#MassCleanathon: This Is How People United For A 'Clean And Green' Kerala

People of Kerala United for a Swachh India. Mass Cleanathon was undertaken by the Keralites to check the cleanliness of the state and cut down garbage

Kerala, News

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New Delhi: When we think of Kerala we imagine it to be cleanest and greenest state of India, but for the second year in a row, Kerala disappointed everyone with its Swachh Survekshan rankings. It is not only that none of its cities are in the top 10 or 20 this year, but it has also slipped from 2016 positions, to up its swachhta game and motivate people to be a part of Clean Kerala campaign, Kerala launched a #MassCleanathon from June 24 to June 27 along with MPs, MLAs, Mayors, senior political leaders, officers, panchayat members and people from all walks of life. Chief Minister Pinarayi Vijayan also reached out to school heads in Kerala to ensure maximum participation in the government's massive cleanliness drive.

As we take care of our personal hygiene and cleanliness, each one of us has a responsibility for keeping our surroundings also clean, said Pinarayi Vijayan on Twitter.

Apart from keeping the state clean, another major motive behind this mass cleanathon was to check the spread of diseases in the state. According to the figures provided by the health

department of the state, over two lakh people in Kerala have been affected by different diseases, leaving more than 100 dead in the last six months.

I humbly appeal to media & social media community to raise awareness amongst citizens and motivate them to be a part of Clean Kerala campaign, said Pinarayi Vijayan.

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Here's a look at how Keralities united for #MassCleanathon over the past three days:

1. When CM of Kerala himself participated in the #MassCleanathon – A statewide cleanliness campaign

2. Cleanliness First

3. Rotting garbage mixed with rainwater is a breeding ground for mosquitoes, people of Kerala fight the swachh war

4. Children are the future of Swachh India. As a part of Cleanathon, various school children participated in the cleanup activities

5. Even rain couldn't prevent people f Kerala from participating in the mass cleanathon

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