

Mumbai LSA organises Juhu Beach Clean-up Drive and concludes Hindi Pakhwada

Officers and employees participate in Shramdaan; sanitation workers felicitated with safety and utility kits

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The Mumbai Licensing Service Area (Mumbai LSA) of the Department of Telecommunications conducted a special cleanliness drive at Juhu Beach today. The campaign was led by Additional Director General of Telecommunications (Additional DGT), Shri Mohammad Zafar Iqbal. The programme was organised with the objective of spreading public awareness about cleanliness, and all officers and employees of Mumbai LSA participated enthusiastically.



Before the commencement of the cleanliness drive, a rally was taken out from the office to Juhu Beach under the leadership of Additional DGT Shri Mohammad Zafar Iqbal. Addressing the gathering, he emphasised the increased use of Hindi as the Official Language and called upon everyone to make cleanliness an integral part of their daily lives. The officers carried banners and placards and conveyed the message of cleanliness to the general public. Upon reaching Juhu Beach, all officers and employees participated in Shramdaan (voluntary community service), cleaned the waste lying along the beach, and took a pledge to maintain cleanliness. On the occasion, Additional DGT Shri Mohammad Zafar Iqbal distributed safety and utility kits to the sanitation workers in recognition of their valuable contribution.



Along with the cleanliness drive, Mumbai LSA also organised Hindi Pakhwada from September 15, 2026 to October 1, 2026. Various competitions, including Hindi essay writing, debate, noting and drafting, were organised during the fortnight, in which officers and employees participated enthusiastically. On the concluding day of Hindi Pakhwada, Additional DGT Shri Mohammad Zafar Iqbal presented prizes and certificates of appreciation to the successful participants.



(Source : Mumbai Licensing Service Area (Mumbai LSA), Department of Telecommunications)

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