

## **Brand Ambassadors of Govt. Schemes & Campaign**

Person	Brand Name	Remarks
Amitabh Bachchan	City Compost Campaign	A part of the 'Swachh Bharat Mission'
John Abraham	Arunachal Pradesh Tourism Ambassador	To promote tourism in Arunachal Pradesh
Narendra Modi	Incredible India	
Nawazuddin Siddiqui	UP farmers' scheme Samajwadi Kisan Beema Yojna	The scheme provides for cashless treatment up to Rs 2.5 lakh and Rs. one lakh for the organ transplant.
PV Sindhu	Central Reserve Police Force (CRPF)	
Sachin Tendulkar	Anti- liquor and antidrug campaign of Kerala	It will create awareness among people against alcoholism and drug abuse.
Sakshi Malik	Beti Bachao, Beti Padao campaign" in Haryana	chosen to promote the tourism of Arunachal Pradesh
Virat Kohli	Punjab National Bank	
Vidya Balan	Samajwadi Pension Yojna	Launched by Uttar Pradesh Govt.
Piruz Khambatta	Make In India	Launched by Prime Minister Narendra Modi
Shah Rukh	West Bengal	The campaign started with shortlisting

Khan	Brand Ambassador	200 places from all of the Indian states.
Steffi Graf	Kerala's Ayurveda	to promote tourism and position the state of Kerala as home of ayurveda.
Shilpa Reddy	Confederation of Women Entrepreneurs (COWE)	Create centres of excellence for women to gain knowledge, develop skills, provide infrastructure, access to resources to their business.
Baba Ramdev	Brand Ambassador of yoga and Ayurveda in Haryana	promote yoga and Ayurveda in a big way
Ankit Fadia	Digital India	It was launched on 1 July 2015 by Prime Minister Narendra Modi.
Amitabh Bachchan	Swachh Bharat Abhiyan	Started by Prime Minister Narendra Modi.
Amitabh Bachchan	Pulse Polio	To promote Polio Eradication Campaign
Dia Mirza	Swachh Saathi	Swachh Bharat Mission's youth-based Swachh Saathi (student internship) programme
Madhuri Dixit	MAA- Mother's Absolute Affection'	
Deepika Padukone	Indian Psychiatric Society	The largest association of Indian Psychiatrists