



एक कदम स्वच्छता की ओर

PRESS RELEASE FOR THE LAUNCH OF LOGO AND SLOGAN  
FOR SWACHH BHARAT MISSION

Shastri Bhawan, New Delhi, Dt. 25.9.2014.

Hon.'ble Prime Minister will launch the 'Swachh Bharat Mission' on 2<sup>nd</sup> Oct.'2014 to achieve the completely clean India by 2<sup>nd</sup> Oct., 2019 to mark the 150<sup>th</sup> Birth Anniversary of Mahatma Gandhi, the father of the Nation. Cleanliness was very dear to Mahatma Gandhi. He had said that cleanliness is next to Godliness and that sanitation was more important than political freedom.

2. The logo for the Swachh Bharat Mission, that is being released today, signifies the vision of Mahatma Gandhi who wanted to see a Swachh Bharat. The logo contains the spectacles of Mahatma Gandhi with the bridge of the spectacles in the National Tricolour. It signifies the entire nation uniting to achieve the vision of Mahatma Gandhi for a clean India. The tagline 'एक कदम स्वच्छता की ओर',

exhorts all citizens to contribute in their own way towards achieving Swachh Bharat.

3. The Government had invited ideas from the people for designing the logo and suggesting the slogans. People were requested to send in their entries on the website mygov.in uptill the midnight of 19<sup>th</sup> Sept.,2014. One thousand six hundred and thirty six and five thousand one sixty eight valid entries were received for the logo and slogan respectively. Prizes of Rs. 50,000/- and Rs.25,000/- were announced for the best entries for logo and slogan respectively.

4. The logo being released today is a combination of two entries. While the pictorial depiction of Gandhiji's spectacle with 'Swachh Bharat' written on the glasses is taken from the entry by Sh. Anant Khasbardar from Kolhapur, Maharashtra, the tagline 'एक कदम स्वच्छता की ओर' is taken from the entry by Ms. Bhagyashri Sheth from Rajkot Gujrat. Several other similar entries for tagline were also received but Ms. Bhagyashri Sheth was the first person to suggest this tagline.

