**Press Note**

Date: 6 March 2024

We are delighted to announce the forthcoming 'People's Deep Clean Drive & International Women's Day #सन्मान स्त्रीत्वाचा, scheduled to take place in Mira Bhayandar on 9th March, from 7:00 AM to 10:00 AM across various major locations of our city, leading to Swargiy Hinduhrudaysamrat Balasaheb Thackeray Ground. This esteemed initiative seeks to cultivate a profound sense of community engagement and responsibility towards upholding cleanliness and hygiene standards in our city.

The People's Deep Clean Drive transcends the realm of a mere event; it embodies a collective vision spearheaded by the Hon'ble Chief Minister of Maharashtra, Shri Eknath Shinde, Government of Maharashtra. This initiative underscores the pivotal role of community involvement in actualizing a pristine and healthier environment for all residents. The aim of this drive is

Furthermore, the People's Deep Clean Drive coincides with the occasion of International Women's Day, serving as a tribute to the indomitable spirit and unwavering dedication of women in our community. Women serve as a beacon of inspiration, embodying the values of multitasking, management, and cleanliness, and their integral role in shaping our society is truly commendable.

Mira-Bhyander Municipal Corporation is implementing activities in line with Maharashtra Government's policy of women empowerment and has organized 'People's Deep Clean Drive' to promote cleanliness and improve air quality in the city with the central concept of 'respect for women'. The aim of this campaign is to reduce dust on roads and footpaths and to make full use of water in sewage treatment plants.

With the resolute backing and enthusiastic participation of citizens, students, civic organizations, and local authorities, the People's Deep Clean Drive & #सन्मान\_स्त्रित्वचा aspires to amplify awareness about the paramount importance of cleanliness and sanitation practices. Through this concerted endeavor, we aim to cultivate a culture of cleanliness and civic duty, thereby laying the cornerstone for a more radiant and sustainable future for Swachh Sundar Mira Bhayandar.

All participants will gather at the following six different locations before proceeding to Swargiy Hinduhrudaysamrat Balasaheb Thackeray Ground:

1. Maxus Mall to Golden Nest to Balasaheb Thackeray Ground / मॅक्सेस मॉल ते गोल्डन नेस्ट ते स्व. बाळासाहेब ठाकरे मैदान

2. Dr. Babasaheb Ambedkar Statue to 90 Feet Road to Golden Nest to Sw. Balasaheb Thackeray Ground / डॉ. बाबासाहेब आंबेडकर पुतळा ते 90 फीट रोड ते गोल्डन नेस्ट ते स्व. बाळासाहेब ठाकरे मैदान

3. Navghar Naka to Hanuman Temple to Vimal Dairy to Sw. Balasaheb Thackeray Ground / नवघर नाका हनुमान मंदिर ते विमल डेरी ते स्व. बाळासाहेब ठाकरे मैदान

4. Prabhag Committee Office 04 to Water Tank to Sw. Balasaheb Thackeray Ground / प्रभाग समिती क्रमांक 04 कार्यालय ते पाण्याची टाकी ते स्व. बाळासाहेब ठाकरे मैदान

5. Prabhag Committee Office 05 to Payyade Hotel to Deepak Hospital to Sw. Balasaheb Thackeray Ground / प्रभाग समिती क्रमांक 05 कार्यालय ते पय्याडे हॉटेल ते दिपक हॉस्पिटल ते स्व.बाळासाहेब ठाकरे मैदान

6. S.K. Stone Ground to Sw Balasaheb Thackeray Ground / एस.के.स्टोन मैदान ते स्व.बाळासाहेब ठाकरे मैदान

Arrangements of gloves, masks, and other essentials will be provided to all participants, along with refreshments and drinking water. Additionally, all participants will receive participation certificates upon successful participation.

We extend a cordial invitation to all members of our community. We also invite the esteemed press and media fraternity to join us in covering this impactful event and to aid in disseminating the message of this event to a broader audience. Together, let us embark on a collective journey towards fashioning a cleaner, verdant, and more vibrant community.

For further inquiries or to make arrangements for media coverage, please reach out to our MBMC Team.

We extend our heartfelt appreciation for your attention and unwavering support

Warm regards,

Mira-Bhayandar Municipal Corporation