



Amala Bharatham campaign from November 1

Express News Service
Kochi, October 25

THE MATA AMRITANANDAMAYI Math will launch the Amala Bharatham campaign (ABC) on November 1, coinciding with the 54th Kerala Day celebrations.

The drive, conceived by Mata Amritanandamayi, is to create an awareness on humanity's debt to Mother Earth, according to a press release.

The aim of ABC is to embrace new practical initiatives to clean the country, promote health through hygiene, proper disposal of waste and create awareness on the need to maintain environmental cleanliness.

The celebrations will coincide with the completion of the cleaning of more than 54 public places in the state on October 31. The cleaning will be undertaken by the ABC volunteers, supported by the public.