

पीयूष गोयल  
PIYUSH GOYAL



रेल और वाणिज्य एवं उद्योग मंत्री;  
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MINISTER OF  
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GOVERNMENT OF INDIA



### Message

This year, on the auspicious day of our 73rd Independence Day, Hon'ble Prime Minister Shri Narendra Modi ji, made an appeal to curb the use of 'Single Use Plastic' (SUP) in furtherance of the various initiatives that the government is taking for environment protection and *Swachh Bharat*. He also asked that the 150th Birth anniversary of Mahatma Gandhi this year be observed as the time to make India free from Single Use Plastic (SUP). For in the words of Gandhi ji, *"What we are doing to the forests is but a mirror reflection of what we are doing to ourselves and to one another"*.

Government has initiated various programmes and has implemented policies for environment protection and to tackle climate change. Today, '*Swachh Bharat Abhiyan*' and '*Swachhta Hi Seva*' (SHS) programme has become a massive nationwide *Jan Andolan* due to an overwhelming response and wholehearted participation from the masses. On August 25th, during his '*Mann ki Baat*' address, Hon'ble Prime Minister Shri Narendra Modi, urged the citizens to contribute enthusiastically in the annual '*Plastic Waste Free- Swachhata Hi Seva*' Campaign-2019 beginning from 11th September to 27th October, 2019 to eradicate the use of SUP.

Ministry of Commerce and Industry is playing a significant role in effective and successful implementation of '*Plastic Waste Free- Swachhata Hi Seva*' Campaign 2019. I have been told that 46 large size cement plants are participating in this campaign by co-processing of solid plastic waste as fuel in coordination with 2,285 municipal bodies. An action plan has been finalised for the collection and supply of plastic waste by the municipal bodies and its transportation & disposal by the cement plants in the country. Further, 57 large size industrial estates funded by the Department for Promotion of Industry and Internal Trade (DPIIT) under the Modified Industrial Infrastructure Upgradation Scheme will be participating in the

'Swachhata Hi Seva' campaign, ensuring collection and transportation of collected plastic waste to nearest designated municipal bodies. They have also launched awareness campaigns in their respective areas.

I have also personally requested our Industry and Traders Associations to sensitise all members and the fraternity about the SHS campaign and environment protection initiatives in order to make India pollution free. DPIIT has also suggested to e-commerce companies to gradually curtail the use of Single Use Plastic in packaging of products. I hope that these initiatives receive enthusiastic support thereby making India free from Single Use Plastic and creating a cleaner, greener and healthier environment, not only for us but for our future generations. My best wishes to the team for the success of 'Swachhata Hi Seva' campaign 2019.



**Piyush Goyal**