



drishti

Cleanliness Drive – 'Swachhta Mahabhiyan'

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Why in News

On September 5, 2021, **Chief Minister Yogi Adityanath** launched a week-long cleanliness Drive 'Swachhta Mahabhiyan' in a program organized at Rampus School, Shahpur in Gorakhpur district.

Key Points

- This cleanliness campaign has been launched for the prevention of communicable diseases like- **encephalitis, dengue, malaria, chikungunya, cholera, diarrhea** etc.
- During the campaign, works like cleaning, drainage, sanitization, fogging, spraying will be done. Along with this, chlorine tablets will also be distributed to take care of the purity of drinking water.
- In eastern Uttar Pradesh from 1977-78 to 2017 a large number of children lost their lives every year due to **encephalitis**, but due to the 'Swachh Bharat Abhiyan' launched in 2014, the encephalitis death rate is at the lowest level and this disease is almost ended.
- The Chief Minister also honored the sanitation workers doing excellent work by giving them gifts and certificates. He flagged off the team of sanitation workers involved in the cleanliness drive.