



आईटीआई लिमिटेड  
पंजीकृत एवं निगमित कार्यालय :  
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**ITI LIMITED**

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Date: 20/09/2017

TO:

**Sub: Swachhata Hi Seva, Rally at ITI on 22/09/2017 at 10.00 AM**

Mahatma Gandhi had once famously said "sanitation is more important than political freedom." This statement underscored the criticality of sanitation in society. Inspired by these words, on August 15, 2014, the Prime Minister gave a clarion call to the Nation from the ramparts of Red Fort to fight filth and open defecation, change old habits and achieve a Swachh Bharat by 2019, to mark the 150<sup>th</sup> birth anniversary of Mahatma Gandhi. He further said that "women's pride is an important issue in our villages today. The practice of open defecation must be stopped. Toilets must be built and used."

The aim of the Swachh Bharat Mission is to achieve a clean and open defecation free India by October 2, 2019. The Swachh Bharat Mission sought to reform the sanitation sector with the primary focus being on behavioral changes as the fundamental tool for achievement of Open Defecation Free outcomes. Inclusiveness under the Swachh Bharat Mission was achieved by designing public and community toilets keeping in mind the special needs of menstruating women, the elderly, the specially abled and small children.

Joining hands with the nation wide campaign, Swachhata Hi Seva, Cleanliness is Service, from 15th September 2017 to Gandhi Jayanti on 2nd October 2017, ITI will be organising a rally on 22/09/2017 to create an awareness among Employees. The rally consisting of around 3000 children and other employees will start from Gandhi statue at ITI Vidyamandir at 10.00 AM. Shri. B A Basavaraja Hon'ble MLA Krishnaraja Puram has consented to take part in the rally.

Shri. S Gopu, Chairman & Managing Director, ITI Limited, Dr. Janaki Anathakrishnan, Shri. K Alagesan, Directors along with Senior Executives, Office Bearers of ITI Employees Union, Officers Association, Employees, Teachers and School Children will take part in the rally.

You are requested cover the event and provide wide publicity which will help in creating awareness among the general public.

Thanking you,

Yours faithfully  
For ITI Limited

  
[T. Krishnadas Rai]  
DY GENERAL MANAGER-HR&PR