

States

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Swachh Bharat: Amma to interact with PM on Sep 15



Thiruvananthapuram, Sep 8 (UNI) Spiritual leader Mata Amritanandamayi Devi (Amma) will interact with Prime Minister Narendra Modi through a video conference on September 15 and share her Ashram's commitment to the cause of Swachh Bharat to keep India clean and beautiful.

Immediately after the interaction, the Ashram will conduct a massive cleaning drive

along a six-kilometre stretch of coastal belt near Amritapuri Ashram in Kollam district in Kerala.

Amrita schools, university campuses, Ashram centres and other institutions throughout the country will also be conducting cleanliness drives in their areas.

"Amma will share with Mr Modi about the Ashram's commitment to the cause of a Swachh Bharat, as well as the work being done by devotees, Ashram residents and Amrita students to keep India clean and beautiful," sources said.

During the occasion, Amma will also urge people to organise similar cleanliness drives on the same day in their areas and neighbourhoods and to spread the message of the importance of keeping India clean and beautiful.

She will also call upon the people to ensure that all of them wholeheartedly participate in Swachhata Hi Seva 2018, and play their role in achieving the Swachh Bharat of Mahatma Gandhi's dreams.

In the past four years, India has made rapid strides towards sanitation for all under the Swachh Bharat Mission, which has made sanitation a national people's movement.

As the nation approaches the 149th birth anniversary of Mahatma Gandhi and the fourth anniversary of the Swachh Bharat Mission, the Government of India, under the leadership of Prime Minister Narendra Modi, is re-launching the Swachhata Hi Seva mass movement from September 15 to October two, 2018.

"In the old days, there was no specific need for environmental preservation because protecting Nature was part of worshipping God and part of life itself," sources said.

"We should try to reawaken this attitude. Today, the biggest threat to human kind is not a third World War but the loss of Nature's harmony—our widening separation from Nature," sources added.