



Swachhata a companion

'Swachh Diwali Shubh Diwali'

From November 06 to November 12, 2023

Dear Students,

Team Swachh is all set to celebrate Diwali with a difference this year!

The 'Swachh Diwali Shubh Diwali' has been launched by MoHUA today with focus on:

1. Use of eco-friendly local products
2. Saying no to Single Use Plastic
3. Clean & green Diwali.

The Swachh Diwali Signature Campaign is now live on the MyGov website.

Students may begin amplification activities and also set up kiosks in high foot fall public places & market areas to ensure maximum citizen participation for the same:

<https://pledge.mygov.in/swachh-diwali-shubh-diwali/>

Swachh Diwali Shubh Diwali

A Swachh Bharat Mission 2.0 Initiative

Students to amplify the Swachh Diwali Video Reels initiative on social media to nudge citizens to share pictures/videos of 30-60 secs showcasing unique ways/ideas to celebrate a clean, green, & single use plastic free Diwali.



The poster features a collage of three images on the left: a family embracing, a man and woman with a child, and women creating rangoli. The right side contains the campaign title, three key messages with diya icons, a call to action, a QR code, and a hashtag.

**Swachh Diwali
Shubh Diwali**
A Swachh Bharat Mission 2.0 Initiative

- 🪔 **Vocal for Local**
- 🪔 **No Single Use Plastic**
- 🪔 **Green Diwali**

Let us celebrate a Swachh Diwali and join the Digital Signature Campaign.

To know more scan the QR code or visit [myGov](https://mygov.in)

Capture your clean green Diwali moments in a 30 second video and share it on social media with #SwachhDiwali

Principal
Govt. College Hamirpur