

PRESS RELEASE

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Swachhata Hi Seva Campaign - A Call to Action for A Cleaner India

Chennai, September 29, 2023: Swachhata Pakhwada was launched by Govt of India on 15th September, 2023 with guidance to hold series of activities including Swachhata Hi Seva campaign, to be observed on 1st October, 2023 at 10 A.M. This would be a tribute to Mahatma Gandhi on his 154th birth anniversary.

It envisages cleaning drive by people across the nation for at least 1 hour resulting in visible cleanliness through Shramdaan and Janbhagidari.

Indian Bank is geared up to align its activities with above campaign aiming at promoting cleanliness and sanitation through 35 Districts where Indian Bank is the Lead Bank and also through all its offices spread across the country. With a strong commitment to fostering a cleaner and healthier environment, Indian Bank is committed for driving positive change in our communities.

" Swachhata Hi Seva," which translates to "Cleanliness is Service," is a clarion call to citizens, organizations, and communities to come together and make a collective effort towards a cleaner and more sustainable India. This campaign is a testament to our shared responsibility for the environment and our communities, as well as our dedication to the principles of the Swachh Bharat Abhiyan.

Indian Bank appeals to all its customers and community groups to join in this noble cause and contribute towards Swachhata (Cleanliness) of our motherland.