



Nehru Yuva Kendra Sangathan
नेहरु युवा केन्द्र संगठन

साथ साथ
कल की ओर...



नेहरु 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/PROG: JSA/2019/91

Date: 24th September, 2019

From : Dr. M.P Gupta, Director (Programme), NYKS

To : All State Directors, Nehru Yuva Kendra Sangathan

Subject : Plogging Run for Collection of Plastic Waste/ Garbage under Fit India Campaign – as a part of 150th Birthday of Mahatma Gandhi on 2nd October, 2019 – regarding

1. This has reference to the meeting taken by Shri Kiren Rijju , Hon'ble Minister of State (Independent Charge) for Youth Affairs and Sports, Govt. of India on 21st September, 2019 in the Conference Hall, SAI, Nehru Stadium, New Delhi regarding Fit India Campaign, Collection of Plastic Waste and Celebration of 150th Birthday of Mahatma Gandhi on 2nd October, 2019.
2. To mark 150th Birth Anniversary of Mahatma Gandhi on 2nd October, 2019, it has been decided to organize **Fit India Plog Run**. This is part of Hon'ble Prime Minister Narendra Modi Ji's vision of the Fit India Movement.
3. Plogging as a concept **brings fitness and cleanliness**, as participants pick up plastic and other waste from the road while jogging. Efforts are on to organize Fit India Plog Run across the country, with Corporate, Education Institutions, Municipal Corporations, Panchayats, etc. The idea is to **make Fit India - a People's Movement**, which each one of us have to take ownership of and drive forward.
4. **Director General** asked to request State Directors to ensure that **Fit India Plog Run should be taken on Top Priority. Please Follow Up with Every District Youth Coordinator to Ensure Maximum Participation. It is Very Important. Runs should be organised at District Level by District NYKS whereas at the Village level by respective NYKS Youth Clubs.**
5. In order to ensure implementation of the decisions taken, following set of activities should be conducted by all District Nehru Yuva Kendras with active involvement of NYVs, Youth Clubs Members, Gram Panchayats, District Administration and other stakeholders so as to make it a grand success.
 - a) All District Nehru Yuva Kendras and affiliated Youth Clubs will organize **2 kms Plogging Run on 2nd October, 2019**, ensuring participation of large number of youth as well as people from all sections of society. The Run may start from different corners of the city/ village. During the Run, the Runners/Participants will **pick up plastic/ garbage** and dump at identified place, which will be disposed of by Municipal Corporation or other designated agencies. The Run will be a step ahead to popularize **Fit India Movement**.
 - b) Before Flagging off the Plogging Run, a **grand function should be organized**. During the function, Youth Icons, War Heroes, officials, Gandhian Leaders, Academicians and other opinion leaders from all walks of life should be invited.

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- c) **Publicity of the event and Branding of Logo of Fit India Movement** - For environment building and branding of the Logo of Fit India Movement, sufficient number of banners, standees, etc. indicating common messages of Gandhi Ji (Quotes of Gandhi ji) and Fit India Movement along with logo of Fit India Movement, should be placed at prominent locations. The sample of the **Fit India Movement Logo** is **enclosed** and the same has also been placed on NYKS website.
- d) **T-Shirts and Caps** may be provided to the participants by mobilising local resources. Logo of Fit India Campaign should be printed prominently.
- e) **Activities** - During the function, the activities such as Floral Tributes to Gandhi ji, Sarv Dharam Prarthna, Reciting of Bhajans of Gandhiji, lectures by subject experts on Life and Works of Gandhiji, etc. should be organized.
- f) **Motivation of Youth Clubs** – NYKS Youth Clubs should be motivated to organize similar type of activities in their villages with the support of their Gram Panchayat and by mobilizing local resources.
6. For conduct of envisaged programmes and activities in a befitting manner, **earmarked funds towards** Observance of important days & Celebration of 150th Birth Anniversary of Mahatma Gandhi may **be used**.
7. **Coordination** - For smooth conduct of the programme, close coordination with Gram Panchayats, District Administration, Municipal Corporation, Youth Organizations, Corporate Houses, etc. should be established.
8. **Media & Publicity for Visibility** – Before and after the event, adequate coverage in both Printing and Electronic Media should be ensured. Social Media Platform should also be used.
9. **Reporting** - The quantitative report in the **enclosed** proforma should be sent to NYKS Hqrs: mpsharmanyks@yahoo.co.in and nyks.dev@gmail.com latest by **4th October, 2019 positively** so that compiled report may be put up before Director General for his kind perusal.
10. **Uploading Photos, Press Clippings and Videos** - Activities photos, press clippings, bites and videos should be uploaded on NYKS website: www.nyks@nic.in under **Fit India Campaign** as well as on the portal of Ministry of Culture: www.gandhi.gov.in. These activities photos, press clippings, bites and video may also be sent through WhatsApp.



(Dr. M.P. Gupta)

Encl: as above

CC :

- All VCs and Members of BOG, NYKS
- PS to Director General, NYKS