

**Press Information Bureau
Government of India
Aizawl

Webinar on “Relevance of Mahatma’s teachings on cleanliness in times of COVID pandemic” by PIB Aizawl

The Government has launched **Jan Andolan for COVID Appropriate Behaviour** on 8th October. The key messages of this public awareness campaign are -**Wearing Face Mask Properly, Maintaining Physical Distancing and Hand Hygiene**. We have just celebrated the 151st birth anniversary of Father of Nation **Mahatma Gandhi. Swachhta Saptah or Pakhwada (Cleanliness Week or Fortnight)** are being observed in most of the parts of the country. To further focus on these activities, **Press Information Bureau Aizawl** organised a webinar on 8th October 2020.

The topic of the webinar was **“Relevance of Mahatma’s teachings on cleanliness in times of COVID pandemic”**. As the Prime Minister **Shri Narendra Modi** launched the Jan Andolan on the same day by posting a tweet, all the speakers took notice of the campaign. They opined that the Jan Andolan on Behavioural Changes is inspired by the ideas of Mahatma Gandhi on cleanliness and the campaign will prove to be the most potent weapon to fight present and future pandemics. In the beginning of the webinar, **Assistant Director, PIB Aizawl Shri Shariq Noor** administered the oath of Jan Andolan to all the participants.

Speaking on the occasion, **Ms Rita Pachuau, Joint Director, Urban Development and Poverty Alleviation Department, Mizoram** and **Nodal Officer for Swachh Bharat Abhiyan for the State** said that Swachh Bharat Abhiyan has been very useful for combating the pandemic. She informed in detail about various efforts being taken by the state government for fighting the pandemic. **Shri Lalrothana, Programme Director, State Investment Program Management and Implementation Unit (SIPMIU), UD&PA, Mizoram** spoke at length on the importance of proper waste management in the communities and households for fighting pandemics and other communicable diseases in the society. He highlighted the need to protect the frontline warriors by providing them with proper clothing, protection and tools to carry out their work. Participating in the discussion, **Mr. Ruatlina Sailo, Director, Indian Institute of Mass Communication, Aizawl** said that the use of social media in both getting the message across and also to get the feedback is very important to make the campaign a success. In his address, **Shri Abhishek Dayal, Director Press Information Bureau, Imphal** said that officials and media need to work together closely to make the Jan Andolan a grand success since this movement not only help us to defeat the present pandemic, but also make our society healthier and cleaner. In his welcome address, **Shri Shariq Noor Assistant Director, PIB Aizawl** said that it would be befitting homage to the Father of Nation if we implement his teachings into our daily life and participate in Prime Minister led **Covid Awareness Campaign** wholeheartedly.

More than 20 participants attended the webinar including journalists from Aizawl and officers of Ministry of Information and Broadcasting across the North East. The webinar got good coverage in the media.

English Press Release :**Press Information Bureau****Aizawl**

**Covid19 awareness campaign: A peoples' movement
PIB Aizawl webinar on relevance of Gandhiji's campaign on cleanliness
Pledge on Covid19 awareness taken at the webinar**

8.10.2020

The Jan Andolan on Behavioral Change launched by the Prime Minister Shri Narendra Modi today has been inspired by the ideas of Mahatma Gandhi on cleanliness and the behavioural change campaign will prove to be the most potent weapon to fight present and future pandemics. The importance of three elements of campaign- hand hygiene, social distancing and wearing of masks – were also reiterated at the webinar on "Relevance of Mahatma's teachings on cleanliness in times of global pandemic" organized by Press Information Bureau and Field Outreach Bureau, Aizawl today.

Speaking on the occasion, Ms Rita Pachuau, Joint Director, Urban Development and Poverty Alleviation Department, Mizoram and Nodal officer for Swachh Bharat Abhiyan for the state, said that Swachh Bharat Abhiyan has been very useful for combating the pandemic. If we understand the basic etiquette for personal hygiene, fighting Covid19 pandemic is not difficult and therefore the key is to bring about the behavioural change in the people, she added. She informed in detail the various efforts being taken by the state government for fighting the pandemic.

Shri Lalrothanga, Programme Director, State Investment Program Management and Implementation Unit(SIPMIU), UD&PA, Mizoram spoke at length on the importance of proper waste management in the communities and households for fighting pandemics and other communicable diseases in the society. He highlighted the need to protect the sanitation frontline warriors by providing them with proper clothing, protection and tools to carry out their work. He said that even though we know that handwashing is important, we are generally doing only 'hand wetting' and unfortunately very few people know that the hand washing needs to be done for 30 seconds. He lauded the awareness campaign launched by the Prime Minister at national level today.

Participating in the discussion, Mr Ruatlina Sailo, Director, Indian Institute of Mass Communication, Aizawl said that the use of social media in both getting the message across and also to get the feedback is very important to make the campaign a success.

In his address, Shri Abhishek Dayal, Director, Press Information Bureau, Imphal said that officials and media need to work together closely to make the Jan Andolan a grand success since this movement will not only help us defeat the present pandemic, but will also make our society healthier and cleaner.

In his welcome address, Shri Shariq Noor, Assistant Director, PIB Aizawl said that it would be befitting homage to the father of our nation if we implement his teachings into our daily life and participate in Prime Minister led Covid awareness campaign wholeheartedly.

The webinar was attended by over 20 officials of the North East Zone, Ministry of Information and Broadcasting, members of the media and officials of state government.

Mizo Press Release :**Press Information Bureau
Aizawl**

**Covid19 awareness campaign: Mipui movement
PIB Aizawlin relevance of Gandhiji's campaign on cleanliness tih thupui hmangin webinar a
buatsaih****He Webinar-ah hian Covid 19 awareness thutiam lak a ni**

8.10.2020

Prime Minister Pu Narendra Modi-a'n wawiin a Jan Andolan a hawn hi Mahatma Gandhi-a'n faina chungchang a zirtirna behchhan a buatsaih a ni a. He nundan phungthlakna campaign hi tuna hripui leng mek leh nakin zela hripui leng thei laka kan ralthuam tha ber ni thei a ni a. He campaign in a ken tel thil pawimawh pathum - Kut vawnfai, midangte nena inhlath a awm leh mask vuah - te hi "Relevance of Mahatma's teaching on cleanliness in times of global pandemic" tih thupui hmanga wawiin a Press Information Bureau leh Field Outreach Bureau-in webinar an buatsaihah hian an pawimawhna sawilan a ni.

He huna thusawitu Pi Rita Pachuau, Joint Director, Urban Development and Poverty Alleviation Department, Mizoram leh State tana Swachh Bharat Abhiyan Nodal Officer chuan hripui dona atan hian Swachh Bharat Abhiyan hi a tangkai hle a ni a ti a. Zawm atana awlsam tak mahni invawn vai hi tihnachang kan hriat chuan Covid 19 hripui leng do hi thil harsa a nilova, chuvang chuan mipui nawlpuiin kan nundan phung kan thlak danglam hi thil pawimawh tak a ni tih thusawiin hripui leng dona kawnga state sorkar hmalaknate kimchang takin a tarlang a ni.

Pu Lalrothanga, Programme Director, State Investment Program Management and Implementation Unit (SIPMIU), UD&PA, Mizoram chuan Covid-19 hripui leng leh khawtlang a inkaichhawn theih chi natna hrang hrangte dona atan ram, khawtlang leh chhungkua anga waste management mumal tak kan neih a tul thu zau takin a sawi a. Fainalama thawktu/bawlhhlawh sawngbawl leh paihtute himna ngaih pawimawh sak a tul thusawiin thuam himtha leh hmanraw tha ngaihtuah sak a tul a ni a ti a. Kutsilfai that hi a pawimawh tih kan hriat rualin kan kut tih huh hi kan duhtawk mai fo thin a, thil paw tak chu natna hri laka kan himna turin second 30 tal kut nuaia sil tur a ni tih hi mi tlemte chauhin an hriat thusawiin wawiin a Prime Minister-in rampum huapa awareness campaign a hawng chu lawmawm a tih thu a sawi a ni.

Sawihona hunah Pu Ruatlina Sailo, Director, Indian Institute of Mass Communication Aizawl chuan thu thehdarhna atana social media tangkaina sawiin campaign hlawhtlinna atan mipui lam atanga feedback dawn pawh a pawimawh a ni a ti.

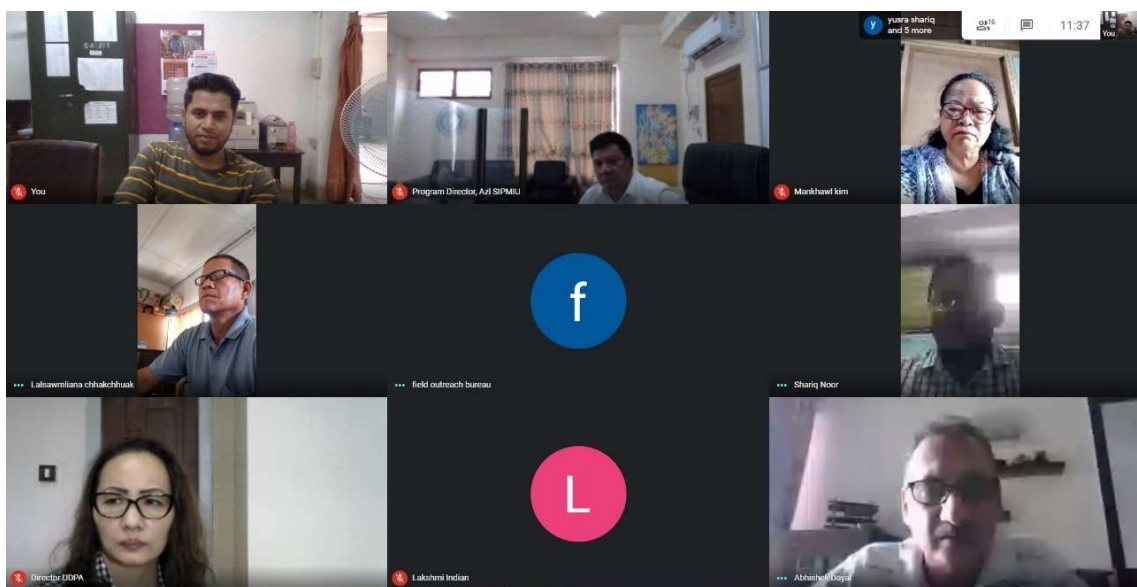
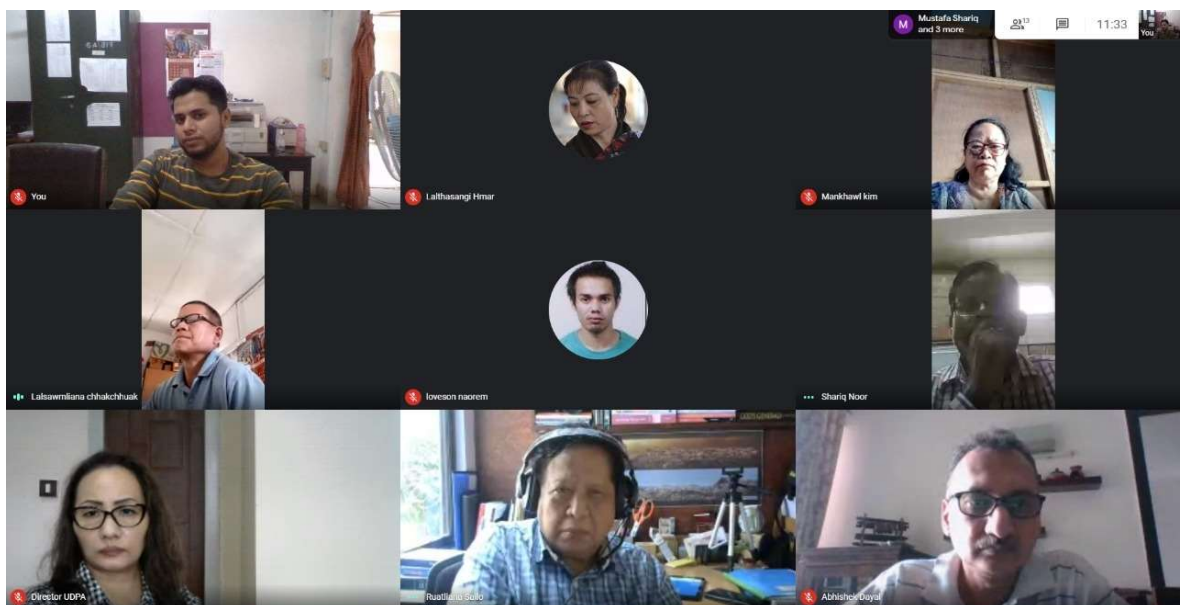
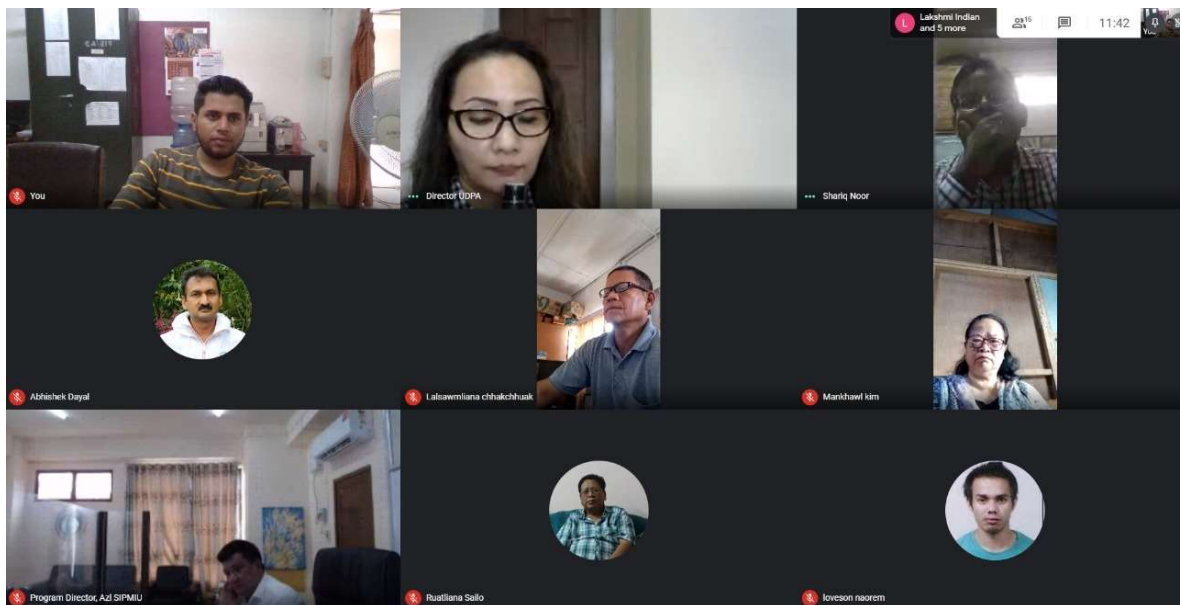
He huna thusawitu dang Pu Abhishek Dayal, Director, Press Information Bureau, Imphal chuan Jan Andolan hi hripui leng mek min hneh tir theitu tur movement anih mai bakah kan ram leh khawtlang ti hrisel a fai zawk a siam theih anih avangin media leh official-te chu a tihlawhtling turin inlungual taka an thawhho a pawimawh a ni a ti.

Inlawmna thusawiin Pu Shariq Noor, Assistant Director, PIB Aizawl chuan kan nitin nuna India Hnampa zirtirnate a taka kan nunpui a, Prime Minister kaihhruaina hnuaia Covid awareness campaign a thahnemngai taka kan tel hi Hnampa kan chawimawina diktak a nih dawn a ni a ti.

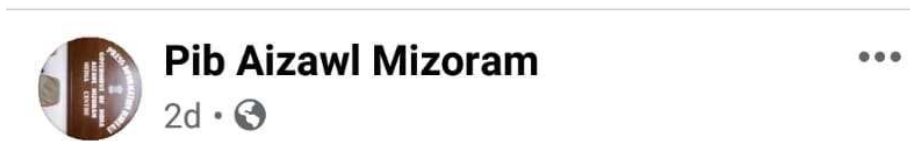
He webinar-ah hian North East Zone a Ministry of Information and Broadcasting official-te, Media lam mite leh state sorkar official 20 chuang an tel a ni.

Pictures of Webinar :

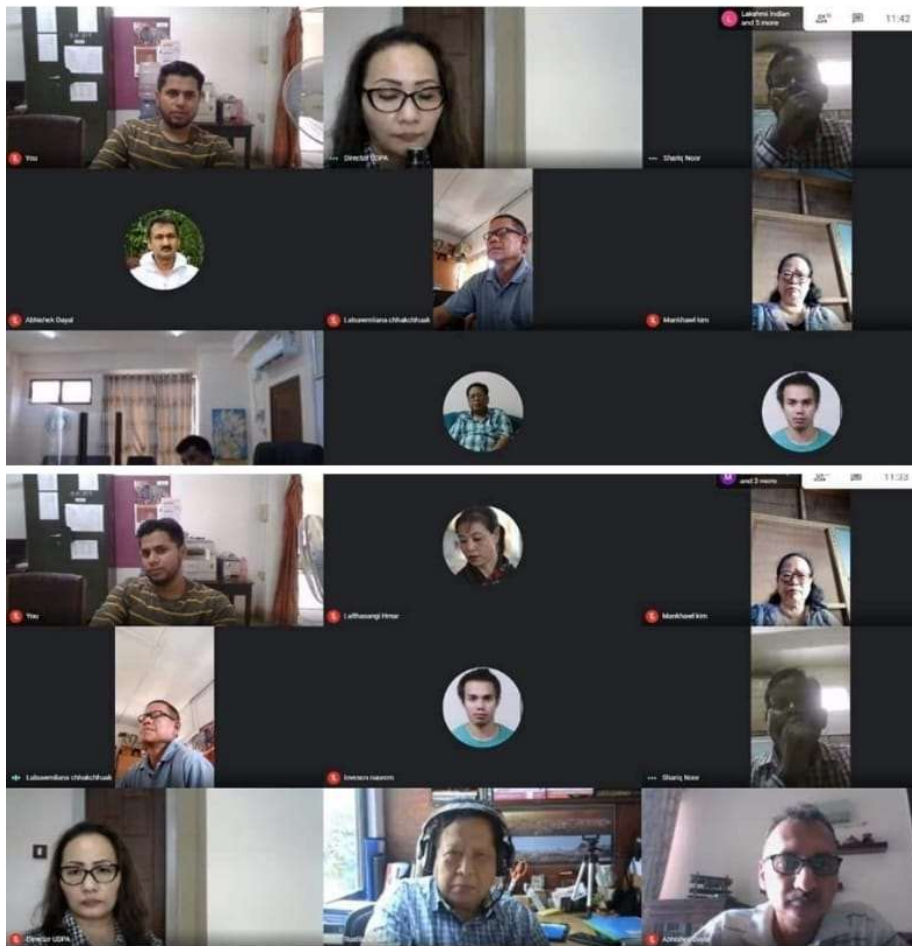




Social Media :



.@PIBAizawl today organised webinar on "Mahatma's teachings on cleanliness in times of global pandemic". Participants from across North East attended webinar. Speakers also discussed Jan Andolan on Covid Appropriate Behavior, launched by the government.



← Tweet

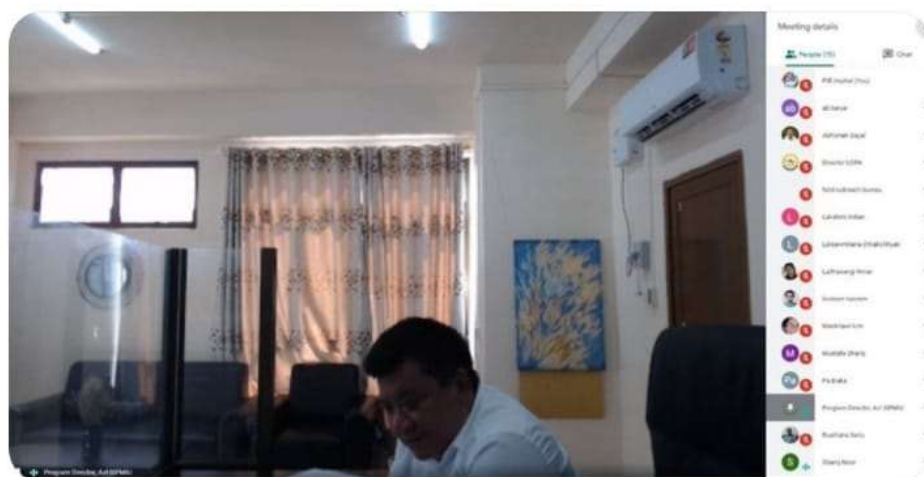


PIB in Mizoram ✓

@PIBAizawl

Addressing [.@PIBAizawl](#)'s webinar on "Relevance of Mahatma's teachings on cleanliness in times of global pandemic", Mr Lalrothanga, Programme Director, SIPMIU, UD&PA highlighted need to protect sanitation frontline warriors.

[@PIB_India](#) [@MIB_India](#)
[@CMOMizoram](#)



← Tweet

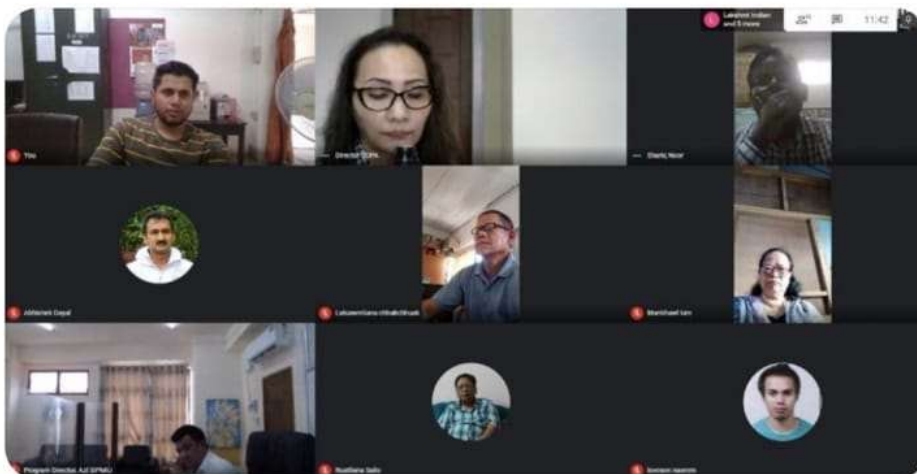


PIB in Mizoram ✓

@PIBAizawl

.@PIBAizawl today organised webinar on "Mahatma's teachings on cleanliness in times of global pandemic". Participants from across North East attended webinar. Speakers also discussed Jan Andolan on Covid Appropriate Behavior, launched by the government.

[@PIB_India](#) [@MIB_India](#)



← Tweet



PIB in Mizoram ✓

@PIBAizawl

Addressing [. @PIBAizawl](#) 's webinar on "Relevance of Mahatma's teachings on cleanliness in times of global pandemic", Ms Rita Pachuau, JD, UD&PA said that If we understand the basic etiquette for personal hygiene, fighting Covid19 pandemic is not difficult. [@PIB_India](#) [@MIB_India](#)



Press Clippings :

Webinar on relevance of Gandhiji's campaign on cleanliness

OUR REPORTER
AIZAWL, OCT 8

The Jan Andolan on Behavioral launched by the Prime Minister Shri Narendra Modi today has been inspired by the ideas of Mahatma Gandhi on cleanliness and the behavioural change campaign will prove to be the most potent weapon to fight present and future pandemics.

The importance of three elements of campaign- hand hygiene, social distancing and wearing of masks - were also reiterated at the webinar on "Relevance of Mahatma's



teachings on cleanliness in times of global pandemic' organized by Press Information Bureau and Field Outreach Bureau, Aizawl in Wednesday.

Speaking on the occasion, Mizoram Urban and Poverty Alleviation department joint director and state nodal officer for Swachh Bharat Abhiyan, Rita Pachuau said that

Swachh Bharat Abhiyan has been very useful for combating the pandemic.

If people understand the basic etiquette for personal hygiene, fighting Covid-19 pandemic is not difficult and therefore the key is to bring about the behavioural change in the people, she said.

She informed in detail the various efforts being taken by the state government for fighting the pandemic.

Kalrouhanga, Programme Director, State Investment Program Management and Implementation Unit (SIPMU), UD&PA, spoke at length on the importance of proper

waste management in the communities and households for fighting pandemics and other communicable diseases in the society.

He highlighted the need to protect the sanitation frontline warriors by providing them with proper clothing, protection and tools to carry out their work.

He said that even though we know that handwashing is important, we are generally doing only 'hand wetting' and unfortunately very few people know that the hand washing needs to be done for 30 seconds.

He lauded the awareness

campaign launched by the Prime Minister at national level on Wednesday.

Participating in the discussion, Indian Institute of Mass Communication (IIMC) director LR Saini said that the use of social media in both getting the message across and also to get the feedback is very important to make the campaign a success.

Ashishck Deyal, Press Information Bureau (PIB) director from Imphal said that officials and media need to work together closely to make the Jan Andolan a grand success since this movement will not

only help us defeat the present pandemic, but will also make our society healthier and cleaner.

In his welcome address, Sharig Noor, Assistant Director, PIB Aizawl said that it would be befitting homage to the father of our nation if we implement his teachings into our daily life and participate in Prime Minister led Covid awareness campaign wholeheartedly.

The webinar was attended by over 20 officials of the North East Zone, Ministry of Information and Broadcasting, members of the media and officials of state government.

Gandhi leh faina chungchang zirho

Press Information Bureau (PIB), Aizawl chuan nimin khan 'Relevance of Gandhiji's campaign on cleanliness' tih thupui zirhona, webinaranbuatsaih.

Webminar-ah hian UDPA joint director Rita Pachuau chuan, hripui dona atan Swachh Bharat Abhiyan a tãngkai thu a

sawi a, "Mahni invawn fai nachãng kan hriat chuan Covid-19 hripui léng do hi thil harsa a ni lo. Mipui nãwlpuiin kan nun dan phung kan thlak danglam a pawimawh," a ti.

PIB, Aizawl assistant director Sharig Noor pawhin thu sawiin, "Kan ni tin nuna India hnampa zirtirnate a

taka kan nunpui a, Prime Minister kaihhruaina hnuaia Covid awareness campaign-ah thahnemngai taka tel hi hnampa kan chawimawina a ni," a ti.

Webinar-ah hian NE zone-a Ministry of I&B official te, media lam mite leh state sorkar official 20 chuang an tel a ni.

Pledge on Covid19 awareness taken at the webinar

Staff Reporter

Aizawl, Oct 8 : The Jan Andolan on Behavioral launched by the Prime Minister Narendra Modi today has been inspired by the ideas of Mahatma Gandhi on cleanliness and the behavioural change campaign will prove to be the most potent weapon to fight present and future pandemics. The importance of three elements of campaign- hand hygiene, social distancing and wearing of masks – were also reiterated at the webinar on "Relevance of Mahatma's teachings on cleanliness in times of global pandemic" organized by Press Information Bureau and Field Outreach Bureau, Aizawl today.

Speaking on the occasion, Ms Rita Pachuau, Joint Director, Urban Development and Poverty Alleviation Department,

Mizoram and Nodal officer for Swachh Bharat Abhiyan for the state, said that Swachh Bharat Abhiyan has been very useful for combating the pandemic. If we understand the basic etiquette for personal hygiene, fighting Covid19 pandemic is not difficult and therefore the key is to bring about the behavioural change in the people, she added. She informed in detail the various efforts being taken by the state government for fighting the pandemic.

Lalrothanga, Programme Director, State Investment Program Management and Implementation Unit(SIPMIU), UD&PA, Mizoram spoke at length on the importance of proper waste management in the communities and households for fighting pandemics and other

communicable diseases in the society. He highlighted the need to protect the sanitation frontline warriors by providing them with proper clothing, protection and tools to carry out their work.

He said that even though we know that handwashing is important, we are generally doing only 'hand wetting' and unfortunately very few people know that the hand washing needs to be done for 30 seconds. He lauded the awareness campaign launched by the Prime Minister at national level today.

Participating in the discussion, Ruatlina Sailo, Director, Indian Institute of Mass Communication, Aizawl said that the use of social media in both getting the message across and also to get the feedback is very important to make the campaign a success.

In his address, Shri Abhishek Dayal, Director, Press Information Bureau, Imphal said that officials and media need to work together closely to make the Jan Andolan a grand success since this movement will not only help us defeat the present pandemic, but will also make our society healthier and cleaner.

In his welcome address, Shariq Noor, Assistant Director, PIB Aizawl said that it would be befitting homage to the father of our nation if we implement his teachings into our daily life and participate in Prime Minister led Covid awareness campaign wholeheartedly.

The webinar was attended by over 20 officials of the North East Zone, Ministry of Information and Broadcasting, members of the media and officials of state government