

Swachh bharat abhiyan: brand ambassadors

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“ Swachh Bharat Abhiyan”, as cleared from its name, is a cleanliness campaign ran by the Prime Minister of India Mr. Narendra Modi. Narendra Damodardas Modi, famous as Narendra Modi and also as “ Namo” is the first prime minister of India to be born after the Independence. He launched the Swachh Bharat Abhiyan on 2nd October 2014 on the occasion of Gandhi Jayanti.

The main objective of Government of India behind launching Swachh Bharat Abhiyan is to make India open defecation free and achieve complete hygiene by 2nd October 2019, the 150th birth anniversary of Mahatma Gandhi.

Brand Ambassadors of Swachh Bharat Abhiyan

Brand Ambassador of a brand with some specific goods or service is a person who helps to promote the brand and ask people to use it telling them its advantages. In short we can say that the brand ambassador is the promoter of the brand.

The government felt need of a famous person to promote Swachh Bharat Abhiyan, so it nominated 7 famous personalities as the brand ambassador on the launching date of Swachh Bharat Abhiyan.

Brand Ambassadors of Swachh Bharat Abhiyan in 2014

- Kapil Sharma

Kapil Sharma is a popular Indian actor, host, producer and an excellent stand-up comedian. He belongs to Amritsar, Punjab and has worked in several movies. Kapil has been recognised with many prestigious awards like CNN-IBN Indian of the Year awards 2013, Indian Television Academy Awards

for best comedy actor, Star Guild Award, Sony Guild Film Award and Indian Television Academy Award etc.

- Sonal Mansingh

Sonal Mansingh is an Indian born prominent classical dancer. She is specialized in Bharatnatyam and Odissi dance forms and has won many awards like Padma Bhushan (1992), Sangeet Natak Akademi Award (1987), Padma Bhushan (2003) etc. Sonal Mansingh is the founder of Centre for Indian Classical Dances in New Delhi. Sonal is also a very good choreographer and contributed in many Indian movies.

- Sourav Ganguly

Sourav Chandidas Ganguly, also known as Sourav Ganguly, is former Indian cricket player, captain of the team and presently a cricket commentator. Born on 8th July 1972 in West Bengal, Sourav is also the president of Cricket Association of Bengal. He was awarded with Padma Shri in 2004 by then President A. P. J. Abdul Kalam. Sourav Ganguly has many records and achievements during his cricket career and that is why he emerged out as one of the best cricket captains of Indian Team.

- Ramoji Rao

Ramoji Rao is such a personality who has got success in many fields like he is a famous businessman, educationist, journalist, film producer and a media entrepreneur. He is the owner of famous Ramoji Film City, Hyderabad. Ramoji was awarded with Padma Vibhushan in 2016, National Film Award (2000) and many other awards.

- Kiran Bedi

Kiran Bedi was the first woman IPS (Indian Police Service) Officer of India and currently serving as the Lieutenant Governor of Pondicherry, appointed in 2016. Kiran Bedi has also been active in political affairs and had been the supporter of Prime Minister Narendra Modi in 2014 Indian General Elections. Kiran Bedi is also a popular writer and has written many books.

- Aroon Purie

Aroon Purie is an Indian Businessman and the editor in chief of Reader's Digest and the most widely circulated Indian weekly magazine in English 'India Today'. Aroon Purie has also been conferred with many awards for his excellence in his job including Padma Bhushan.

- Padmanabha Acharya

Padmanabha Acharya is an Indian Politician and has been the Governor of Tripura, Arunachal Pradesh, Manipur and Nagaland states of India.

Padmanabha Acharya has been closely associated with the political party BJP (Bhartiya Janata Party) and has shown his special skills in government.

Other Famous Personalities – as Brand Ambassador

Later with the progress of the Mission (Swachh Bharat Abhiyan) government has appointed many other persons as the brand ambassador of it as according to their contribution and dedication towards cleanliness and welfare of the society. Few of them are being mentioned here.

Later in November 2014, the Prime Minister of India felt that few other famous personalities who were actively participating in cleanliness campaign

and driving it facilitating others to join the cleanliness campaigns should also be nominated to spread awareness among their fans and followers. These were:

- Sachin Tendulkar

Sachin Ramesh Tendulkar or Sachin Tendulkar has been a famous Indian cricketer and captain best known as the ‘God of the Cricket’ by his fans and followers not only in India but also in the whole world. He actively participated in cleanliness campaign and also has adopted a village in Andhra Pradesh to provide all basic facilities regarding cleanliness, health and sanitation.

- Vidya Balan

Vidya Balan is a versatile Indian actress and well known for making films especially related to women in India. Her acting skills are not praised only in India but also abroad. She can be seen in many ads regarding Swachh Bharat Abhiyan and has remarked that being a part of this campaign is really a state of honour for her.

- Mridula Sinha

Mridula Sinha is an active politician, writer and the current governor of Goa. As being a writer, she has been in news for writing a song on ‘Swachh Bharat Abhiyan’ which was directed to be pasted on the entrance of every state government departments.

- Priyanka Chopra

Priyanka Chopra is a very talented bollywood actress, singer, film producer and the Miss World 2000 having her fans not only in India but in the whole world. Apart from her busy schedule, she managed her time to participate in Swachh Bharat Abhiyan and is currently the member of many cleanliness campaigns in Mumbai.

- Shashi Tharoor

Shashi Tharoor is an Indian writer and politician associated with Indian National Congress. Currently he is the Member of Lok Sabha from Thiruvananthapuram, Kerala. Shashi Tharoor has warmly welcomed the Swachh Bharat Abhiyan initiative of Prime Minister of India has showed his participation in campaigns in cleaning Vizhinjam port in Kerala.

- Kamal Haasan

Kamal Haasan is a multi-talented personality. He is an Indian film actor, playback singer, film director, lyricist, screenwriter, producer, dancer and politician. He has won many awards in film Industry and is praised worldwide. Kamal Haasan has shown his full support in Swachh Bharat Abhiyan and said that it is a privilege for him to be a part of such campaign.

- Baba Ramdev

Who doesn't know Baba Ramdev? He is a yoga guru and politician who has always been the supporter of cleanliness and health. Since he belongs to Yoga therefore undoubtedly Swachh Bharat Abhiyan values the most for him.

- Virat Kohli

No one but one of the best cricket player and cricket Captain of team India, Virat was very happy to be a part of the campaign and his devotion towards cleanliness can be seen by this when he swept the stand of famous Eden Garden in Mumbai with the help of BCCI president Anurag Thakur.

- Taarak Mehta Ka Ooltah Chashmah Team

The entire team of TMKOC show was selected as the brand ambassador of Swachh Bharat Abhiyan. It is a comedy show aired on 'SAB TV' which has the most popularity among all the comedy shows in India.

- Salman Khan

Is there anyone who doesn't know the famous bollywood actor Salman Khan? Not only an actor but he is also a film director, producer, singer and a television personality. Salman Khan with other famous bollywood personalities stood for cleanliness and conducted many cleanliness drives in Mumbai and other nearby districts.

- Amitabh Bachchan

Have you ever heard the name Inquilab Srivastava? It is the real name of Amitabh Bachchan, a famous bollywood actor, producer, singer, host and politician. Amitabh Bachchan has always delivered a message of cleanliness through many ads and has also been associated with many social schemes.

- Mahendra Singh Dhoni

Mahendra Singh Dhoni is the Indian Cricket Player, former Cricket captain and currently serving in Indian Army. Dhoni was very thankful to Prime

Minister on being chosen as the Brand Ambassador of Swachh Bharat Abhiyan and he has contributed a lot in making the campaign successful.

Telugu Personalities – as the Brand Ambassador of Swachh Bharat Abhiyan

On the basis of participation in cleanliness and fan following, some other prominent Telugu personalities were selected as the Brand Ambassador of Swachh Bharat Abhiyan given below:

- Brahma Kumari

Brahma Kumari is the currently the Administrative Head of Prajapita Brahma Kumari Godly Spiritual University. She is famous for her social activities and welfare of the people. She was appointed the Brand Ambassador of Swachh Bharat Abhiyan in 2015.

- G. V. K. Reddy

Gunupati Venkata Krishna Reddy is the founder chairman and managing director of an Indian conglomerate pning diverse sectors ‘GVK’. He is a famous personality and appointed as the brand ambassador of Swachh Bharat Abhiyan.

- Pawan Kalyan

Pawan Kalyan is a Telugu actor, director, producer, screenwriter, writer, politician and philanthropist. He has a huge fan following and that is why he is appointed the brand ambassador of Swachh Bharat Abhiyan.

- P. Balasubrahmanyam

Sripathi Panditaradhyula Balasubrahmanyam is a famous playback singer, actor, music director, film producer and dubbing artist working in Telugu, Kannada, Tamil, Malayalam and Hindi.

- Amala Akkineni

Amala Akkineni is a Bharatnatyam dancer, actress and an animal welfare activist. She has worked in many regional languages in India. She is also the Co-Founder of an NGO “The Blue Cross of Hyderabad”.

- Kalvakuntla Kavitha

Kalvakuntla Kavitha is MP from Nizamabad Lok Sabha Constituency and is the first woman parliamentarian from Telangana.

- Suddala Ashok Teja

Suddala Ashok Teja is a Telugu lyric writer. He has written many super hit songs and has National Award for Best Lyrics. He is a very prominent figure and the Prime Minister appointed him the Brand Ambassador of Swachh Bharat Abhiyan seeing his popularity.

- Pullela Gopichand

Pullela Gopichand has been a good badminton player and currently the Chief National Coach of Indian Badminton Team. He also runs Gopichand Badminton Academy and has many awards for his service.

- Humpy Koneru

Humpy Koneru is a female Chess Grandmaster from Andhra Pradesh India. She is the youngest woman ever to achieve the title of grandmaster. She has been the Chess prodigy since her childhood.

- Galla Jayadev

Galla Jayadev managing director of Amara Raja Group and Telugu Desam Party Leader.

- Nithiin

Nithiin is a dedicated Telugu film actor and director. He was awarded Filmfare Award for Best Debut in South. He has also worked in Bollywood movie 'Agyaat'.

- VVS Laxman

VVS Laxman, Vangipurapu Venkata Sai Laxman, is an Indian Cricket Commentator and former Indian Cricket Player. For his skills and records, he has been counted in the Legends of Indian Cricket Team.

- Shivalal Yadav

Shivalal Yadav is also a former Indian Cricket Player who has played only 35 Test and 7 One day matches.

- BVR Mohan Reddy

An Indian Engineering Manager and Business Executive, BVR Mohan Reddy is the Executive Chairman of Cyient Ltd which was formerly known as Infotech Enterprises. He has also held the post of Chairman in NASSCOM.

- Akshay Kumar

Rajiv Hari Om Bhatiya, famous as Akshay Kumar is a Bollywood actor producer and TV person who is also equipped with Martial Arts and always in news for his social services.

- Lakshmi Manchu

Manchu Lakshmi Prasanna is a famous Indian film producer and actor. She has been recognised with many prestigious awards and known for always being ready for social services.

- Shilpa Shetty

Shilpa Shetty Kundra is an Indian film actress who had worked in many regional languages. She is seen actively participating in social activities and today she is also famous as a Yoga Guru. She is a great inspiration for others.

Few Other People Nominated by the Prime Minister for Swachh Bharat Abhiyan in U. P.

Akhilesh Yadav, Raju Srivastava, Swami Rambhadracharya, Manoj Tiwari, Mohammad Kaif, Dev Prasad Dwivedi, Suresh Raina, Kailash Kher,

Swachh Bharat Abhiyan – Brand Ambassador in 2015

Brahma Kumari, Dr. G. V. K. Reddy, Pawan Kalyan, S. P. Balasubrahmanyam, Amala Akkineni, Kalvakuntla Kavitha, Suddala Ashok Teja, Pullela Gopichand, Humpy Koneru, Galla Jayadev, Nithiin, Shivrani Yadav, BVR Mohan Reddy, Akshay Kumar and Manchu Lakshmi Prasanna, VVS Lakshman

Swachh Bharat Abhiyan – Brand Ambassador in 2016

Sachin Tendulkar, Amitabh Bachchan, Priyanka Chopra, Sanjay Dutt (By New Delhi Municipal Corporation)

Swachh Bharat Abhiyan – Brand Ambassador in 2017

Shilpa Shetty, Raveen Tandon and Dr. S. P. Sharma, Anushka Sharma

Swachh Bharat Abhiyan – Brand Ambassador in 2018

Sanjay Dutt, Juhi Chawla, Shahrukh Khan and Shekhar Gurera

All the famous personalities discussed above were nominated for the Swachh Bharat Abhiyan are into different fields and were chosen for different regions but all of them has one thing in common, they all are very popular for their social work and that is what makes them much popular than others and also perfect for promoting the Swachh Bharat Abhiyan.

There are several other personalities chosen for promoting the Swachh Bharat Abhiyan and many other people will be selected for it time to time. Swachh Bharat Abhiyan is a campaign for all and the Prime Minister has already said that every single person who contributes in this campaign is already the brand ambassador so we also have a chance to be the promoter of this campaign and all that we have to do is to just spread cleanliness and awareness for it.