

# National Cleanliness Day

30<sup>TH</sup> JAN 2024

## About National Cleanliness Day

National Cleanliness Day is an important occasion dedicated to promoting cleanliness and hygiene across the country. It serves as a reminder of the collective responsibility we bear toward maintaining a clean and healthy environment. On this day, communities, schools, and organizations come together to organize various cleanliness drives, awareness campaigns, and educational programs. The emphasis is not only on cleaning our surroundings but also on fostering a long-term commitment to proper waste disposal, recycling, and overall environmental sustainability. National Cleanliness Day encourages individuals to take pride in their surroundings, contributing to a cleaner, greener, and healthier nation.

## How to raise awareness

- ◆ **Campaigns:** There is a need to take effective campaigns, to inform the citizens about the need to work together as a group and understand the importance of cleanliness. Citizens should be made familiar with what constitutes a clean environment. If the awareness is done rightly, it can be an effective source for the growth of environmental awareness.
- ◆ **Promoting Hygiene:** National Cleanliness Day emphasizes the importance of personal and public hygiene to prevent the spread of diseases and maintain good health.
- ◆ **Cleanliness Drives:** Communities and organizations should organize cleanliness drives, involving volunteers to clean public spaces, streets, and neighborhoods.
- ◆ **Waste Management:** The day highlights the significance of proper waste management, encouraging responsible disposal and recycling practices to reduce environmental impact.



- ◆ **Community Engagement:** National Cleanliness Day fosters a sense of community responsibility, bringing people together to actively participate in creating cleaner and healthier environments.
- ◆ **Environmental Sustainability:** Beyond immediate cleanliness, the day promotes actions that contribute to long-term environmental sustainability, such as planting trees and conserving natural resources.
- ◆ **Government Initiatives:** Governments often launch initiatives on National Cleanliness Day to address broader issues, including improving sanitation facilities and waste management infrastructure.
- ◆ **School and College Involvement:** Educational institutions play a crucial role by organizing cleanliness-related activities, and instilling good habits in students from an early age.

*Did  
You  
Know?*

Tuensang was awarded the Swachh Survekshan Award as the cleanest city within the Nagaland state in 2023.

Indore has been awarded as the cleanest city in India for the seventh consecutive time.

*Did  
You  
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