

Act Clean!

A Festival to Clean India

Think, Talk & Act Clean.

Every second, minute and hour.
Every day, week, month and year.
We must clean India, NOW—for us and for our generations to come.

India = Its People, Places and Things (Products.)
We must keep all these clean to have

Disease-Free People.
Dirt-Free, Dust-Free and Pollution-Free Places
Defect-Free, Damage-Free and Waste-Free Products

How to Clean India



Sort Out

We must separate wanted from unwanted. Keep what we really need and dispose off the unwanted PROPERLY.

Set in order

A place for everything and Everything in its place.

Shine

It's Simple. We must keep Ourselves, Our places and Our things (products) clean and sparkling.

Standardize

We must set parameters of cleanliness—for us, for our places and for our things (products.)

Sustain

And last but not least, we must keep it clean. In fact, keep improving upon it. Now and every moment!

A Clean India will be...

A Hygienic, Healthy & Happy -
A Safe & Beautiful -
A Defect Free & Damage Free -
A Progressive, Prosperous & Powerful India.
India of our Dreams!



Wake up to a New India



एक कदम स्वच्छता की ओर