



नेहरू युवा केन्द्र संगठन Nehru Yuva Kendra Sangathan

स्वायत्तशासी संस्था
युवा कार्यक्रम एवं खेल मंत्रालय
भारत सरकार

*an Autonomous Body under the
Ministry of Youth Affairs & Sports
Government of India*

Ref. No. NYKS/SPL PROG: Clean India 2.0/2022 / 97

27th September 2022

To: All Regional Directors and State Directors, NYKS

From: Apoorva Shinde, Director (Program), NYKS

Subject: Conduct of Clean India 2.0 during 1st-31st October, 2022 -regarding.

Sir/Madam,

Reference invited to the virtual meeting held on 26th September, 2022 where in the Secretary, Youth Affairs and DG, NYKS conveyed the decision of the dept. of Youth Affairs to conduct Clean India 2.0 campaign from 1st-31st October 2022.

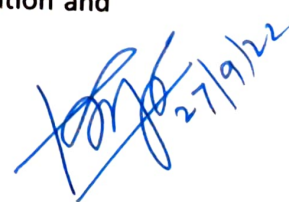
In continuum, Secretary Youth Affairs vide D.O Letter No. J-17011/142/2020-NYKS dated 26/09/2022 has written letter to Chief Secretaries of all States/UTs (**Annexure 1**) and DG, NYKS vide D.O letter No. J-17011/142/2020-NYKS dated 26/09/2022 has written letter to Secretaries, Department of Youth Affairs/Welfare of all States/UTs (**Annexure 2**) to extend requisite support to NYKS for the successful conduct of Clean India 2.0.

Relevant to mention that NYKS has been in the forefront in the implementation of Swachhta related activities since its inception. Since the launch of the Swachh Bharat Mission in 2014, NYKS has responded to the clarion call of Swachh Bharat by the Hon'ble PM and has conducted 4996 mega programs with the participation of 66,93,591 people over the last 8 years.

During October 2021 NYKS has undertaken the first Clean India Campaign with special focus on collection and disposal of plastic wastes. During the campaign period over 1 crore kg waste was collected by NYKS volunteers and Youth clubs with a participation over 56 lakh NYKS Youth across 4.26 lakh cleaning and IEC activities. Copy of report of Clean India program is enclosed as (**Annexure 3**).

In continuance of the success of the program, this year also NYKS is organizing a month-long campaign- **Clean India 2.0** during 1-31st October, 2022, taking forward the Prime Minister's message of 5 resolves (**Panch Pran**) for Amrit Kaal and in continuation of the celebration of Azadi Ka Amrit Mahotsav. In this context the following may be seen for action:

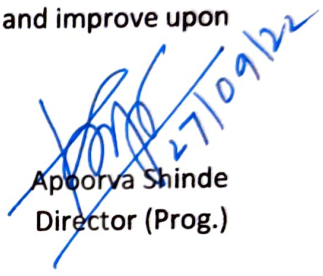
1. A Brief guideline for the program is placed at **Annexure-4** for your information and necessary action.


27/9/22

2. The guidelines be circulated to the field offices with other relevant directions immediately as the preparatory activities are required to be conducted from 28th September onwards.
3. All SDs may immediately meet the respective Chief Secretaries/Secretaries of state and DDs/DYOs shall meet DM/DCs of their district and brief them about the Clean India 2.0 program. The copy of letters may also be given to the officers.
4. A Calendar of Activities is enclosed at **Annexure-5** according to which the district plan may be developed.
5. State-wise minimum targets for mobilizing of volunteers and waste collection is placed at **Annexure-6** for your information and planning.

All State Directors may immediately convene a virtual meeting of DYOs under their jurisdiction to plan the conduct of the program in their respective states. All SDs may ensure that the program is conducted in such a way that NYKS exceeds set targets and improve upon the achievements of previous year.

With best wishes,


Apoorva Shinde
Director (Prog.)

CC:

- PS to DG
- All Regional Directors for information and regular follow-up.