



पत्र सूचना कार्यालय
PRESS INFORMATION BUREAU
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Swachh Bharat Abhiyan: A peep into a people's movement



Photo Feature

**Abhishek Dayal*

In the short span of about three years, the Swachh Bharat Abhiyan has truly become a people's movement in the country. Launched on Gandhi Jayanti in 2014 by Prime Minister Shri Narendra Modi, the mission was designed to involve the people across the length and breadth of the country for the task of physically cleaning up the country and thus improve the quality of life of the people.

The movement and its success has many aspects to it – some of which are captured by statistics – but much of it can be felt and experienced by travelling through the country like Mahatma was wont to do.

A thin slice of the immense work being done by individuals for cleaning up our beautiful country was captured by the amateur photographers who participated in the contest for the 6th National Photo Awards earlier this year.

The following pictures were selected by a jury of eminent photographers and are amongst the hundreds that Photo Division received from all over the country



Photo Credit: Sumit Gulati , Special Mention Award in Amateur Category



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Photo Credit: Sudipta Maulik, Special Mention Award in Amateur Category



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Photo Credit: Deepak Bahu Kumbhar, Special Mention Award in Amateur Category



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Photo Credit: Ravindra Mavi, Special Mention Award in Amateur Category



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Photo Credit: Prabha Jayesh Patel, Special Mention Award in Amateur Category



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SWACHH BHARAT: THIS MAY PLEASE.

CAMERA: NIKON D90. FOCAL LENTH:50MM. APERTURE:F/13 SPEED:1/640s ISO:320 PLACE:LEH LADAKH.

Photo Credit: Ravindra Kumar, Photographer of the year, Amateur Category



SWACHH BHARAT: Use Me.

CAMERA: NIKON D90. FOCAL LENTH:38MM. APERTURE:F/13 SPEED:1/640s ISO:320 PLACE:LEH LADAKH.

Photo Credit: Ravindra Kumar, Photographer of the year, Amateur Category



SMACHH BHARAT: RICH OR POOR, SWACHHTA COMES FIRST.
CAMERA: NIKON D90. FOCAL LENGTH: 48MM. APERTURE: F/4.8 SPEED: 1/60S ISO: 250 PLACE: BHUBANESWAR ORISSA.

Photo Credit: Ravindra Kumar, Photographer of the year, Amateur Category

**Photo Courtesy: Photo Division, Ministry of Information & Broadcasting*

**Text of the Photo feature is written by Shri Abhishek Dayal, Director, Photo Division*