



PM's call for Swachh Bharat

BY KP SHASHIDHARAN

Prime Minister Narendra Modi is one of the world's best social media politicians. He was described as a "juggernaut of political and social media" by *The New York Times* during his recent visit to America when he was scheduled to address a crowd of his supporters at Madison Square Garden. His ranking in the number of fans of his official Facebook page is next to US President Barack Obama and "his Twitter account is one of the fastest growing among politicians and elected officials worldwide."

As a civil servant I have received Prime Minister Modi's email like many other bureaucrats and citizens of the country. He appealed to the people of the country to join hands with the Government on October 2 this year when the nation celebrated the birthday of the Father of the Nation. He said: "I am sure you have heard time and again that cleanliness is next to Godliness. I appeal to all Indians, particularly political and religious leaders, mayors, sarpanchs and captains of industry, to plan wholeheartedly to engage in the task of cleaning your homes, workplaces, villages, cities and surroundings. I seek your active support and participation in our collective quest to make a Swachh Bharat."

The PM's Office must have sent many emails to Indians asking them to celebrate Mahatma Gandhi's birthday by creating a clean, healthy and working environment not only at home and in office but also join the Swachh Bharat Mission. "It is going to be a massive mass movement, driving citizens to clean India by devoting two hours everyday. The PM reminded the people that "cleanliness is close to Mahatma Gandhi who lived and died while working for building a self-reliant, secular, modern India, that's Swarajya," said the PMO.

This is not the first time the Prime Minister of the largest democracy sought collaboration of the people, instilling pride

and patriotism while engaging them in creating a modern nation. Modi knows by his vast experience that building India cannot be possible merely by a topdown approach by the government without the active cooperation of people. "As the sovereignty of India truly rests with its people as proved again and again by democracy to its political masters, no sensible government can dream of good governance by functioning in isolation, sitting in luxury in the ivory towers", he said.

The Prime Minister has been insisting since he assumed office to have the PPP model of development, strengthening People, Public Private Partnership. "There is synergy when everyone works sharing a vision to realize the collective objective of everyone's prosperity. In this national mission, every citizen has a definite responsibility. He should be properly guided by people's leaders, civil society, social activists and village and community leaders. All non-governmental organizations should collaborate with the Government and private organizations in this mission and shoulder responsibility in facilitating people's total development. They should follow a clean, non-corrupt, non-profitable and result-oriented approach to development." As can be observed, the PM has been innovating, and adopting new ways for good governance, linking people using the electronic media, including social networks for building a modern rejuvenated India Inc.

As a leading journalist says, PM Modi is "a tough guy". He has been demonstrating that he is a solid, no-nonsense leader who minces no words. He is a pragmatist, poet, philosopher, visionary and of course a political strategist all rolled into one who believes, does and lives what he preaches. ■

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info@bureaucracytoday.com

The writer is a visiting Professor of NIFM, LBSNAA, IIMs, IMT and other premier institutions and a former DG in the CAG office. He has authored two volumes of poetry, Whispering Mind, and Painting Symphony and a business book, BIG, Business India Guru. The views expressed are personal.