



The Institute of Cost Accountants of India
(Statutory body under an Act of Parliament)

Dated: 15th October 2014

Dear Member,

You are perhaps aware that an intensive national cleanliness mass movement "**Swachh Bharat**" has been undertaken beginning from 25th September, 2014 on the call given by the Hon'ble Prime Minister to realize Gandhiji's dream of a Clean India by the 150th birth anniversary of Mahatma Gandhi in 2019. Hon'ble Prime Minister has desired that a nation-wide campaign be organized with the participation of all sections of society so as to realize Gandhiji's dream of a clean India by the next five years.

It is said that "cleanliness is next to Godliness" which implies that cleanliness is the first important thing in being near to God. Cleanliness has a social dimension and is indispensable to our modern notion of social perfection.

As an institution, we are carrying forward this campaign with all the stakeholders in creating adequate awareness. On 2nd October 2014, all the offices of the Institute have administered "Swachhta Shapath" (Pledge) and led the cleanliness drive among all the constituents of the Institute across the country.

The "**Swachhta Shapath**" (Pledge) in Hindi and English as received from Government of India is enclosed. I would urge you to take effective action to spread this message and participate wholeheartedly in this campaign.

As a duty bound and responsible citizen of this country let all of us join in the march towards "**Swachh Bharat**" movement and inculcate within ourselves the virtue of cleanliness for a clean India.

With regards,

Sincerely Yours,

CMA Dr. A.S.Durga Prasad
President