



PRESS NOTE

Date: 17-09-2024

New Mangalore Port Authority Observes "Swachata Hi Seva" Campaign from 17th September to 02nd October 2024

Mangalore, 17th September 2024: New Mangalore Port Authority is proudly observing the "Swachata Hi Seva" campaign from 17th September to 02nd October 2024, marking the campaign's 10th anniversary. In a bid to further the vision of a clean and green India, NMPA will be organizing a series of activities under the themes; Swachhata Mein Jan Bhagidari — Public Participation, Awareness & Advocacy: Engaging citizens in cleanliness efforts through various participatory activities. Safai Mitra Suraksha Shivirs: Providing preventive health check-ups and social security coverage for sanitation workers involving active participation from employees, students, local communities, and the general public.

The campaign began today with the Chairman of NMPA administering the Swachata Pledge to port employees, reaffirming their commitment to cleanliness and hygiene. The Chairman also flagged off a walkathon aimed at creating public awareness about the importance of cleanliness and hygiene. Expressing his thoughts on the campaign's decade-long journey, he lauded the initiatives of the Hon'ble Prime Minister, which have galvanized the nation towards building a cleaner and healthier environment.

During this fortnight event, NMPA has scheduled an array of cleanliness drives not just within the port area but also extending to Panambur Beach, schools in the vicinity, market areas, nearby villages and preventive health check-ups for sanitation workers. These efforts aim to create a ripple effect, encouraging communities to adopt and maintain cleanliness practices in their daily lives.

Adding to the campaign's outreach, various competitions will be organized for port employees and school children to raise awareness about cleanliness and its importance.

Furthermore, a flash mob by college students is planned to attract and engage the public in a dynamic and interactive manner, spreading the message of Swachata in an innovative way.

This year's observance of "Swachata Hi Seva" is particularly significant as it marks the 10th anniversary of the campaign, symbolizing a decade of relentless efforts toward achieving the dream of a Swachh Bharat. NMPA remains committed to observing the campaign in a befitting manner, ensuring widespread participation and engagement to make this mission a grand success.

Secretary
NMPA