



दक्षिणरेलवे/SOUTHERN RAILWAY
चेन्नैमंडल/CHENNAI DIVISION

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प्रेसविज्ञप्ति / PRESS RELEASE

CHENNAI DIVISION BEGINS SPECIAL CLEANLINESS CAMPAIGN 2024

DRM INAUGURATED THE FORTNIGHT-LONG CLEANLINESS DRIVE AT DR MGR CHENNAI CENTRAL TODAY

Chennai Division of Southern Railway kick started the Swachhata Hi Sewa (SHS) Campaign 2024, today (17.09.2024). Shri.B Vishwanath Eerya, Divisional Railway Manager, inaugurated the Swachhata Hi Sewa (SHS) Campaign 2024 administering the Swachhata pledge at **Dr MGR Chennai Central Railway Station**. Shri. Tej Partap Singh, Additional Divisional Railway Manager, Shri Ankur Chauhan, Additional Divisional Railway Manager, Shri A. Ilampooranan, Chief Project Manager , Gati Shakti, Senior Branch Officers and staff of Chennai Division participated in the event.

In a bid to promote eco-friendly practices, a mass awareness rally was organized and flagged off by Divisional Railway Manager at Dr. MGR Chennai Central Railway Station. Scouts, Guides, and sanitation workers participated in the rally, highlighting the importance of cleanliness and the ban on single-use plastics. The event also included a tree plantation drive.

In Chennai Division, Cleanliness drive will be organized at Railway stations, Trains, Depots, Sheds, workshops, Health Units, Railway Colonies, Railway Hospitals and other Railway Offices throughout the Chennai Division. Various NGOs, Volunteers, School/College Students, Scouts and Guide groups have been invited to participate in the Swachhata activities as a part of the campaign.

Swachhata Hi Seva - Special Cleanliness Drive:

The fortnight cleanliness campaign marks the 10th anniversary of the launch of Swachh Bharat Mission which was initiated by the Hon'ble Prime Minister on 2nd October 2014. The Swachhata Bharat Mission theme for this year is 'Swabhav Swachhata (habitual cleanliness) - Sanskaar Swachhata' (cleanliness as a value).

Each day is specifically themed to emphasize Cleanliness for a Greener Tomorrow, Eco-Friendly Practices for a Healthy Environment, and Waste-to-Wealth through Innovative Management.

The Swachchata hi Sewa Campaign seeks to rekindle the momentum of mass participation in cleanliness initiatives. Chennai Division of Southern Railways appeals to all rail users, passengers and public to join hands in this noble initiative of creating a **Greener environment for Better Living**.

SD/-

ए.एलुमलै / (A.Elumalai)

जनसंपर्कअधिकारी / Public Relations Officer

चेन्नैमंडल/ Chennai Division

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