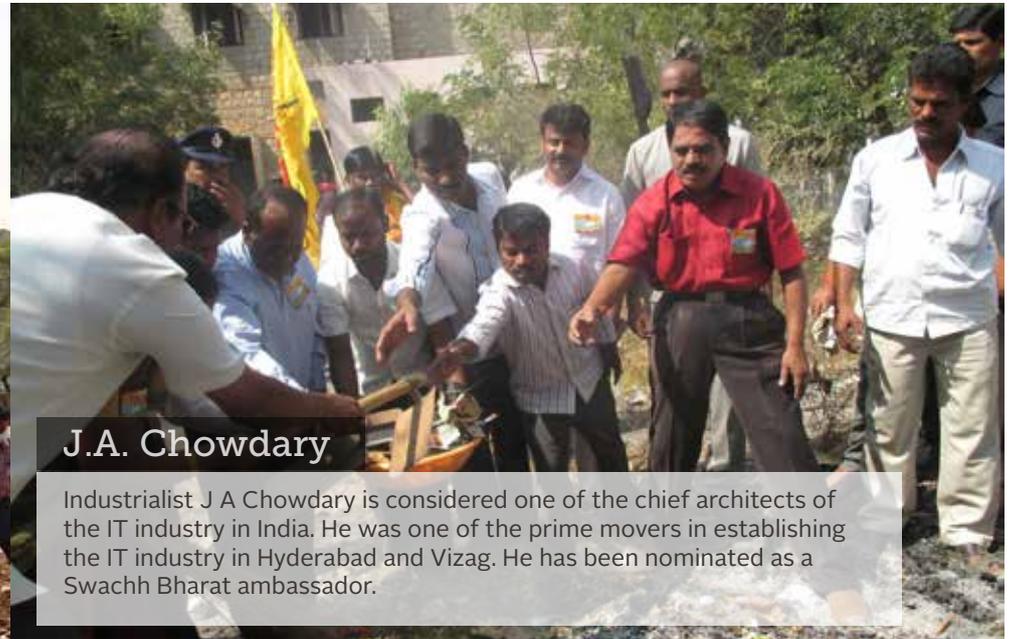


Gurdas Maan is an Indian singer, songwriter, choreographer, and actor. He is considered one of the most notable figures in the world of Punjabi music. He is one of the eminent personalities nominated by Punjab government as a Swachh Bharat ambassador.



Mohammad Kaif

Cricketer Mohammad Kaif joining hands with hundreds of school children as he undertakes his Swachh Bharat Challenge to clean the adjoining areas in and around the school run by Om Foundation in Hoshiyarpur village.



J.A. Chowdary

Industrialist J A Chowdary is considered one of the chief architects of the IT industry in India. He was one of the prime movers in establishing the IT industry in Hyderabad and Vizag. He has been nominated as a Swachh Bharat ambassador.



Swami Suhitananda Maharaj

Members of Belur Math (Chennai) conducting a street-cleaning programme, following the annual car festival and procession held by Sri Kapaleeshwar Temple, Chennai. About 460 volunteers and students from Chennai Students' Home cleaned the four streets around the Temple.



Baba Hardev Singh Maharaj

Devotees of Nirankari Baba Hardev Singh Ji Maharaj undertaking cleanliness of Soor Ghat, Ram Ghat and Nigambodh Ghat of the river Yamuna in Delhi. He has been leading the Sant Nirankari Charitable Foundation in country-wide cleanliness drives, as well as abroad.



Sunidhi Chauhan

Sunidhi Chauhan is one of the most popular Indian playback singers and performers today, best known for her Punjabi songs and Hindi film songs in Bollywood. She is one of the eminent personalities from Maharashtra who have been nominated as a “goodwill ambassador” of the ‘Swachhata Mission’ in the state.



Mizo Association

The Kulikawn Young Mizo Association has been working continuously to propagate cleanliness and sanitation in the community through multiple initiatives: setting up dustbins along the roads, ‘Kulikawn’ newsletter to spread awareness regarding cleanliness, constructing public urinals, with its members voluntarily cleaning them. In fact, one of the public conveniences in Kulikawn is considered the cleanest within Aizawl city.



Tamannaah Bhatia

Actress Tamannaah Bhatia participated in cleanliness drives in Andheri of Mumbai, where she resides. She is among the list of celebrities who picked up the broom and took part in the noble cause of ‘Swachh Bharat’ Mission.



Inderjit Kaur

Dr. (Ms.) Inderjit Kaur is the Patron-President of the All India Pingalwara Charitable Society (Regd.), Amritsar since 1992. Hugely influenced by Bhagat Puran Singh's life and mission, she emulated him and devoted her attention and energy to the service of humanity. She is one of the eminent personalities nominated by Punjab government as a Swachh Bharat ambassador.



Koneru Humpy

Humpy Koneru is an Indian Chess Grandmaster, and currently number three in the world among women players. She has been nominated as a brand ambassador for Swachh Bharat Mission.



Jwala Gutta

Jwala Gutta participated in the cleaning-up of LB sports stadium, Hyderabad along with players and staff of Sports Authority of Telangana, where she has been practicing all her life. An international badminton player and country's top-level player with 14 National Badminton Championship titles, Jwala Gutta has also been a part of the Swachh Telangana initiative.



Navjot Singh Sidhu

Navjot Singh Sidhu is a former Indian cricketer and was a Member of Parliament from Amritsar. After retirement from cricket Navjot Singh Sidhu took up television commentary, and politics. He is one of the eminent personalities nominated by Punjab government as a Swachh Bharat ambassador.



Lakshmi Manchu

Lakshmi Manchu, is an Indian film actress, producer and television presenter known for her works in Telugu cinema, Tamil cinema and American Television. She has been nominated as a brand ambassador for Swachh Bharat Mission.



Anjali Bhagwat

Anjali Bhagwat is a professional Indian shooter. She became the World Number One in 10m Air Rifle in 2002. She also won her first World Cup Final in Milan, in 2003. To date, she has won 31 Gold, 23 Silver and 7 Bronze medals. She is one of the eminent personalities from Maharashtra who have been nominated as a “goodwill ambassador” of the ‘Swachhata Mission’ Maharashtra.



Rameshwar Rao Jupally

Dr Rameshwar Rao Jupally, Chairman of MyHome group undertook various initiatives: cleaning of school surroundings at Mulakalapally village, cleaning of girls’ hostel at Banaganapalle, cleaning campaign at Manyapalem village, renovation of toilets at Banaganapalle, etc as part of his contribution towards the Swachh Bharat Mission.



Monika More

Monika More, a commerce student of SNDT college, Ghatkopar, is a courageous teenager who survived a horrific train accident to rebuild her life painfully but bravely, with the help of artificial limbs. She is one of the eminent personalities from Maharashtra who have been nominated as a “goodwill ambassador” of the ‘Swachhata Mission’ Maharashtra.



Bombayla Devi

Bombayla Devi Laishram is an Indian archer. She represented India at the 2008 Beijing Olympics in the women’s individual as well as team events, and has been nominated as a Swachh Bharat Ambassador.



Shivlal Yadav

Shivlal Yadav is a former Indian cricketer who played in 35 Tests and 7 ODIs from 1979 to 1987. He has also been named as the interim President of BCCI. He has been nominated as a Swachh Bharat ambassador.



Makarand Anaspure

Makarand Anaspure is an Indian actor, mainly known for his comedy and intelligent roles in Marathi cinema. He is one of the eminent personalities from Maharashtra who have been nominated as a “goodwill ambassador” of the ‘Swachhata Mission’ in the state.



Pranav Pandya

Through its large network of urban and rural centers and with the help of a broad volunteer base, Gayatri Pariwar has initiated various cleanliness projects and has persistently maintained the drive for the past 10 years. The comprehensive “Swachh Bharat” campaign of Gayatri Pariwar includes village and urban Cleanliness and awareness campaigns.



Shanti Rai

Shanti Rai, Mountaineer and expeditionist from South Sikkim was successful in scaling the Gorichen Mountain of Arunachal Pradesh, as well as many unscaled mountain peaks of the Himalayas. She has pledged her support to do her bit as a Swachh Bharat Ambassador.



Qaiser Shamim

Qaiser Shamim has remodeled the function hall of the Haj House building in Mumbai, with renovated toilets, drainage pipeline, and provision for safe disposal of waste water, as part of their Swachh Bharat Mission contributions.



Madhu Pandit Dasa

ISKCON Bangalore, under the leadership of Madhu Pandit Dasa, has been participating in the Swachh Bharat initiative by playing an active role in clean-up campaigns of old and new temples.



Devi Prasad Dwivedi

Professor Dwivedi is the Professor of Linguistics, in the Department of Modern Languages and Linguistics at Sampurnanand Sanskrit University. He has received several honours from the government, including the civilian award of Padma Shri in 2011. He has been nominated as a Swachh Bharat ambassador.



Nithin Reddy

Also known as Nithin, he is a popular Indian film actor who works in the Telugu film industry. He is one of the noted Telugu personalities to be nominated as a Swachh Bharat Ambassador.



Pargat Singh

Pargat Singh is a hockey player turned politician in India and belongs to the ruling Shiromani Akali Dal. During his active days in hockey, he was considered as one of the world's best defenders. He is one of the eminent personalities nominated by Punjab government as a Swachh Bharat ambassador.



Ram Pothineni

As part of his contribution to Swachh Bharat Mission, Tollywood actor Ram Pothineni cleaned the premises of a government hospital at Srinagar Colony in Hyderabad. Furthermore, he has also nominated actresses Samantha, Hansika, Tamanna and Rakul Preet Singh to take forward the campaign.



Cast of Tarak mehta ka Oolta Chasma

As their contribution towards the Swachh Bharat Mission, the cast of the popular TV serial "Tarak Mehta ka Oolta Chashma" visited slum areas in Mumbai to educate the inhabitants about the importance of cleanliness and sanitation and the processes required to achieve it. They regularly encourage their fans to not litter and to maintain a vigil against offenders.

SWACHH BHARAT AMBASSADORS

APPASSAHEB DHARMADHIKARI

Well known spiritual leader and social reformer from Raigad, Sri Appasaheb Dharmadhikari launched one of the biggest cleanliness drives in Maharashtra as well as in Baroda, Surat, Indore, Silvassa and north Goa. Over two lakh volunteers from all over Maharashtra participated in the cleanliness drives.

SUDDALA ASHOK TEJA

Suddala Ashok Teja is a popular lyricist in Tollywood. Ashok Teja was a teacher in Karimnagar district before coming into the Telugu film industry. He won the National Film Award for Best Lyrics and has written over 2000 songs for 1000 movies till 2014. As a Swachh Bharat brand ambassador, he participated in a cleanliness drive in Nalgonda.

Dr. GOPICHAND MANNAM

Dr Gopichand Mannam, Chief of Cardiothoracic surgery at STAR hospitals, is one of the most renowned surgeons in India, having performed more than 12000 heart operations, with many innovative procedures to his credit. He is one of the noted Telugu personalities to be nominated as a Swachh Bharat Ambassador.

S. Hafizur Rehman Chishti

Methanelie Jutakhrie

Geoffrey Yaden

Shri Manish Jain

Shri Amar Subba

Hokugha Chishi

Jathedar Avtar Singh

Zennyala Bhutia

T. Khongo

Maulana (Hakim) Abdullah Mogheesui

Sarjubala Devi

Sudhir Nanavati

Tummala Narendra Chowdary

Longtam Phom

Amitabh Bhatnagar

Mukesh Patel

Lalrochuanga Pachuau

Organization of Musicians
& Artists of Sikkim

Lajja Goswami

T. Chatlua

Bhikudan Gadhvi

V. Van Lianhrina

Abei-u Meru

Thang Nghinglova

Vizopal Chaya

Rameshbhai Oza

Supongmeren Jamir

Tejal Amin

SWACHH BHARAT AMBASSADORS



PHD CHAMBER of COMMERCE & INDUSTRY

The PHD Chamber of Commerce & Industry, as part of their Swachh Bharat Mission initiatives, has so far constructed 25 toilet blocks in Government Schools, and has been periodically conducting structured Awareness campaigns for the community, focusing on importance of cleanliness, hand-washing, significance of using toilets and keeping them clean.



INSTITUTE of CHARTERED ACCOUNTANTS

The Institute of Chartered Accountants of India (ICAI) launched 'Clean India Campaign' of its own, issuing Guidelines to its various offices across the country to clean staircases, corridors, sale counters, libraries, toilets, parking lots and roads adjoining their office area. Moreover, ICAI has been physically verifying the construction of new toilets and repairs of dysfunctional toilets undertaken on Pro Bono basis for Swachh Vidyalaya Abhiyan project.



BHARTI FOUNDATION

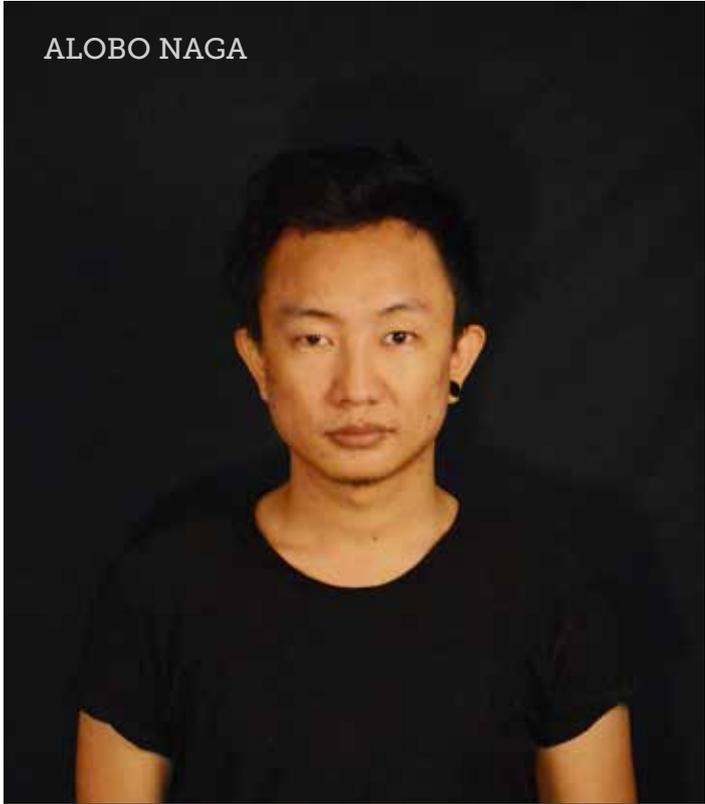
Bharti Foundation, through its Satya Bharti Abhiyan, has taken up a campaign where students of Satya Bharti Schools across Punjab, Haryana, Rajasthan, Tamil Nadu, Uttar Pradesh and West Bengal have begun reaching out to the host as well as neighbouring villages to explain the benefits of good sanitation practices.



Confederation of Indian Industry



ALOBO NAGA



SHANKAR-EHSAN-LOY



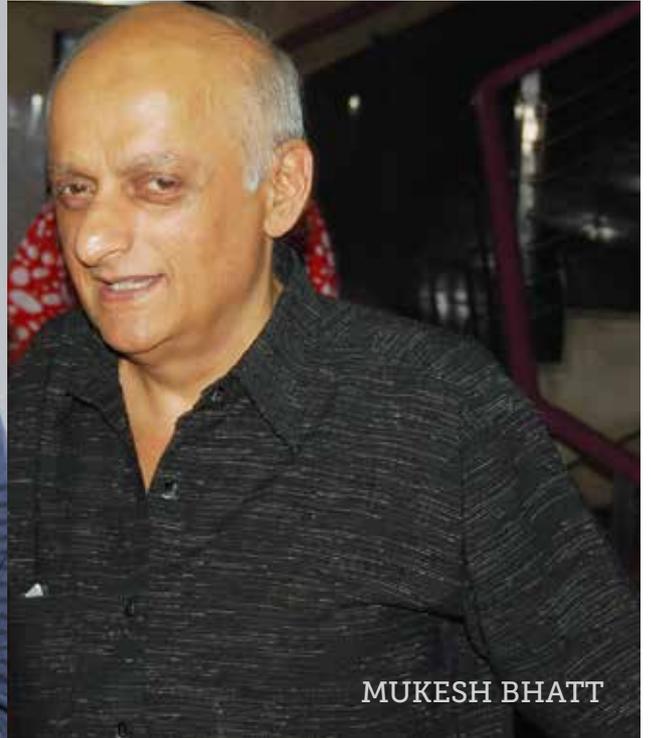
HARBHAJAN SINGH



CHETAN BHAGAT



MUKESH BHATT



JAYENDRA SARASWATHI



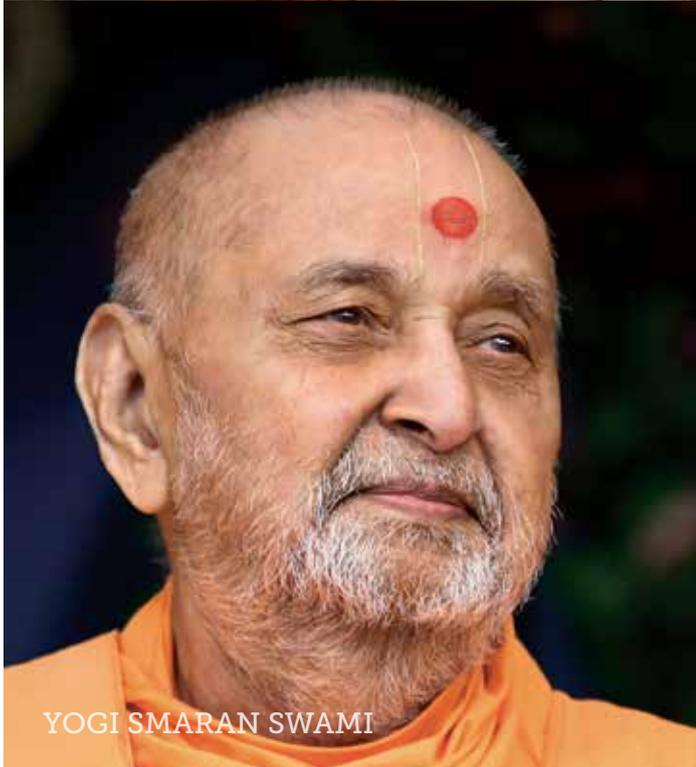
VIDYAVALLABHA THEERTHA SWAMY



YUVRAJ SINGH



YOGI SMARAN SWAMI



IRFAN PATHAN



MADHUR BHANDARKAR





A CLEAN INDIA
OF MY DREAMS

Musings of a Swachh Bharat Ambassador
A CLEAN INDIA OF MY DREAMS

It was an honor to be nominated as an Ambassador for the Swachh Bharat Mission, an initiative so close to the heart of our Honourable Prime Minister.

This Mission is a call for freedom from the daily apathy and disease burden from the garbage littered all around us, for independence from the scourge of open defecation.

Since being nominated, I have participated in several cleanliness initiatives and have challenged my family, friends and fans by inviting them to join me. Being in the middle of this mission, I realize that the vision of clean India, where over a crore urban households do not have access to safe sanitation, can only be achieved if we can make this mission an 'Andolan' running across all 4,041 towns in India.

This is not one man's 'Andolan' but a 'Jan Andolan' requiring an active commitment and contribution from each one of us - from corporate entities, celebrities and public figures to the common man on the street - all have a part to play.

While I am already engaged in the Swachh Bharat Mission, the journey has only just begun. In order to have the desired impact on the ground, I now need to engage more deeply in a more planned and sustained manner - making it a part of my daily routine.

As suggested by the Honourable Prime Minister, we can show the way through specific interventions:

- Weaving in the theme of 'Swachh Bharat' in all our public appearances and speeches;*
- Adopting some specific localities / colonies / slums to convert them completely into 'swachh' locations (free from littering and garbage, free from open defecation, individual and household toilets available for every citizen in that locality);*
- Volunteering for 'Swachh Bharat' related campaigns on radio, TV, and print at all levels and encourage media to spread the word;*
- Using our corporate relationships to encourage companies / educational institutions / community groups and housing societies / hospitals / hotels, etc. to make 'cleanliness campaigns' a regular part of their functioning;*
- Committing to speaking at schools / colleges / educational institutions to motivate youth and children towards a culture of cleanliness as they are the real ambassadors;*
- Motivating more public icons to become ambassadors*
- Creating a page on the webpage "swachhbharat.mygov.in" and linking it to all our social media profiles;*
- Using Swachh Bharat Ambassador logo for all communication (email, paper etc) from our office;*
- Putting the Swachh Bharat logo on our nameplates outside our houses and offices;*

At the same time, motivating, recognizing and ensuring better facilities for those engaged in serving us through municipal agencies will also be crucial to this end.

I compliment the Honourable Prime Minister for the path breaking initiative he has embarked this nation on. I am confident that each one of us, with our combined will, can rise to the occasion and collectively lead the country in realizing this noble dream.

The journey so far

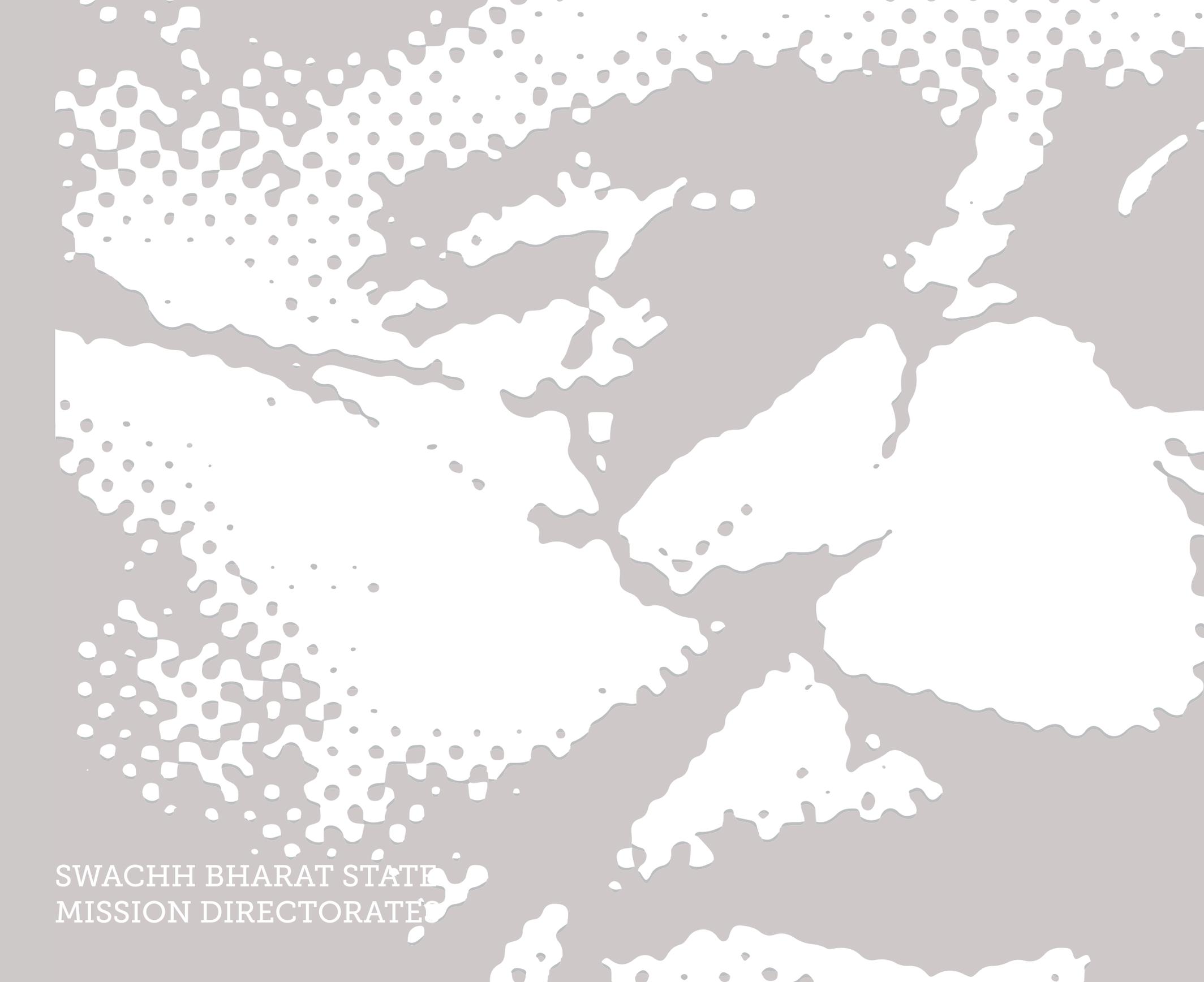
Swachh Bharat, the movement that has begun on 2nd October 2014, which aims to encompass all citizens of India, will continue to become a part of our daily life in every way. The Mission which is a Centrally Sponsored Scheme (CSS), aims to provide 100% sanitation including toilet facilities to the urban population of the country and municipal solid waste management in urban areas. The Mission covers 4041 statutory towns.

For the year 2015-2016, the targets are to build 25 lakh individual household toilets, 1 lakh community and public seats and achieve 100% door to door collection of municipal solid waste in 50 % of the wards and processing of waste in 30% of the wards.

The ambitious targets have been taken up on a war footing and however daunting the task, has not deterred the Municipalities from embracing the challenge and produce results.

So far the Government of India has released Rs 1038.72 crores for Swachh Bharat to the States. The budget for 2015-2016 is Rs 1000 crores.

As on 31st August 2015, 34.04 lakh individual toilets have been identified for construction, and 4.57 lakh have been constructed. For community and public toilet seats, 88,710 have been identified, and 24,036 have been constructed. 31,560 wards have 100% door to door collection of waste and 16.14 % of the waste is being processed as on date.



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