

SWACHHATA HI SEVA MISSION

Sadhguru recalls nation's long history of 'Swachhata' during his interaction with Prime Minister Narendra Modi

EXPRESS NEWS SERVICE

@ Coimbatore

SADHGURU, founder of the Isha Foundation, was among the eminent personalities with whom Prime Minister Narendra Modi interacted through a video conference on Saturday in connection with the launch of the 'Swachhata Hi Seva' movement. Sadhguru was at a spot near the Adiyogi statue at the Isha Yoga Centre during the interaction.

During the interaction, Sadhguru pointed out that the Isha Foundation had set up citizens' committees in 37 municipalities and 12 corporations to support the government's efforts in ensuring sanitation. These committees will not be complaining against the government, but organising people to ensure cleanliness and hygiene.

"In Chennai, we are organising 10,000 volunteers for this movement. Our government is promoting cleanliness through routine work and creating awareness. The enthusiasm the people of the country have for Swachhata is quite visible. The drainage systems of Mohenjo-daro and Harappa civilisation was what the British rulers noticed first. Our nation has a long history in both personal and public hygiene. This sense of hygiene exists even today," said Sadhguru.

'Swachhata Hi Seva' is not a movement of the government or

the Prime Minister alone. It is a movement of the nation and of every citizen. Let us create a nation so that everybody in the world thinks of how to get to India. Cleanliness is the first step — there are many more things to do, but this is the first and fundamental thing and it must be done, he said.

During the programme, Prime Minister Modi expressed his gratitude to Sadhguru and the public who participated in the function and took the pledge for a Swachh Bharat.

After the function, the 'Swachhata Hi Seva' campaign was started at Poondi in the Vellingiri foothills. Among the participants were Municipal Administration Minister S P Velumani, Union Drinking Water and Sanitation Joint Secretary Arun Baroka, Tamil Nadu Additional

Chief Secretary Hans Raj Verma, Collector T N Hariharan and Plastic Pollution Free Tamil Nadu ambassador actor Vivek.

Minister Velumani said the government would declare the State as 'open defecation free' on October 2, and 65,000 sanitary guards had been appointed for it. To replace plastic, it plans to encourage the use of palm leaves.

During an interaction, Sadhguru told reporters that talks were going on with the Karnataka government on planting 25 crore saplings on banks of the Cauvery to avoid the water sharing issues.

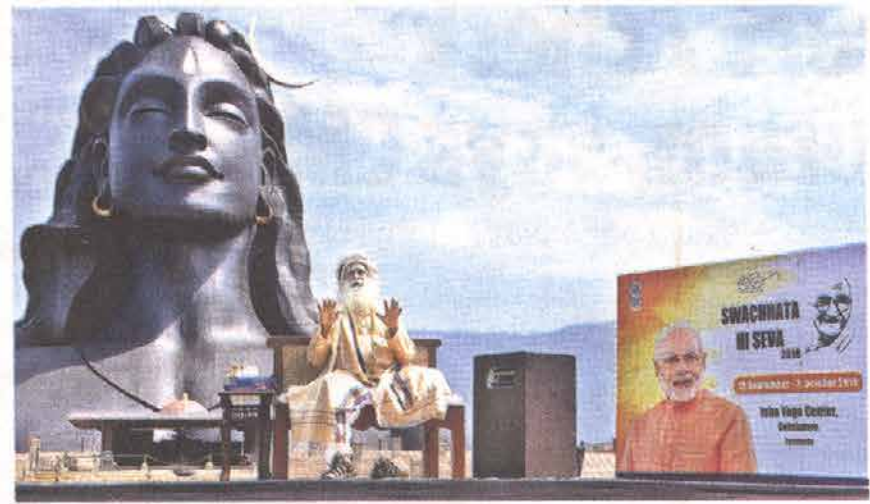


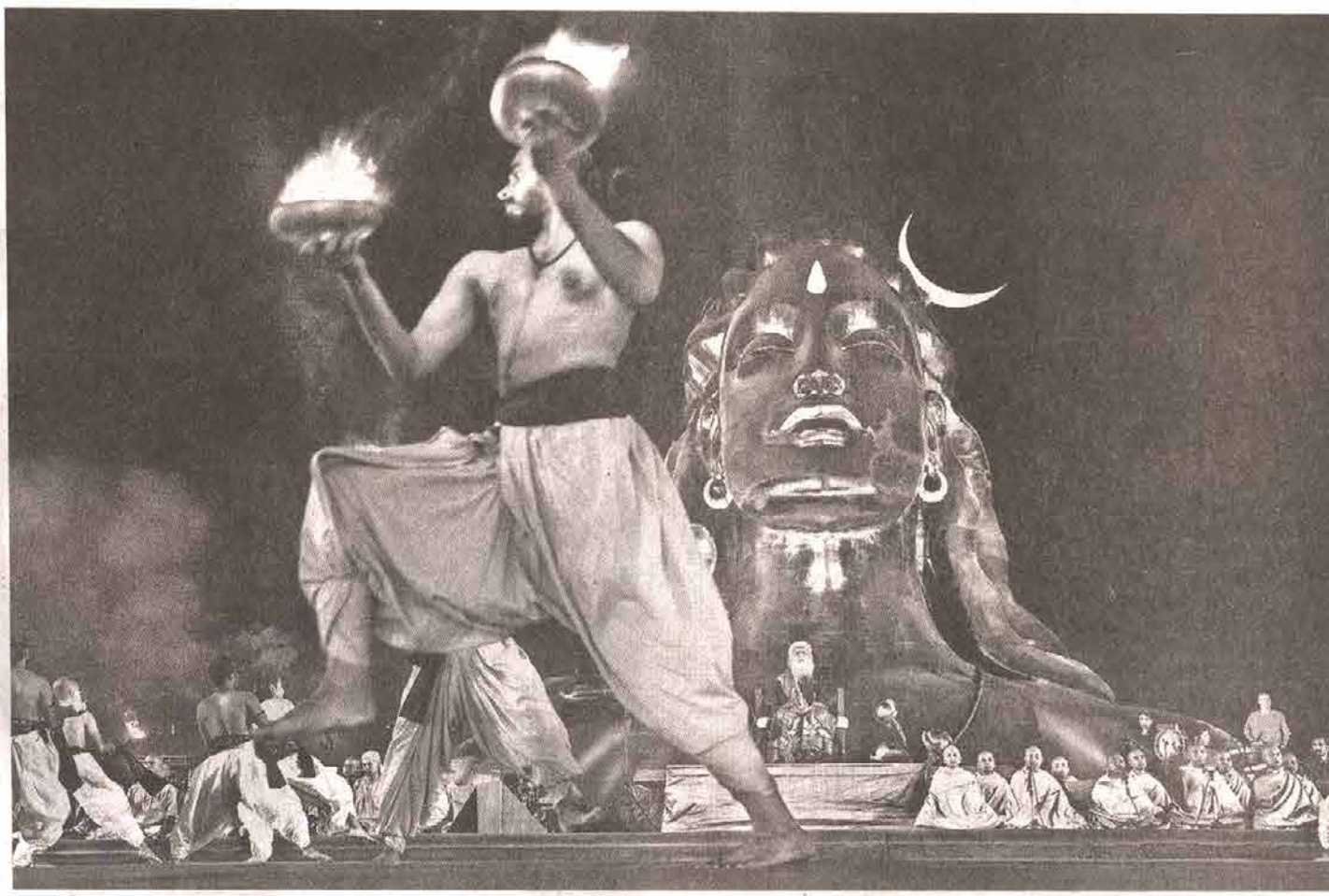
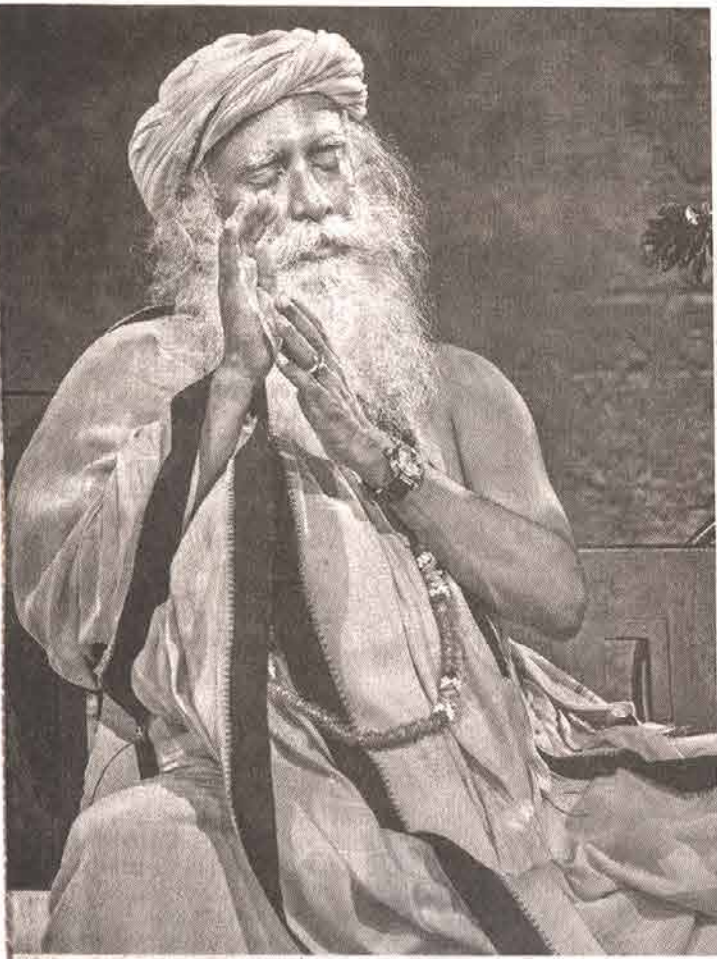
Talks are going on with Karnataka government on planting 25 crore saplings on the banks of the Cauvery to avoid water sharing issues

Sadhguru



Isha Yoga founder Sadhguru, minister S P Velumani and actor Vivek cleaning roads at the Foothills of Vellingiri Hills on Saturday as part of 'Swachhata Hi Seva' campaign; Sadhguru interacting with Prime Minister through video conference about the campaign in front of Adiyogi Statue in the city | A RAJA CHIDAMBARAM





Sadhguru, the Divine Master

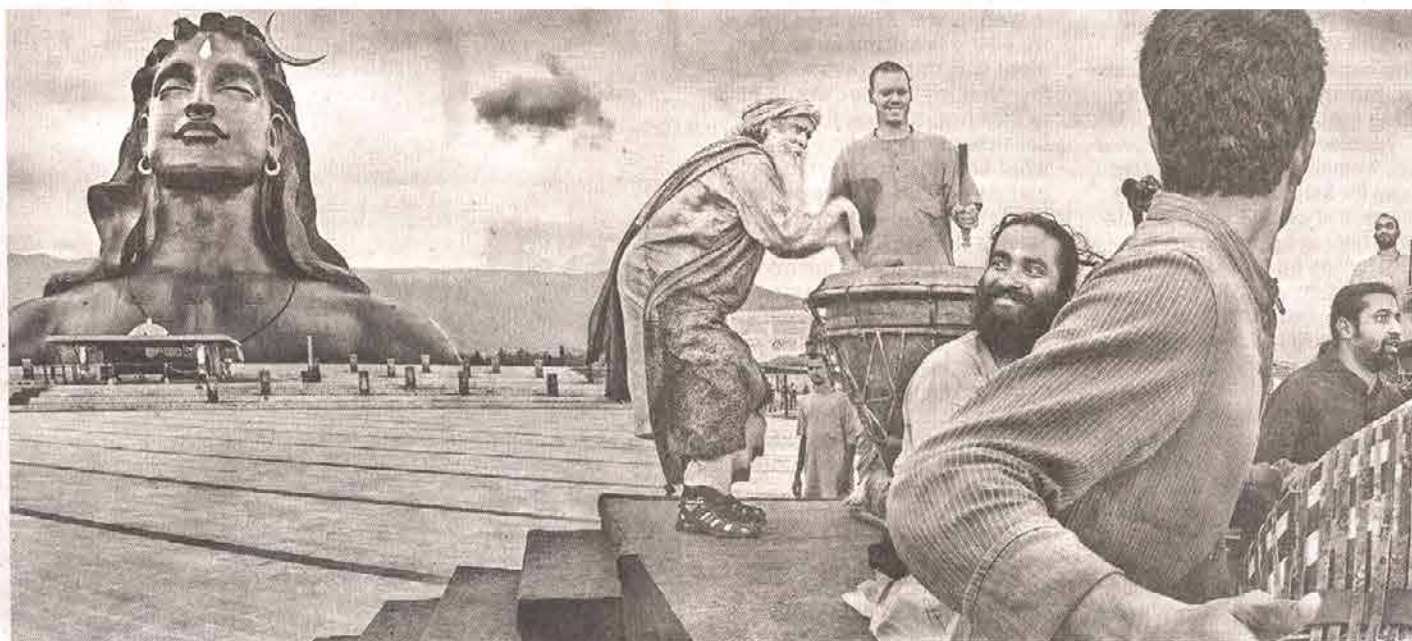
Picture book
by Raghu Rai

Sadhguru is a man whose passion spills into everything he encounters. A fearless rebel from the start, his childhood was punctuated with solitary forays into the forest for days at a stretch, snake-catching and class-cutting. In youth, his blunt clarity into life made him an unofficial counsellor to his problem-ridden college mates, while his love of adventure led him on motorcycle expeditions.

This is an insight into the world of a spiritual master. One of the most original, refreshing and a contemporary thinker—because as he says “I am not educated”—Sadhguru is embedded in deep rituals of yogic and meditative practices. He whispers of several births to have visited this planet. The magnificence of his presence evokes both peace and vulnerability.

He is a mystic, a yogi, a poet and a dancer of a kind that unravels the mysteries of divine energy.

Each image in this book reveals the magic spirit he carries through various stages of his yogic exercises.



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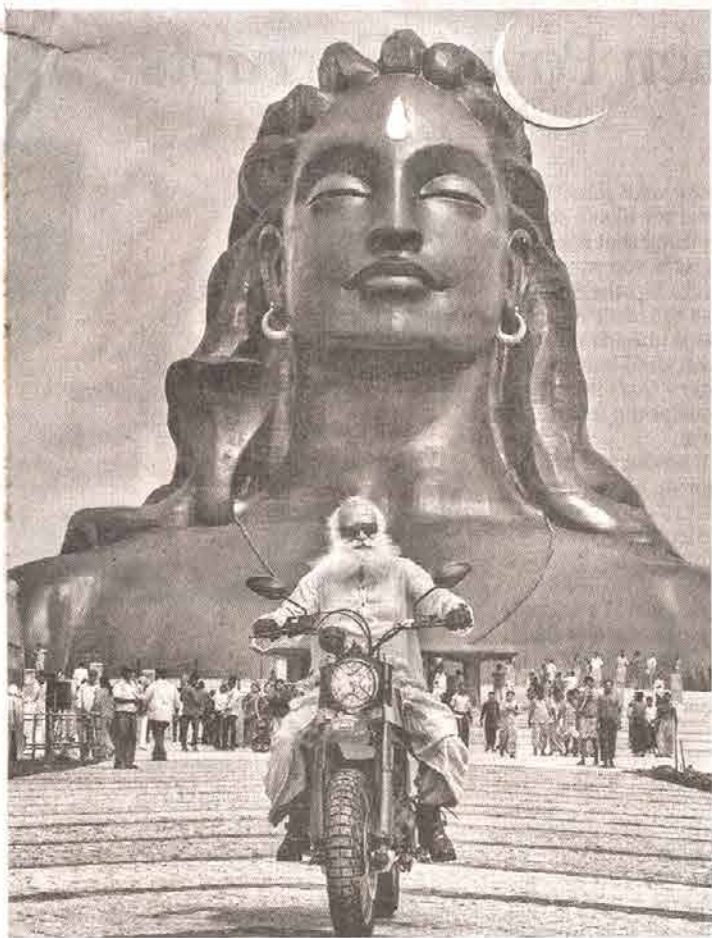
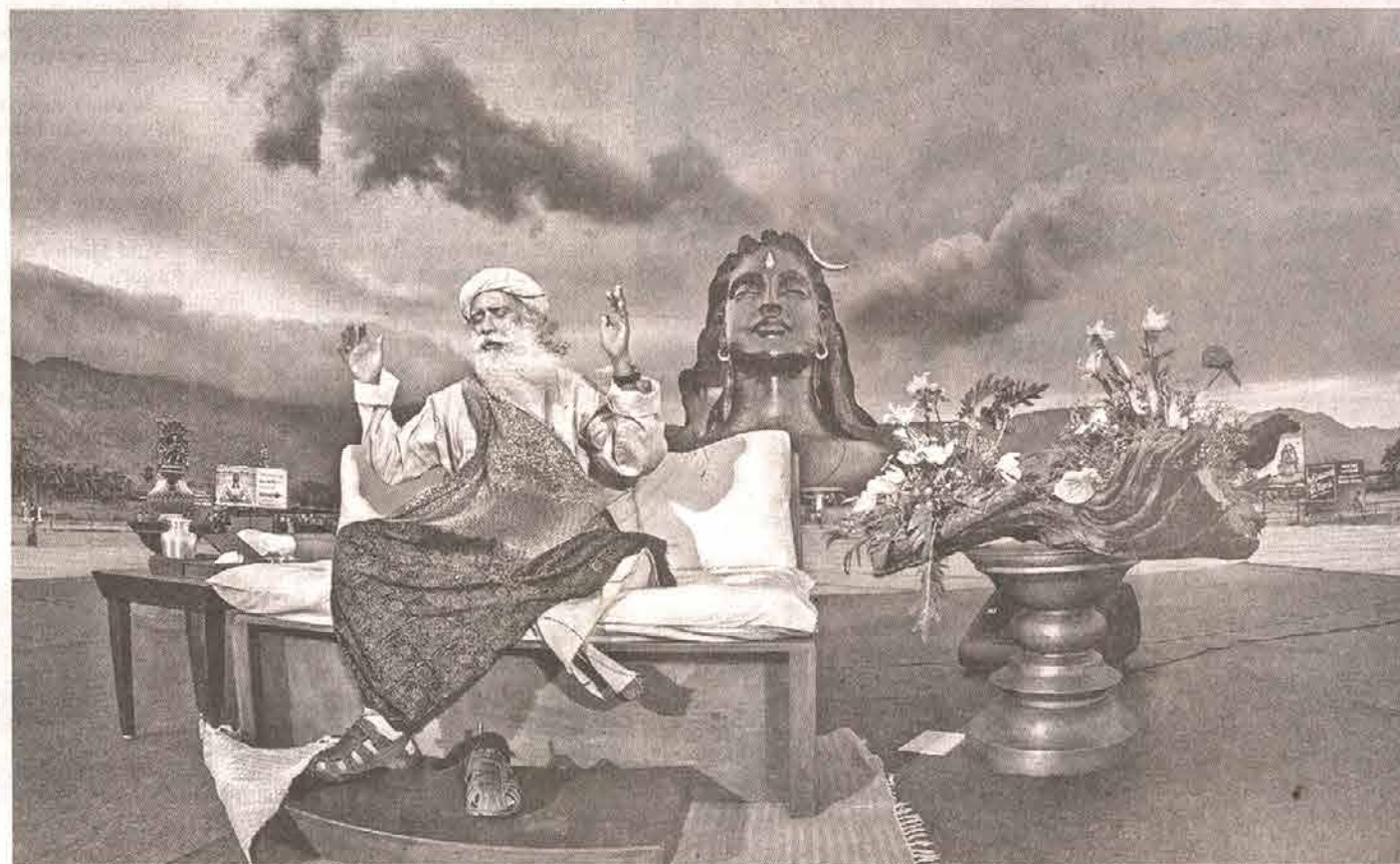
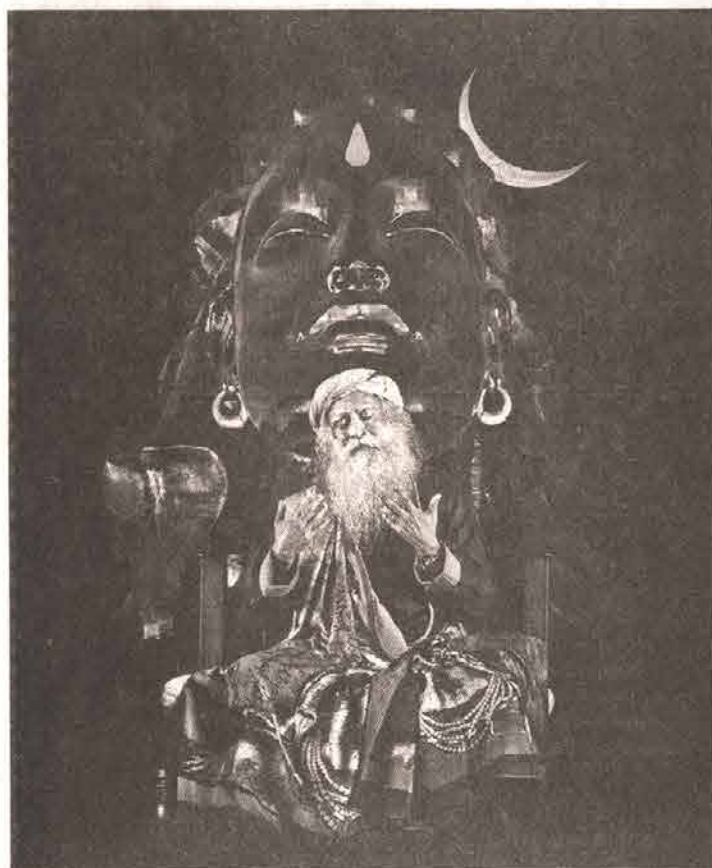


PHOTO CREDIT: TIRUMALA
BRAHMAHOTSVM PHOTOGRAPHY

Raghu Rai started his photography journey in 1965. This maverick photographer, who has captured people from the Late Prime Minister Indira Gandhi to Mother Teresa, was conferred the Padmashree in 1972. At the age of 75, he is more committed than ever to his passion.



Sadhguru (a limited edition photo book) published by Isha Foundation and Raghu Rai Foundation