

Celebration of Swachhta Pakhwada

(1st to 15th August, 2017)



एक कदम स्वच्छता की ओर

Nehru Yuva Kendra Sangathan
Ministry of Youth Affairs and Sports, Govt. of India

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Background

Hon'ble Prime Minister, Shri Narendra Modi during his first address to the Nation from the ramparts of the Red Fort on 68th Independence Day, urged the people to keep their surroundings clean and green. **Mahatma Gandhi Ji** had cleanliness and sanitation closest to his heart and for him Cleanliness is next to **Godliness**. It will be a great tribute to Bapu on his 150th Birth Anniversary by accelerating the Youth led movement for **Freedom From Filthiness** across India.

Ministry of Youth Affairs and Sports, Govt. of India, called upon NYKS to observe the **Swachhta Pakhwada** from 1st to 15th August, 2017 in a befitting manner.

Swachhta Pakhwada (1st to 15th August, 2017)

In view of the above, NYKS organized a nation-wide intensive campaign under **Swachhta Pakhwada** through district Nehru Yuva Kendras by involving National Youth Volunteers, affiliated Youth Clubs, local youth and other key stakeholders in the districts. They were involved and motivated to devote some hours out of their daily works towards cleanliness of their surroundings.

As directed by the Ministry, **following activities** as well as **environment building activities** were conducted across the country. All activities were organized through voluntary effort of NYKS Youth Clubs, local youth from different walk of life and National Youth Volunteers. Nonetheless, more and more villagers were motivated to participate to make Swacchta a peoples' movement.

A) Environment Building along with **Swachhta Activities** were conducted in all States and UTs of India during which

- **Logo** of Swachh Bharat Mission was adopted and popularized at all levels
- **Banners** to highlight the core issues of cleanliness, sanitation and hygiene were displayed at prominent places

- **Meetings with eminent citizens** were organized for active support and guidance for effective implementation of Swachhta campaigns

B) Major Activities Conducted

- **92,280 Lectures, Seminars and Swachhta Shapaths** were conducted in which **6,21,211 youth** participated.
- **1,04,279 Youth Clubs** carried out **cleanliness drives** in their villages in which **8,72,813 youth** took part.
- **A Door to Door campaigns in 1,85,201 villages across India on ODF and Swachhta** as well as Distribution of IEC material were undertaken during which **5,32,269 persons** were reached.
- **8,237 Railway Stations, Bus Stands, Market Places and Historical Places** were cleaned with the involvement of **1,95,545 youth**.
- **13,171 programs** were conducted to clean **Public Institutions, Health Sub Centers, PHCs**, etc with the participation of **2,15,058 youth**.
- **33,006 Schools, Anganwadis, Public Statues** and Panchayats Bhawans were cleaned with the involvement of **4,21,080 youth**.
- **15,157 Rallies** were organized with the involvement of **3,37,106 youth** for dissemination messages on Swachhta.
- **Besides above 16,085 local need based activities** viz. Quiz Competition, Painting, Poster Making, Essay and Slogan, Writing, Street Plays of interest of youth were also conducted in which **3,05,519 youth** took part .
- Overall under the Swachhta Pakhwada (1st to 15th August, 2017) **a total of 9,29,737 Programmes, Activities and Events** were organized with the involvement of **59,74,990 youth**.
