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Staff Reporter

COIMBATORE: On October 20, Mata Amritanandamayi Math will launch a large-scale cleanliness drive in Coimbatore. A release from the

organisation said Mata Amritanandamayi conceived 'Amala Bharatam Amrita Bharatam' to create social awareness on humanity's debt to earth and nature. The aims of the project: to embrace new practical initiatives to clean India, promote health through hygiene, sort garbage and properly dispose of waste and to make people aware of the need to maintain environmental cleanliness.

The Mata announced the project, which would cover the entire country.

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