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To  
The Editor,

Date: 9-10-2014

Sir,

I request that the following matter may kindly be published in your esteemed daily:

### **Mass Cleaning Drive, initiated by TNAU**

A Cleanliness drive was organized by National Service Scheme, Tamil Nadu Agricultural University, Coimbatore on 2<sup>nd</sup> October 2014 as part of Swachh Bharat Abiyan (Clean India Mission) of the Urban Development Ministry, Government of India kick started by the Prime Minister. Fifty NSS volunteers from TNAU participated in the programme.

Dr. K. Ramasamy, Vice-Chancellor, inaugurated the programme. Dr. S. Mahimairaja, Dean (Agriculture) administered the cleanliness pledge. Dr. C. Divaker Durairaj, Dean (Engineering) participated in the programme. TNAU campus cleaning was adopted by the students. The volunteers were made to realize the importance of cleanliness of self, locality and ultimately the state and nation. They appreciated the dignity of labour and need for sanitation and hygiene of their own institution. The service will be extended to the adopted village with local participation as part of clean village campaign of the State Government and also to towns and public places as part of Swachh Bharat Abiyan. Students felt proud that they were part of the Clean India programme, the dream child of Mahatma being implemented by the Prime Minister, according to whom, the success of the programme will be the real tribute to the father of the nation on his 150<sup>th</sup> birth anniversary in 2019.

Any people caring initiative by the central or state government can be successful only with people's participation. Around 1,000 children below the age of five die every day in India from diarrhoea, hepatitis-causing pathogens and other sanitation-related diseases, according to the report of United Nations Children's Fund. There is a huge economic impact of poor sanitation both directly through diseases and indirectly through decreased productivity of people. According to the report of Institute of Applied Manpower Research (IAMP), the Human Development Index of

Tamil Nadu has seen remarkable growth from 0.465 in 2000 to 0.661 in 2012 due to better performance in education and income index and the health index in the state has been given emphasis. Hence the citizens and particularly National Service Scheme volunteers have a great role and devote 100 hours of work per year for cleanliness. This will pave way for building a healthy state and nation.

Arrangements for the programme were made by the NSS programme Coordinator, Dr. K. Kumutha. NSS Programme Officers Dr. R. Pavendan, Dr. M.R. Latha, Dr. K. Hema Prabha. Dr. G. Guru, Dr. Valliammai and Dr. S. Varadha Raj participated in the programme.

Public Relations Officer