

92.7 BIG FM BANGALORE MARKED 72nd INDEPENDENCE DAY WITH #SWACCHATANTRA INITIATIVE

THE CAMPAIGN LED BY BIG MJ SHRUTI FROM 13th - 15th AUG SPANNED OVER 72 HOURS AND COVERED 9 LOCATIONS IN BANGALORE

3 locations each day were cleaned by BIG MJ Shruti who was joined by listeners, local corporators and MLAs

Bangalore, XX August 2018: 92.7 BIG FM, one of India's largest radio networks, marked the 72nd Independence Day with the launch of **#Swacchatantra** campaign. The initiative aimed at providing the citizens of Bengaluru freedom from unhygienic and unclean surroundings. Spearheaded by BIG MJ Shruti, 9 locations were cleaned over 72 hours from 13th - 15th August. The noble initiative was flagged off by **Actor Jayaram Karthik** & also gained support from local corporators, MLAs and BIG FM listeners who contributed in making those areas Swacch.

MJ Shruti, popularly known as Pat Pataki Shruti on radio, has not only spread awareness around concerning issues but has always proactively taken the onus of working towards eradicating them. In 1947 as India celebrated freedom/independence from the British rule and rejoiced #Swatantra, BIG FM aimed towards providing the people of Bangalore clean surroundings and rejoice #Swacchatantra. The cleaning activity launched on Day 1 - 13th August covered areas such as **Shivajinagar, Mahadevapura** and **BTM Layout**. Localities such as **Chramrajpet, Sunkadakatte** and **Mavalli** were cleaned on the 2nd day of the initiative. The initiative concluded with cleaning of areas such as **Malleswaram, Hebbal** and **Kengeri**.

Speaking about the campaign **BIG MJ Shruti** said, *"This Independence Day, at 92.7 BIG FM, we dive into the meaning of freedom and aim to bring about freedom of thoughts in our society with Swacchatantra. Since this is our 72nd Independence Day, we went live for 72 hours and helped clean 9 locations to show our concern and support for the pourakarmikas. Swacchata comes from within first which enables one to see it in every other form around them in every field of life"*.

Asian Paints supported the benevolent initiative by painting the clean surroundings, while safety gear was provided by Bhagwan Mahaveer Jain Hospital – BMJH.

Prominent personalities such as **MLAs C. N. Ashwath Narayan, Uday Garudachar, Ramalinga Reddy, Munniratna, Sowmya Reddy** and popular actors **Shivarajkumar** and **Diganth** also extended their support for the initiative.

Watch the videos below to witness the immense positive response garnered by the initiative:

<https://www.facebook.com/BigFmBangalore/videos/308066223095016/>

<https://www.facebook.com/BigFmBangalore/videos/306347843266854/>