

Consulate General of India  
Hamburg

**Observance of Swachhata Pakhwada**

January 01-15, 2022

**स्वच्छता पखवाडा  
Swachhata Pakhwada**



Hon'ble Prime Minister, Shri Narendra Modi during his first address to the Nation from the ramparts of the Red Fort on 68<sup>th</sup> Independence Day, urged the people to keep their surroundings clean and green. Mahatma Gandhi Ji had cleanliness and sanitation closest to his heart and for him Cleanliness is next to Godliness. The Government of India (GOI) launched a nationwide cleanliness initiative in the form of "Swachhta Pakhwada" during September 2016 under the Swachh Bharat Abhiyaan, focusing on cleanliness and hygiene. For this purpose, GOI is organizing a nation-wide intensive cleanliness & hygiene campaign under Swachhata Pakhwada involving different Ministries and Departments as well as individual volunteers and other key stake holders. The Swachhata Pakhwada is a fortnight-long program observed to ensure mass participation of citizens in Swachhta activities and to truly transform Swachh Bharat into a citizen's movement.

As in past years, Ministry of External Affairs, New Delhi also called upon all Indian Missions abroad (High Commissions, Embassies and Consulates) this year to observe the Swachhata Pakhwada in a befitting manner. Apart from the general cleanliness activities, Consulate General of India,

Hamburg is also observing Swachhata Pakhwada from 1<sup>st</sup> to 15<sup>th</sup> January 2022 and committed to spread a word amongst Indian Nationals & Persons of Indian Origins residing in area of its jurisdiction (i.e. the German Federal States of Bremen, Hamburg, Lower Saxony and Schleswig Holstein), in order to involve and motivate them to devote some hours out of their daily works towards cleanliness of their surroundings. During its all the cultural, business and social events, Consulate General of India, Hamburg has always informed the participants that the Swachhta Action Plan is a milestone initiative in mainstreaming Swachhta elements across all sectors of the Government in an elaborate, accountable, and sustained manner to realize the Swachh Bharat of Gandhiji's dream. "Swachhata Pakhwada" as a part of "Swachhta Abhiyan" was initiated, with the objective of bringing a fortnight of intense focus on the issues and practices of Swachhata-meaning Cleanliness.

Consulate General of India, Hamburg thanks all the Indian and Indo-German Associations based in Northern Germany for making their members aware of the GOI' Swachh Bharat Abhiyaan and their continues efforts to keep their surroundings clean & green.