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*Editorial*

**MOVEMENT OF CLEAN INDIA**

**“I will not let anyone walk through my mind with their dirty feet.”**

- **Mahatma Gandhi**

On October 2, 2014, when our Prime Minister Shri.Narendra Modi picked up a broom to sweep a colony in the capital, New Delhi, he launched the five-year-long Swachh Bharat (Clean India) campaign, with a pledge to give Mahatma Gandhi a cleaner India for the 150th anniversary of his birth. From the Prime Minister to Area Counselors, all have been mobilized into the movement of ‘Clean India’. This movement is being considered as beyond the politics and many people like College Students, Celebrities, Government Employees, and Social Volunteers have taken the broom in their hands for creating a clean country. The Indian Corporates are also called to consider Green and Clean Techniques. Corporate and policy makers need to take standardized measures and practices for the environmental friendly process to reduce industrial waste and optimize the natural resources for production.

The Prime Minister of our nation appealed to the nation to join the campaign and to focus on the Indian consciousness embedded in Gandhi’s legacy. Writing for Young India as early as 1925, Gandhi emphasized the importance of cleanliness in Indians’ lives.

“We can no more gain God’s blessing with an unclean body than with an unclean mind. A clean body cannot reside in an unclean city.”

Besides, a country aspiring to be a Global Power, an economic power-house, and a tourist attraction, the basic health and sanitation needs of its people and societies are the first steps towards accomplishing this goal. With sanitation as a pressing need, top ministry officials, bureaucrats, celebrities, and industrialists like Sachin Tendulkar and Anil Ambani have initiated the cleaning campaign on the streets of Mumbai and Delhi. This vision and intent is commendable, and carries powerful symbolism for India as a whole. It invokes national and civilizational memory while linking cleanliness as a value to economic activity and GDP growth, reduction in health care costs, a source of employment, and a force attracting global interest towards India.

The Twenty First Issue (Vol-11, No-1) of the SMART Journal of Business Management Studies consists of eight articles, written by authors of repute, on different themes of contemporary relevance. I hope readers would find the journal academically challenging and strategically stimulating.

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