



सत्यमेव जयते

प्रधान मंत्री  
Prime Minister

New Delhi  
09 September, 2017

**Shri Mohanlal Ji,**

I am writing to you on a subject that is very close to Mahatma Gandhi's heart-*Swachhata* or cleanliness.

In the coming days, we will commemorate *Gandhi Jayanti*. An inspiration to billions across generations and borders, Mahatma Gandhi recognized that our attitude towards cleanliness also reflects our attitude towards society. Bapu believed in achieving cleanliness through community participation.

Bapu also believed strongly that *Swachhata* is for each of us to practice. Inspired by his noble thoughts, and a faith in the spirit of 125 crore Indians, let us renew our pledge towards cleanliness. **Let us ensure that the coming days are about living the Mantra of 'Swachhata Hi Seva.'** Leading up to *Gandhi Jayanti*, we can encourage wide spread support for, and participation in cleanliness initiatives across India.

**A clean India is the most noble service we can do for the poor, downtrodden and the marginalised.** Unclean surroundings adversely impact the weaker sections of society even more.

Cinema is one of the most effective medium to bring about change at a large scale. As a much-adored film personality, you have the power to impact people's lives positively. Your participation in the *Swachhata* mission would help connect millions to the noble initiative.

I personally invite you to lend your support to the '*Swachhata Hi Seva*' movement and dedicate some time for the cause of a *Swachh Bharat*. Your participation will further inspire others to be a part of the movement. You can share your experience with me on the Narendra Modi Mobile App.

Let us all come together for cleanliness, pay a fitting tribute to Bapu and work towards building a New India.

Jai Hind!

Yours,

(Narendra Modi)