



## **BORDER SECURITY FORCE**

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### **PRESS RELEASE**

## **SWACHH BHARAT SWACHH HIMALAYA**

### **GUARDING BORDER : PRESERVING NATURE**

**New Delhi, Dated 12<sup>th</sup> Oct 2015** : On the day, the BSF – ‘India’s First Line of Defence’ - which has been safeguarding the India’s borders with Pakistan and Bangladesh since 1965 has started a special campaign ‘**SWACHH BHARAT SWACHH HIMALAYA**’ in Himalayan region.

Today, at about 1100 Hrs, Hon’ble Minister of State for Home Affairs, Shri Kiren Rijiju, flagged off the ‘Swachh Bharat, Swachh Himalaya’ campaign of the Border Security Force (BSF) at a function which was organized at BSF Ashwini Officers Institute, Nizamuddin, New Delhi. During this occasion, Shri D K Pathak, IPS, Director General Border Security Force, senior officers and Jawans of BSF were also present.

Hon’ble Minister of State for Home Affairs, Shri Kiren Rijiju, the Chief Guest on the occasion, lauding the BSF for undertaking the noble campaign as part of its Golden Jubilee expedition, said that vigorous cleanliness campaigns need to be conducted before cleanliness becomes a way of life for the country. Hon’ble Minister of State for Home Affairs also hoped that the BSF Clean Himalaya awareness campaign will send across the noble message to the far-flung corners of the country.

On this occasion, Director General Border Security Force, Shri D K Pathak also addressed the gathering and said that we the sentinels of the borders are not only confined to our assigned duties, but are also donning the garb of Sentinels of

the Environment. We, as messengers of “Swachh Bharat-Swachh Himalaya Campaign” are reaching out to the remotest dwellers of Himalayas, playing a catalytic role to sensitize the populace about various important aspects of daily life that contribute to degradation of the nature and jeopardizing its balance. Measures to strike a healthy balance between man’s needs and nature & preserving the nature for generations ahead will be discussed & disseminated during the expedition. He further said that making records is not the aim of this expedition, but we as responsible citizens of India, work with sole aim to contribute towards saving and preserving our environment, by involving the masses and will continue with our endeavours with endless perseverance.

### **BACKGROUND NOTE**

The Aim of the campaign is to create awareness amongst civil populations and various other stake holders pertaining to ensure basic cleanliness in day to day life starting 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 cleanliness awareness campaign with pan-state spectrum which commenced from New Delhi to Himalayan Glaciers will also finish at capital city, treading hundreds of miles by eco friendly modes - cycles, foot and rafts. In totality the campaign will cover approximately 1500 Kms across three states. The entire route is quite adventurous.

The whole expedition is being conducted in four phases. 07 Officers and 38 SOs/ ORs of BSF Institute of Adventure and Advance Training Dehradun are participating in this event.

During the expedition, various civic action programmes will also be organized in all cities enroute from Delhi to Gangotri. Road shows on cleanness drives, BSF band display, Dog shows, depicting annals of BSF Photo Galleries, martyrs programme and awareness campaigns involving civil administration, NCC cadets, school Children, local communities of Ganges, priests, hoteliers and retired BSF personnel etc.

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

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

**Phase-I (approx 1000 Kms)**

Encompass “Mountain Biking Expedition” from New Delhi to Gangotri covering approx 1000 kms with propagating ‘Swachh Bharat Swachh Himalaya’ Campaign through road shows, cleanliness drive and awareness campaign.

**Phase-II (approx 50 Kms)**

Consists, Trekking Expedition from Gangotri Dham the one of the four Char Dham in Uttarakhand to Goumukh Glacier “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 (approx 250 Kms)**

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

**Phase- IV (approx 280 Kms)**

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 (12<sup>th</sup> Oct 2015 to 1<sup>st</sup> Dec 2015).

Grand flag-in ceremony has also been planned on 23<sup>rd</sup> Nov 2015 to mark the culmination of this to save ‘Himalayan’ effort that goes on road today on Oct 12<sup>th</sup> with theme “**SWACHH BHARAT SWACHH HIMALAYA**”.

BSF is celebrating 2015 as its ‘**Golden Jubilee Year**’. On the occasion of Golden Jubilee Year, among other functions, an impressive campaign ‘**Swachh Bharat Swachh Himalaya**’ is being organized.

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