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## **PRESS RELEASE**



### **“SEEMA PRAHARI BANE SAWACHATA KE PARHARI”**

The Border Security Force (BSF) is completing its Fifty glorious years in Dec 2015. To mark the celebration of its 50<sup>th</sup> years as “Golden Jubilee year”, the valiant soldiers of the BSF are embarking on a special mission “Seema Prahari Bane Sawachata ke Parhari” in Himalayan region from 12<sup>th</sup> Oct to 23<sup>rd</sup> Nov 2015.

The Aim of the mission is to create awareness amongst civil populations and various other stake holders pertaining to ensure basic cleanliness in day to day life emanating from our own dwelling, besides various measures for ensuring cleanliness of Himalayas encompassing Glaciers, the holy Ganges and connected environmental issues of the Himalayan valleys and foot hills enroute.

The flag off ceremony of the expedition will be held on 12<sup>th</sup> Oct 2015 at Ashwini BSF Officers’ Institute, Nizamuddin, New Delhi.

The cleanliness awareness campaign with pan-state spectrum will commence from the capital city, New Delhi to Himalayan Glaciers and back, treading miles on foot, cycles, motor cycles and rafts touching spread over valleys, foot hills and rivers.

The whole expedition shall be conducted in four phases. 10 Officers and 50 SOs /Ors of BSF Institute of Adventure and Advance Training Dehradun will participate in the event.

During the expedition, various civic action programme will also be organized in all cities enroute from Delhi to Gangotri. Road shows on cleanness drives, BSF Jazz band/ Brass band display, Dog shows, depicting annals of BSF Photo Galleries, with

martyrs and awareness campaigns involving civil administration, NCC cadets, school Children, local communities of Ganges priests, hoteliers and retired BSF personnel etc. shall be held.

Besides, two medical camps would also be organized in remote Himalayan region alongwith personal hygiene and sanitation awareness campaigns.

The 4 phases of this mega event are as follows:-

#### Phase-I

Encompass “Mountain Biking Expedition” from new Delhi to Gangotiri covering approx 1000 kms with propagating Swachh Bharat, Swachh Himalayas Campaign through road shows, cleanliness drive and awareness campaign.

#### Phase-II

Consists, Trekking Expedition from Gangotri Dham the one of the four Char Dahm in Uttarakhand to Goumukh Gleacier “The origin of Ganges”. The Trekking expedition will clean the Goumukh Glacier, collect all garbage and bring it back to Gangotri for further disposal besides sensitization amongst all habitants about preserving the Glaciers and Himalayas with various modes of disposing the garbage without harming the nature/ ecological balance.

#### Phase-III

A “White water Rafting” expedition from Gangotri to Rishikesh with Campaign of “Swachh Ganges”. While enroute awareness campaign will be lanchd to sensitize all dwellers in vicinity to reduce pollution in holy river “Ganges” and various antipollution measures there upon.

#### Phase- IV

Will commence from Rishikesh to New Delhi as “ Cycling Expedition” with campaign “Save Fuel, Save Environment”, With emphasis on maintenance of individual health. This almost 45 days long expedition will culminate at New Delhi on BSF raising day (Oct 2015 to 1<sup>st</sup> Dec 2015).

Grand flag in ceremony has also been planned to mark the culmination of this ‘Himalayan’ effort that goes on road on Oct 12<sup>th</sup> with theme “Seema Prahari Bane Sawachata ke Parhari”.

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