



The video interaction was held at 112 Adiyogi in the presence of Sadhguru

'Swachhata Hi Seva' sanitation campaign launched

Express Features

Prime Minister Narendra Modi recently inaugurated the fortnight sanitation campaign 'Swachhata Hi Seva' through a video conference. The campaign is a precursor for the celebrations of the fifth anniversary of 'Swachh Bharath' mission to be held on the 150th birth anniversary of Mahatma Gandhi.

The interaction focused on the group's contribution to Swachhata and their future contribution towards the campaign.

From Coimbatore, Sadhguru, founder of Isha Foundation participated in the video interaction. It was held at 112 Adiyogi in the presence of ministers of municipal administration, rural development SP Velumani, joint secretary of water and sanitation, Arun Baroka, Coimbatore district collector, Hariharan, Hansraj Varama, IAS, additional

chief secretary, Isha volunteers, local villagers and sanitary workers.

Sadhguru spoke about how the volunteers of Isha Foundation systematically brought down the amount of garbage from the Velliangiri mountains over the years by replacing plastic bags with cloth bags, he said, "Swachh

Bharat is not a movement by a certain government. This is not even the Prime Minister's movement. This is a movement of Bharat for every citizen. We are forming citizens committees in 37 municipalities and 12 city corporations to support the administration

in achieving cleanliness and hygiene."

Sadhguru added that cleanliness is first step towards a movement.

To mark the launch of this campaign on behalf of Isha Foundation, Isha volunteers from Puducherry started a cleaning drive at the Vedha Pureshwarar Shiva Temple, Puducherry.

**Clean
India**

Isha volunteers from
Puducherry started the
cleanliness drive from
Vedha Pureshwarar
Shiva temple