

MAHATMA GANDHI'S

Experiments with Swachhata - Key to Prosperity

CHIEF GUEST



Dr. Jitendra Singh

Minister of State (Independent Charge),
Ministry of Development of North Eastern Region;
Minister of State, Prime Minister's Office,
Ministry of Personnel, Public Grievances and Pensions,
Department of Atomic Energy and Department of Space,
Government of India





DESH
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THE AGRI CHALLENGE

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CNN NEWS 18

Small steps to make
a big difference!



Disclaimer - This picture was taken in pre Covid times

MAGGI launches

Desh Ke Liye 2 Minute - The Agri Challenge,
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and get an opportunity to connect with farmers in India.

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the selected students a platform to work with
farmers and agricultural sector.



Good food, Good life

डॉ० जितेन्द्र सिंह

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कार्मिक, लोक शिकायत एवं पेंशन मंत्रालय,
परमाणु ऊर्जा विभाग तथा अंतरिक्ष विभाग,
भारत सरकार



Dr. JITENDRA SINGH

Minister of State (Independent Charge),
Ministry of Development of North Eastern Region;
Minister of State, Prime Minister's Office,
Ministry of Personnel, Public Grievances and Pensions,
Department of Atomic Energy and Department of Space,
Government of India

Dated, 29th Feb' 2020



MESSAGE

Mahatma Gandhi's ideals are synonymous with the idea of India. Babu said, "Everything in India attracts me. It has everything that a human being with the highest possible aspirations can want."

Gandhi's vision has stood the test of time and millions across the world continue to be inspired by him.

Modi Government has launched a number of welfare schemes that are deeply aligned and inspired by Gandhi's vision.

I am glad to learn that Kendriya Bhandar, in line with Hon'ble Prime Minister Shri Narendra Modi ji's vision of commemorating 150 years of Mahatma Gandhi, is conducting a series of five events, each focussing on a key subject that was not only a priority for Mahatma Gandhi, but is also critical to the growth and development of the nation.

We wish all success to Kendriya Bhandar, Centre for Strategy & Leadership and its partners in this endeavour.

(Dr. Jitendra Singh)
MBBS (Stanley, Chennai)
MD Medicine, Fellowship (AIIMS, NDL)
MNAMS Diabetes & Endocrinology

Message



Mukesh Kumar

Managing Director, Kendriya Bhandar

It gives me immense pleasure to note and convey that for the first time in 57 years of our existence, Kendriya Bhandar, a welfare project of the Government of India, while commemorating 150 years of the Mahatma, is organizing a series of events on the teachings of Mahatma Gandhi, the Father of the Nation.

The teachings of Mahatma Gandhi ji are ideally a complete package for any social or economic unit (humans or organizations) to imbibe. Kendriya Bhandar has the honour & privilege to say that it has been following & practicing these ideals for more than 5 decades in the service of our nation.

Be it healthcare, quality of products, services or objectives of the welfare state to serve the masses in the best possible manner, the role of Kendriya Bhandar has been reckonably constructive, supportive and unparallelly exemplary. Kendriya Bhandar has extended its optimum support and has acted as per directions/need of Govt. of India to assist the Govt./humanity at the time of unprecedented crisis of essential commodities such as Bhagidari Atta, Pulses, Onion etc. The record of our services during floods in J&K & Kerala in itself carry an example of selfless service given by Kendriya Bhandar personnel who took enormous pain by working day and night to provide relief to affected fellow citizens.

Mahatma Gandhi ji's name itself brings to mind ideas of simplicity and truthfulness. He was a visionary and his ideas have greater significance today.

It is a unique privilege for Kendriya bhandar to play a small part in commemorating 150 years of Mahatma Gandhi ji, by conducting a series of 5 events each focused on a key topic that was not only important to Mahatma Gandhi ji but is also critical to the growth and development of the people of our nation, for which Kendriya Bhandar is committed.

Going by the philosophy of Mahatma Gandhi ji & Kendriya Bhandar's ongoing commitment to service, we have come up with relevant themes, namely:

1. Mahatma Gandhi's Experiment with Food – Key to Health

We have chosen this theme as our launch programme as Kendriya Bhandar, through our 150+ centres provides a wide variety of dietary products at best prices to the common man.

We are committed towards quality, food safety, food fortification and food security. Be it pulses and grains, oils, or grocery, with stringent in-house quality checks, we ensure our consumers are getting safe and high quality products.

2. Swachhata (Water, Air, Sanitation, Hygiene – WASH)

Swachhata is central to Kendriya Bhandar's core and a key focus of the organization, as hygiene and cleanliness are as important to good health as a nutritious meal. We are already dealing in personal hygiene products as well as home and office sanitation items besides water and air purifiers to help our clients buy the best healthcare products at pocket friendly rates.

3. Swadesh (Domestic Production)

Our commitment to promoting Make in India is highlighted from the fact that a majority of the products at Kendriya Bhandar are manufactured in India by Indians and are selected with the keen intent to promote domestic manufacturing and production.

4. Sarvodaya (Welfare)

Kendriya Bhandar is first and foremost a welfare organization as it was conceived as a welfare project by the Government of India. Our stores provide products at economical rates to make basic necessities affordable to all.

We promote welfare through our food welfare programmes for the needy. We step into action whenever there is a food related crisis such as the recent onion price rise, during which Kendriya Bhandar did its bit to address the issue by retailing onions at Rs.20/- per kg (the lowest retail rate in the nation against Rs.120/- per kg in the open market). We also supply quality medicines to hospitals at reasonable rates and a plan to extend this facility to all through special counters.

5. Sustainability and Conservation

We ensure proper disposal and recycling, wherever possible, of the product packaging and packing material of the supplies we receive. Saplings are also planted by Kendriya Bhandar from time to time.

I am positive that these 5 programmes on the above mentioned themes will not only further strengthen Kendriya Bhandar's work and commitment to Gandhi ji's ideologies but will also encourage our participants/partners to practice & disseminate his timeless teachings.

I am indebted to Dr. Jitendra Singh, Hon'ble MOS(PP) for accepting our solicitation for being Chief Guest and find invaluable moments out of his busiest schedule to Inaugurate the first programme on 2nd March, 2020. This will go down in the annals of Kendriya Bhandar & DOPT as a historic occasion.

I am also grateful to the partners of Kendriya Bhandar who made this event happen as without their support and participation this could not have happened. It is also to place on record our sincere gratitude to each one of the dignitaries from the Government, Heads of Missions and diplomats from embassies and high commissions, invaluable partners, delegate, Directors, dignitaries from the Industries, Media Personnel, Centre for Strategy & Leadership, authorities of Gandhi Samiti, Delhi Police, Kendriya Bhandar officers and staff and all those who supported this event directly or indirectly.

JAI HIND, JAI BHARAT

MUKESH KUMAR

Message



Vikas Sharma

Director & Chief Executive, Centre for Strategy and Leadership

To commemorate the 150th Birth anniversary of Mahatma Gandhi ji, Kendriya Bhandar together with Centre for Strategy and Leadership has started a sojourn to spread the life and teachings of the Mahatma.

Mahatma Gandhi is known for India's non-violent independence movement, but he was also one of the first to raise the issue of cleanliness (swachhata) and sanitation as the core of a healthy society.

This has now become a nationwide movement, under the title "Swachh Bharat Abhiyan," which is being led by none other than Shri. Narendra Modi, Hon'ble Prime Minister of India.

Mahatma Gandhi's Experiments with Swachhata – Key to Prosperity is an initiative that aims to celebrate and appreciate the visionary ideas of Mahatma Gandhi and to help us learn from his teachings on Swachhata for a better life, not only in the context of personal and physical hygiene, but also in terms of having clean thoughts, purity of soul, and keeping the environment clean.

I thank Kendriya Bhandar in taking a lead in commemorating 150 years of Mahatma Gandhi ji through this unique initiative.

I would also like to wholeheartedly thank Dr. Jitendra Singh, Hon'ble MOS (PP), our esteemed partners, distinguished speakers, honoured participants, and the team of Centre for Strategy and Leadership for their unparalleled support for this one of its kind programme.

I am sure this initiative will help us all embrace Gandhi ji's vision of Swachhata as the Key to Prosperity!

Vikas Sharma

लाएं ताज़गी भरा बदलाव

- हरित ईंधन प्राकृतिक गैस अपनाएं
- सार्वजनिक वाहन का इस्तेमाल करें
- प्रदूषण-मुक्त वातावरण बनाएं

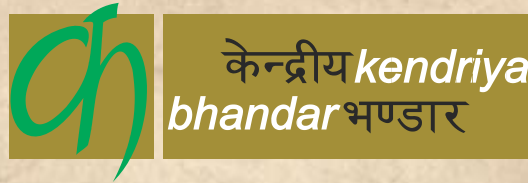


#HawaBadlo



हर काम देश के नाम

About Kendriya Bhandar



Kendriya Bhandar (ISO 9001:2015 certified), a Multi State Cooperative Society, is a prestigious Welfare Project. Pursuant to Cabinet decision, the organization was established in 1963 and it functions under the aegis of the Government of India, Ministry of Personnel, Public Grievances & Pensions. The majority of shares in Society are held by the Govt. of India. It is a well-organized set up with a proven track record of working for the welfare of Government employees and public at large. The activities of Kendriya Bhandar fall within the precincts of 'Staff Welfare' and the same are assigned to be dealt with by the Department of Personnel & Training.

The organization has worked hand in hand with Govt. of India at all times and more particularly when the country faced crises. Be it the crisis of pulses, onion, atta etc. or any emergent situation like flood relief operations for J&K or in Kerala in the recent past or call of duty to meet the demands of public and the Govt. of India to cater for the needs of esteemed customers during the demonetization period, Kendriya Bhandar has proved its mettle. During the crisis of onions this year, Kendriya Bhandar played an important role and sold onions @ Rs.20/- per kg. In a report by Ministry of Consumer Affairs, Tur Dal marketed by Kendriya Bhandar was found most economical (@Rs.86/- per kg) in the country recently.

We provide quality grocery, consumer items, stationery and generic medicines at very reasonable rates, quite less than the MRP.

Annual turnover of Kendriya Bhandar for the financial year 2018-19 is over Rs.1500 Crores against Rs.750 crores in 2017-18.

Besides serving lacs of people on a daily basis we are serving more than 250 prestigious Institutions of country including the highest intuition i.e. the Rashtrapati Bhawan.

NETWORK

The Society operates a network of 153 stores/branches in Delhi, Maharashtra, Tamil Nadu, Andhra Pradesh, Karnataka, Cochin, Daman, Goa, Gujarat, Uttar Pradesh, Uttaranchal, Rajasthan, Madhya Pradesh, West Bengal, Jharkhand, Assam, Haryana, Punjab and Chandigarh etc.

We have more than 110 outlets established at Delhi alone to meet the requirements of residents of Delhi. At our Grocery/Consumer stores, all items of consumer goods, grocery items and certain stationery items are being sold. In addition, we have an exclusive Counter at East Block and West Block, R.K. Puram, New Delhi for sale of stationery and other products. In other parts of the country, our valuable customers are being served through our extensive network of stores/branches.

Furthermore, Kendriya Bhandar is supplying medicines and related items to CGHS Dispensaries and Hospitals in Delhi through its existing chemist shops. Kendriya Bhandar has also opened 06 medical stores, out of which 03 are Jan Aushadhi Generic Drug Shops operated from GTB Hospital, DDU Hospital and Shastri Bhawan as a part of Jan Aushadhi project of the Department of Pharmaceuticals, Govt. of India.

We have plans to expand our operations in the field of medicine (by opening retail chain of medical stores) and Grocery Consumer stores throughout the country. This will help Kendriya Bhandar carry out the intentions of the Government for controlling the prices of essential commodities & medicines across the country, besides creating fathomless job opportunities for our youths with no cost to the exchequer.

MAIN ACTIVITIES OF KENDRIYA BHANDAR

- Institutional Supply and Retailing of best quality lab tested grocery, consumer and household items.
- Supply of office stationery & office equipment to Government Departments.
- Supply of branded medicines to CGHS Dispensaries, retail sales of branded and generic medicines.

LANDMARKS OF KENDRIYA BHANDAR

- Launch of Fortified Atta in alliance with Government of NCT of Delhi
- Launch of Yellow Peas (pulses) in alliance with Ministry of Consumer Affairs
- Launch of pulses in Collaboration with Government of NCT of Delhi
- Launch of Generic Drugs in Collaboration with the Department of Pharmaceuticals, Central Government (Jan Aushadhi Project). Kendriya Bhandar in Collaboration with Department of Pharmaceuticals (Government of India) is selling Generic Drugs to PSUs as a welfare activity for the benefit of the patients visiting the government hospitals.

HONOURS & AWARDS

- Kendriya Bhandar has the honour of receiving the Best Co-operative Award, almost every year, for more than two decades for its services in consumer sector in Delhi. Last Award was received on 22.11.2019.
- Kendriya Bhandar received "East Right" Award 2018-19 in organized category in the country from Hon'ble Union Health Minister/FSSAI on 07.06.2019.

"Sahkaar se upkaar tak"

Kendriya Bhandar is a humble journey of organised, dedicated and combined efforts...

- By Mukesh Kumar
Managing Director
Kendriya Bhandar

About CSL



**Centre for Strategy
and Leadership**

Centre for Strategy and Leadership (CSL) is a “not for profit” organisation with a special focus on Investor Engagement, Public Policy and Collaborative Sustainable Development.

CSL works closely with public and private enterprises, policymakers and officials of Central & State Governments to work towards enhancing trade, encouraging investments, improving outreach, building linkages, and exchanging innovative ideas.

CSL believes in developing synergies through close cooperation and collaboration of key stakeholder partners in Government, Public and Private Enterprises, and, Citizen Groups for encouraging Sustainable Social and Economic Development of the people of India.

INVESTOR ENGAGEMENT

CSL plays a key role in enabling foreign and domestic investors confidently enter new markets in India and expand their businesses. We provide strong investment promotion platforms to introduce companies to new business and investment opportunities in Indian States, in partnership and with the support of the State Governments.

PUBLIC POLICY

We work closely with the Central and State Governments, Policy-Makers, Industry, Foreign Missions, International Institutions, National and International experts and Media.

CSL is one of the main players in the public policy space in India providing top-level strategic input with on-the-ground granular support to companies across sectors for their engagements in the Central and at the State level.

COLLABORATIVE SUSTAINABLE DEVELOPMENT

CSL has pioneered a collaborative sustainability model called SAJHEDARI which bridges the gap between the stakeholders – government, corporate, by bringing them together on a common platform.

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About the Series

Kendriya Bhandar, with Centre for Strategy and Leadership as its Strategic Partner, is organising a series of five awareness initiatives to celebrate 150 years of the Mahatma. Each initiative is focused on a key topic that was not only important to Mahatma Gandhi, but also is critical to the growth and development of the people of India, namely:

1. Mahatma Gandhi's Experiments with Food – Key to Health
2. Mahatma Gandhi's Experiments with Swachhata – Key to Prosperity
3. Swadeshi (Domestic production)
4. Sarvodaya (Welfare)
5. Sustainability and Conservation



This first initiative of the series, “Mahatma Gandhi's Experiments with Food – Key to Health,” was a special event aimed at creating awareness about Gandhi ji's teachings on food and lifestyle for a better life. It was held on March 2, 2020 at Gandhi Darshan, Rajghat, New Delhi.

Union Minister of State for Personnel, Public Grievances and Pensions, and, Prime Minister's Office, Hon'ble Dr. Jitendra Singh graced the occasion as the Chief Guest and inaugurated the programme as well as launched the series.

The programme was widely appreciated and attended by members of parliament, senior government officials, eminent Gandhians, heads of missions of various countries, representatives from the United Nations, doctors, dietitians, naturopaths, chefs, bloggers, and media.

The second event of the series, “Mahatma Gandhi's Experiments with Swachhata – Key to Prosperity,” will focus on Mahatma Gandhi's visionary ideas on cleanliness.

Photos of Key to Health



Mahatma Gandhi's Experiments with Food - Key to Health was held at Satyagraha Mandap, Gandhi Darshan



Preparing to welcome and honour Chief Guest Hon'ble Dr. Jitendra Singh [MoS Prime Minister's Office (PMO)]



Chief Guest Hon'ble Dr. Jitendra Singh, Minister of State, PMO and Personnel Public Grievances & Pensions, arrives at the venue, flanked by Shri Mukesh Kumar, Managing Director, Kendriya Bhandar and Smt. Parameshwari Bagri, Chairperson, Kendriya Bhandar



Welcoming and honouring the Chief Guest Hon'ble Dr. Jitendra Singh (MoS PMO)



Chief Guest Hon'ble Dr. Jitendra Singh (MoS PMO) greets the ecstatic and cheering audience

Photos of Key to Health



L-R: Vikas Sharma, Parameshwari Bagri, Mukesh Kumar, Hon'ble Dr. Jitendra Singh, and A. K. Srivastava



Chief Guest Hon'ble Dr. Jitendra Singh (MoS PMO) offering shradhanjali to Mahatma Gandhi



Lighting the ceremonial lamp, an age old tradition to mark an auspicious beginning



Chief Guest Hon'ble Dr. Jitendra Singh (MoS PMO) being felicitated with the programme poster



Shri Mukesh Kumar, MD, Kendriya Bhandar and Shri Vikas Sharma, CEO, CSL present a charkha to the Chief Guest



Unveiling of the ceremonial plaque of the special series to commemorate 150 years of Mahatma Gandhi

About the Swachhata Programme

Mahatma Gandhi's Experiments with Swachhata – Key to Prosperity

Mahatma Gandhi is known for India's non-violent independence movement, but he was also one of the first to raise the issue of cleanliness (swachhata) and sanitation as the core of a healthy society. This has become a nationwide movement, under the title "Swachh Bharat Abhiyan," which is being led by none other than Shri. Narendra Modi, Hon'ble Prime Minister of India.

Gandhiji was a firm believer in the proverb "Cleanliness is next to Godliness," and was aware that lack of hygiene and sanitation was a menace which was not only responsible for various diseases and epidemics, but also was giving rise to social evils such as untouchability and discrimination.

Gandhi ji had said, "Outward filth is only a sign of the uncleanness in our minds." While people freely dirty their surroundings by littering, spitting, and openly urinating and defecating which lead to unhygienic and unsanitary neighbourhoods and cities, industries pollute the environment with waste and hazardous chemicals. The pollution of air and water, lack of personal hygiene, and as the contamination and corruption of our minds are a major impediment to a healthy, happy, and progressive nation.

Now more than ever, it is increasingly becoming important to change our mindset regarding Swachhata in all parts of our lives. The COVID-19 crisis has already demonstrated the importance of hygiene; climate change is showing the importance of keeping our environment free of pollution; and, many of us are starting to understand the importance of personal ethics and the evils of corrupt thinking.

"Mahatma Gandhi's Experiments with Swachhata – Key to Prosperity" aims to celebrate and appreciate the visionary ideas of Mahatma Gandhi on various aspects of cleanliness including - personal hygiene, mind & thoughts, and environment.

Through this initiative we aim to encourage the people of India, particularly the younger generation, to incorporate good and responsible cleanliness habits, techniques and practices into their everyday lives and to ensure their minds are free of impure thoughts.

We hope you will not only enjoy this one of its kind programme, but also learn from the talks, discussions, and demonstration of the various ideas of Swachhata as they were practiced and advocated by Mahatma Gandhi and how adopting Swachhata is the key to prosperity.



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From Mohan To Mahatma

It has been more than seventy years since Mahatma Gandhi departed from our midst. But his life and soul continue to animate humanity transcending national and international boundaries.

His contribution to human development is far too great and varied to have been forgotten or to be overlooked. The world today recognizes him as a far more compelling social innovator than humanity ever realized.

The life of Mohandas Karamchand Gandhi is a story of heroic effort to establish the values of truth and non-violence in life. In pursuing this objective Gandhiji became a Mahatma from a mere 'Monya'. He became a messenger, for the people of the world surrounded by the fire of violence in the twentieth century.

He also became 'The Father of The Nation'. He saved India and Britain from mutual hate and revenge by resorting to the experiment of Truth and Non-violence in India's struggle for freedom. This created an atmosphere which made it possible for other countries of Asia and Africa to free themselves without bloodshed from the hold of the European countries which had subdued them in the nineteenth century.

Being born in a middle-class Vaishnava family and brought up in that atmosphere till he joined school and received instruction according to the system then prevailing, he lived, dressed and dined in the way all children of that class did.

Later, he went to England for studies and changed his dress to suit the conditions of that country. But in food and certain other matters, he remained true to the lessons he had learnt early in life.

On his return to India after being called to the Bar, he passed through difficult times as all beginners in the profession of the law have to do and it was as a lawyer that he went to South Africa to help a client. He had, however, to spend many years there as the condition of Indians and the treatment they received demanded that he should serve them rather than return to India.

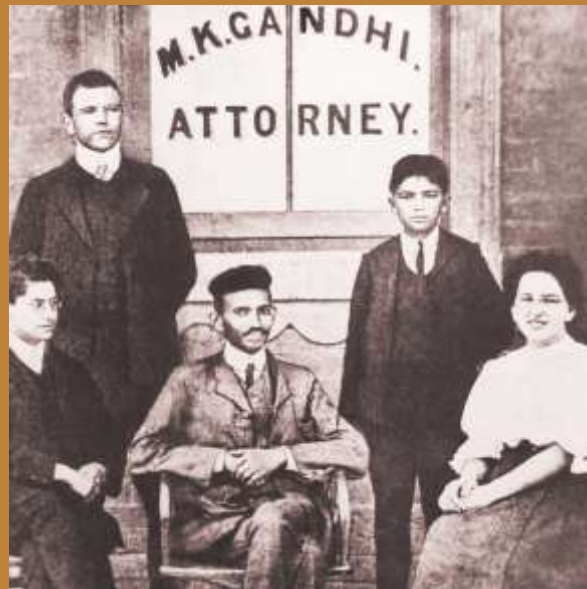
His struggle with the authorities brought about a considerable change in his life and by the time he returned to India, he had already become a Mahatma. His dress in India on his return was different from what he used to wear when he was practicing as a Barrister and conformed to the old Kathiawadi type.

If in South Africa it was the Railway Ticket Collector who paved the way for the birth of a Satyagrahi, in India it was a poor peasant from Champaran, Rajkumar Shukla, who provided him a platform to test the power of Satyagraha on the Indian soil. His campaign in favour of the non-co-operation movement brought about another change which identified his outward appearance with that of the humblest and lowliest of the land and he stuck to the loin cloth till he departed with the name of God on his lips.

Mahatma Gandhi was imprisoned several times in his pursuit of non-cooperation and undertook many 'fasts' to protest against the oppression of the down trodden in India. He invented the techniques of mass- civil disobedience in South Africa which were later emulated in India and across the world.

On January 30th, 1948, the assassin's bullet ended the physical existence of Mahatma Gandhi and made him immortal who left an indelible legacy to mankind – 'My life is my Message'.

~ Courtesy Gandhi Smriti and Darshan Samiti



Rare Photos of Mahatma Gandhi



Barrister Gandhi on way to
South Africa



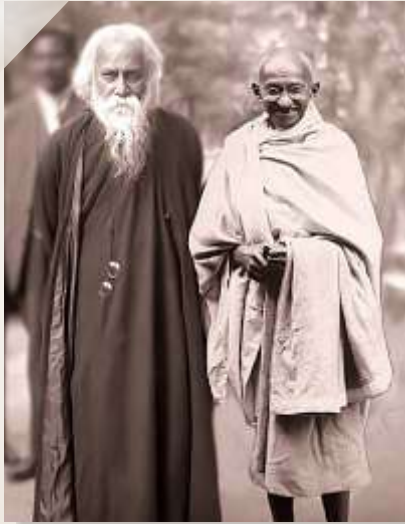
Gandhiji with his office colleagues at
Johannesburg, South Africa



Gandhiji with Jawaharlal Nehru in Bombay, July 1946



Gandhiji in London, 1931



Gandhi with Tagore, 1940



Prayer Meeting, Jan 1948,
Gandhi, Pyare Lal, Abha & Manu



Gandhiji ceremoniously breaking the salt law by
picking up a lump of natural salt, Dandi, 6 April 1930



Gandhi ji and Kasturba ji on their
return to India, 1915



Gandhiji with Sarojini Naidu walking towards
the venue of the round table conference, 1931

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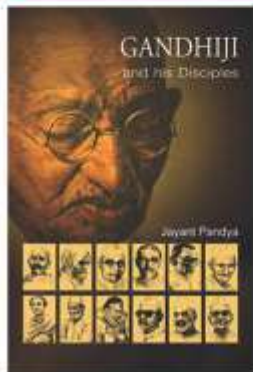


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- Mahatma Gandhi



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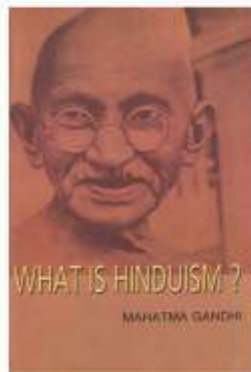
Jayant Pandya

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ISBN 978-81-237-1116-4

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Also published in Hindi



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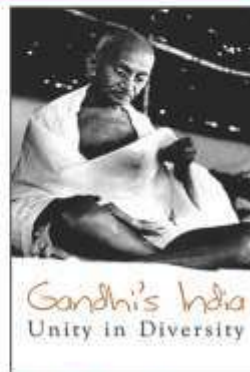
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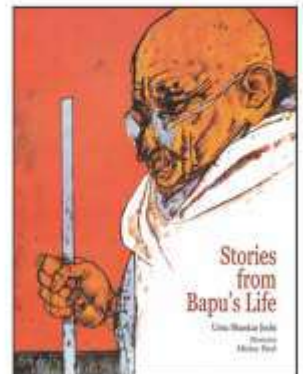
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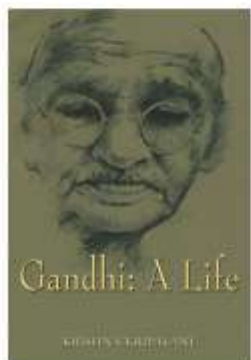
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Gandhi: A Life

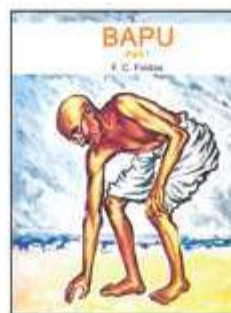
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Mahatma Gandhi lived, suffered and died for the country and is known as a patriot and revolutionary reformer. An interesting and absorbing account of the life and achievements of Mahatma Gandhi.

Also published in Hindi



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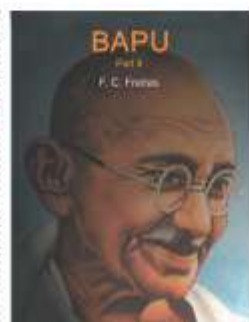
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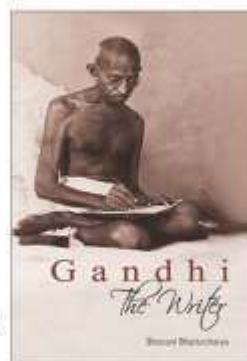
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The National Book Trust (NBT), India, an autonomous organization under the Ministry of Education (MoE), Government of India, was established in the year 1957 to encourage and promote the culture of books and reading in the country. The activities of National Book Trust, India include publishing of good quality reading material at reasonable prices, organizing of book fairs across the country, and promoting Indian publishing across the globe in international book fairs.

The NBT publishes books for all segments of the society and for all age-groups, which include works of fiction, books on social sciences, medical science and cutting-edge technology, as well as a wide variety of books for children and post-literacy reading material for neo-literates. With books published in more than 50 Indian languages (including dialects and tribal languages), NBT has also published over 200 titles in Braille.

The NBT has published more than 20 titles on Mahatma Gandhi and his writings in English, Hindi and in more than 22 Indian languages, like *The Mind of Mahatma*, *Ba-Bapu 150*, *Gandhi: A Life*, *Pen Portraits and Tributes by Gandhi*, *Gandhi Patel: Letters and Speeches*, *Gandhiji and His Disciples*, *Gandhi: The Writer*, *Gandhi: Warrior of Non Violence*, *San-Gandhi-Tattva-Shatakam*, *Stories from Bapu's Life* to name a few. In addition, a comprehensive Annotated Rights Catalogue of books on and by Mahatma Gandhi by all Indian publishers has been compiled and published by National Book Trust, India.

Besides publishing books on Mahatma Gandhi, we have also been organizing various activities to promote his simplicity, philosophy, teachings as well as writings. We put up special display of Books on and by Mahatma Gandhi in all the national and international book fairs that NBT participates in or organizes.

In the recent Guest Country Presentations, where India had been accorded the Guest of Honour Country status (at Abu Dhabi and in Mexico), with NBT designated as the Nodal Agency coordinating the Guest Country Presentations, we had put up special installations on Mahatma Gandhi so that the message and teachings of Mahatma Gandhi are taken across various cultures and countries. Also, the theme of New Delhi World Book Fair 2020 was, “Gandhi: Writers' Writer”, giving booklovers a glimpse into how Mahatma Gandhi, a great strategic communicator, inspired and influenced generations of writers.

The specially designed pavilion (inspired by Sabarmati Ashram), with hand-spun materials as wall cladding had an exclusive exhibition of books on and by Gandhi in different Indian languages, and Panels with

archival material displayed Mahatma Gandhi's handwritten letters to dignitaries, his edited scripts, his journals, etc.

In this programme on Mahatma Gandhi's philosophy on Cleanliness – Swachhta – a few excerpts from the book “The Mind of Mahatma”, published in Hindi by the NBT, are reproduced here for the benefit of the readers for them to know Mahatma Gandhi's thoughts on this concept and how it transcended the postulation beyond physical clean surroundings:

“Corporate Cleanliness can only be ensured if there is a corporate conscience and a corporate insistence on cleanliness in public places. Your water, food and air must be clean, and you will not be satisfied with mere personal cleanliness, but you will infect your surroundings with the same threefold cleanliness that you will desire for yourselves...”

“My appeal to you... is to cleanse your hearts and to have charity. If you will not be clean out of false notions of philanthropy, you will deny yourself the duty of serving the very millions by remaining dirty and ill. Confession of error is like a broom that sweeps away dirt and leaves the surface cleaner than before...”

“Everyone can make a beginning by making the villages cleaner by their own labour and removing illiteracy to the extent of their ability. And if their lives are clean, methodical and industrious, there is no doubt that the infection will spread in the villages in which they may be working. I would, therefore, advise young men.... not to give in, but persist in their effort and by their presence make the villages more liveable and lovable.”

~ Courtesy National Book Trust



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Did You Know



Mahatma Gandhi has written on numerous subjects. The collected works of Mahatma Gandhi spans 99 volumes running into over 50,000 pages. The Encyclopædia Britannica, for comparison, spans 32 volumes and 32,640 pages.

President Obama was once asked in a school which historical figure he would have liked to dine with. He said that he would have loved to dine with Gandhi.



Along with the struggle for India's independence, he led a continuous struggle for sanitation, cleanliness, and efficient management of all categories of wastes throughout his life.

Mahatma Gandhi said that "Unless we rid ourselves of our dirty habits and have improved latrines, swaraj can have no value for us."



Gandhiji realised early in his life the close relationship between cleanliness and good habits with good health.

Given his curious nature and inquisitive mind, Gandhi ji dealt with nearly all aspects of sanitation including technical, social, and economic as well as its various aspects such as personal, domestic, and corporate.





Gandhiji said "Those who spit after chewing betel leaves and tobacco have no consideration for the feelings of others."

Whenever Gandhi ji got an opportunity to do a little bit of cleaning work, he felt happy. To him the test of a people's standard of cleanliness was the condition of their latrines.



Once, during his tour to promote khadi, the sweepers were not permitted to attend a public meeting where Gandhi ji was to speak. When he came to know of it, he told the organisers: "You may keep your purses and your addresses. I am going to have a meeting with the untouchables only. Let all others who want, come there."

Gandhiji said, "So long as you do not take the broom and the bucket in your hands, you cannot make your towns and cities clean."



Gandhiji had started a mass contact programme where he would visit villages and talk about the necessity of sanitation. While Gandhi ji talked, people who had accompanied him would begin cleaning up the village themselves to highlight the need for cleanliness.

Two years before his death, Gandhi stayed in the sweepers' colony in Bombay and Delhi for some days. He wished to share the same lodging and partake of their food but then he was too old for the experiment.



"Be the change you want to see in the world"

~ Mahatma Gandhi ~



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- *I take this pledge that I will remain committed towards cleanliness and devote time for this.*
- *I will devote 100 hours per year, that is two hour per week, to voluntarily work for cleanliness.*
- *I will neither litter not let any other litter.*
- *I will initiate the quest for cleanliness with myself, my family, my locality, my village and my work place.*
- *I believe that the countries of the world that appear clean are so because their citizens don't indulge in littering nor do they allow it to happen. With this firm belief, I will propagate the message of Swachh Bharat Mission in villages and towns.*
- *I will encourage 100 other persons to take this pledge which I am taking today.*
- *I will endeavour to make them devote their 100 hours for cleanliness.*
- *I am confident that every step I take towards cleanliness will help in making my country clean.*

~ Courtesy Gandhi Smriti and Darshan Samiti

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