



**HIGH COMMISSION OF INDIA
KUALA LUMPUR, MALAYSIA**

PRESS RELEASE

SWACHHTA HI SEVA (CLEANLINESS IS SERVICE) CAMPAIGN

The High Commission will be observing *Swachhta* Campaign from 15th September -2nd October 2017 in its official premises and the Netaji Subhash Chandra Bose Cultural Center.

2. The Campaign is in line with focus of Government of India and Honourable Prime Minister of India Shri Narendra Modi on the importance of Cleanliness in public places.

3. On September 15, 2017, Honourable President of India launched a nationwide sanitation campaign "*Swachhta Hi Seva*" at Iswarganj village in Kanpur, Uttar Pradesh. As Mahatma Gandhi had said "sanitation is more important than political freedom, it underscores the criticality of sanitation in society. On August 15, 2014, the Prime Minister gave a clarion call to the Nation to change old habits and achieve a *Swachh Bharat* (Clean India) by 2019, to mark the 150th birth anniversary of Mahatma Gandhi.

4. *Swachhta Hi Seva* campaign is part of the *Swachh Bharat Mission* which aims at achieving a clean and open defecation free India by October 2, 2019. The financial allocations under the *Swachh Bharat Mission* increased from INR 2,850 crores in 2014-15 to INR 14,000 crores in 2017-18. In the last 3 years, under the *Swachh Bharat Mission*, 48,264,304 toilets were constructed. Individual toilet coverage increased from 42 percent in 2014 to 64 percent in 2017.

5. The *Swachh Bharat Mission* seeks to reform the sanitation sector with the primary focus being on behavioural changes. Further the Mission seeks to promote gender sensitive information and education. An innovative monitoring and evaluation system has also been put in place. The *Swachhta Hi Seva* Campaign seeks to mobilize people to come out and get directly involved with the *Swachh Bharat Mission* in the fortnight leading up to Gandhi Jayanti on 2nd October, 2017.
