

3-week Clean Yamuna Campaign kicked off

TIMES NEWS NETWORK

Rajesh Mehta

New Delhi: The South East district on Thursday launched its three-week Clean Yamuna Campaign on the riverbank near Sarai Kale Khan, with over 1,000 volunteers taking part in the day's clean-up.

The drive, being carried out in association with Nehru Yuva Kendra Sangathan (NYKS), aims to clean the entire stretch of the Yamuna falling under South East district in the next 20 days, officials said. It will end on October 27.

Known as the "Waterman of India", environmentalist and Magsaysay awardee Rajendra Singh flagged off the campaign, saying each small effort made a difference. More such efforts are needed to clean the river, said Singh, shouting the slogan, "*Yamu-*



SAVING THE RIVER: The drive aims to clean the entire stretch of the Yamuna falling under South East district in the next 20 days

na nadi ke jung mein hum sab sang hai'.

The drive, which is part of Clean India Programme by the Union sport and youth affairs ministry, saw volunteers from

RWAs and NYKS. The south corporation used nets to clean up large parts of the river, removing water hyacinth and other waste floating on top. Earthmovers were also called in, while groups removed solid waste strewn across the floodplain. The drive will continue along the floodplain in different parts of the district, officials said.

Divisional commissioner Sanjeev Khirwar and district magistrate Vishwendra asked volunteers to make all-out efforts to make the Yamuna cleaner. Apurva Shinde, programme director of NYKS, East district magistrate Sonika Singh and her Shahdara counterpart, Sanjeev Kumar, were also present.

A 2% stretch of the Yamuna in Delhi accounts for nearly 76% of the total pollution of the river, studies have shown.