

## Kerala

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### Amritanandamayi Math's cleanliness drive begins

Staff Reporter

*To mark 54th Kerala formation day on Monday*



**Setting an example:Volunteers cleaning up a National Highway 47 stretch in Kollam on Sunday as part of the Amala Bharatham campaign.**

KOLLAM: The Amala Bharatham cleanliness campaign launched by the Mata Amritanandamayi Math covered a good portion of the National Highway 47 passing through Kollam city on Sunday.

The stretch of the highway from Andanawalleshwaram to the railway station was cleaned up.

A statement from the Math said the programme was conceived by Mata Amritanandamayi to create awareness of humanity's debt to nature and the earth. The campaign aims at embracing new practical initiatives to clean the country, promoting health through hygiene, proper disposal of waste and making people more aware of the need to maintain environmental cleanliness.

Volunteers engaged in the campaign cleaned the roadsides of garbage and plastic waste.

The campaign was simultaneously held at Anchal, Kottarakara, Sasthamcotta and Chavara in the district. It targets cleaning 54 locations in the State on Sunday to mark the 54th Kerala formation day on Monday.

In Thiruvalla

Staff Reporter writes from Pathanamthitta:

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As many as 500 volunteers, including women and children, took part in a day-long cleaning drive in Thiruvalla town.

Santhoshkumar, Sub-Inspector, formally inaugurated the drive by collecting the first basket of garbage from the roadside near the Ramapuram municipal market.

#### Segregation

Bhavyamritha Chaitanya, head of the Thiruvalla ashram of the Math, led the volunteers who cleaned the roadside and the market during the drive that lasted till 5 p.m. The volunteers collected solid waste and segregated the plastic waste for eco-friendly disposal at the modern facility on the Math premises at Vallikkavu.

#### In other towns too

Ashram sources said volunteers would undertake dawn-to-dusk cleanliness drives in various other towns in the district in the coming Sundays.

The ashram planned to keep waste bins at various points in consultation with the municipal authorities.

The sources said waste removal from the vicinity of the public stadium in Thiruvalla was also on the cards.

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