

Bal Swachhta Mission

The Union Minister of Women and Child Development Smt. Maneka Sanjay Gandhi launched the National Bal Swachhta Mission in New Delhi today. The Bal Swachhta Mission is a part of the nationwide sanitation initiative of 'Swachh Bharat Mission' launched by the Prime Minister on 2nd October, 2014. Speaking at the launch of Bal Swachhta Mission, Smt. Maneka Sanjay Gandhi said that children can play a very important role in achieving a Swachh Bharat. She said that they can become ambassadors of cleanliness and motivate others to keep their homes, schools, and surroundings clean. Cleanliness habits should be imbibed in the children in informal ways like small games, poems, storytelling, conversation with children among others, she added. The Minister praised the message of cleanliness given by the children on the occasion through their innocent performances. The Minister said that the cleanliness drive has to be a nationwide effort and should include sustained measures taken up on a continuous basis.

The Minister also released a book on Bal Swachhta Mission prepared by NIPCCD. The children entertained the audience and gave their message of cleanliness through a cultural program and fancy dress programme. Smt. Maneka Gandhi visited the model Anganwadi hub centre located at Maidan Garhi.

The nationwide Bal Swachhta Mission will have the following six themes:-

1. Clean Anganwadis
2. Clean Surroundings e.g. Playgrounds
3. Clean Self (Personal Hygiene/Child Health)
4. Clean Food
5. Clean Drinking Water
6. Clean Toilets

During the Bal Swachhta Week from 14th to 19th November, one of the above themes would be covered at each Anganwadi Centre in the states. The Women and Child Development Departments of various states have been asked to implement the Bal Swachhta Mission with the help of Departments of School Education, Urban Development, Drinking Water and Sanitation, and Information and Publicity. The events will be organized at State, District, Block, and Gram Panchayat level.