

Swachh Bharat Mission (SBM)

Nehru Yuva Kendra Sangathan

Action Plan for organizing Swachh Bharat Mission 2014-15

All Offices of NYKS, namely, Head Office at New Delhi, 29 Zonal Offices in States and District Nehru Yuva Kendra in 623 Districts will be engaged in Swachh Bharat Mission activities. The Pledge will be administered to all officials as well as 12,000 NYC volunteers. The 2.77 lakh youth clubs affiliated to NYKS (with 8 million members) will also be motivated to take up activities on 'Swachhta Bharat' in their respective villages by mobilizing local resources.

Following programmes and activities would be organized through District NYKs, NYC Volunteers and village based Youth Clubs and Mahila Mandals across the country.

Visibility Campaigns

- In order to further propagate the issues of cleanliness, sanitation & hygiene, awareness & education components would be **mainstreamed in NYKS ongoing** Core Programmes, Training Programmes, Coordination Activities, National Integration Camps, Adventure Camps, Life Skill Education Programmes, Youth Leadership & Personality Development Programme, etc.
- District NYKs will motivate members of village based Youth Clubs and Mahila Mandals as a result of which members of Youth Clubs would undertake special Cleanliness Drives in their respective areas.
- The members of Youth Clubs would further motivate villagers in their respective villages to take active part in the Mission and make their village clean.
- To make visible and highlight the Mission Programmes among masses, a variety of activities such as rallies, short run for cleanliness, sanitation and hygiene, essay and slogan writing, cleaning drives and community based activities will be undertaken.
- Banners to highlight the core issues of cleanliness, sanitation and hygiene would be displayed at prominent places.
- IEC material on Mission including **Logo** and **Appeal of Hon'ble Prime Minister** of India would be provided to Youth Clubs and Mahila Mandals for further distribution among villagers.
- Meetings of eminent citizens will be organized for active support and guidance for effective implementation of Swachh Bharat Mission.
- Members of Youth Clubs and Mahila Mandals would motivate people to dedicate 100 hours (2 hours in a week) of their time every year to contribute to make India clean and this campaign would be a continues process.
- Youth Club Members will motivate villagers for construction of sanitary latrine with the technical and financial support and required resources from concerned Departments/Agencies.
- Further, all the details would be placed on NYKS website: www.nyks.org which would be checked by Zonal Directors, Dy. Directors and District Youth Coordinators regularly for new messages and directions. As an evidence of implementation of Swachh Bharat Mission, **action photographs would be uploaded** on NYKS website at the designated link.



नेहरु युवा केन्द्र संगठन NEHRU YUVA KENDRA SANGATHAN

स्वायत्तशासी संस्था
युवा कार्यक्रम एवं खेल मंत्रालय
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Ministry of Youth Affairs & Sports
Government of India*



Ref. No.NYKS/PROG:aap-swachh bharat/2014

Date:21st November, 2014

From : Dr. Prabhakant, Director General, NYKS / 392

To : All Zonal Directors, Nehru Yuva Kendra Sangathan

Subject : Action Plan 2014-15 for organizing Swachh Bharat Activities by utilizing the services of NYC Volunteers and NYK Youth Clubs and Mahila Mandals with the support and guidance of Deputy Directors and District Youth Coordinators- regarding

As you are aware that Swachh Bharat Mission is one of the priority areas of Govt. of India and NYKS has to play a vital role to make the Mission a complete success. NYKS has already propagated the issues of cleanliness, sanitation and hygiene, awareness and education among rural masses in general and youths in particular. The Mission was launched by all Zonal offices and District NYKS on 2nd October 2014 with the active support of NYC Volunteers and affiliated Youth Clubs and Mahila Mandals. A variety of activities such as rallies, short run for cleanliness, sanitation & hygiene, essay and slogan writing, cleanliness drives and community based activities were undertaken. IEC material on Swachh Bharat Mission including Logo and Appeal of Hon'ble Prime Minister of India has been provided to Youth Clubs & Mahila Mandals for distribution among villagers.

It is expected that members of Youth Clubs & Mahila Mandals are motivating people to dedicate 100 hrs. (02 hrs in a week) of their time to contribute to make India clean. Youth Club members must have motivated villagers for construction of sanitary latrine with the technical and financial support of form concerned Departments/Agencies. It has been decided that this campaign should be continued during financial year 2014-15.

As per the directions of Ministry of Youth Affairs & Sports, Govt. of India, NYKS has prepared an Annual Action Plan on Swachh Bharat Mission for the year 2014-15. The programmes & activities included in Annual Action Plan, are to be organized by utilizing the services of NYC Volunteers and NYK Youth Clubs & Mahila Mandals with the support and guidance of Deputy Directors and District Youth Coordinators in all 623 District NYKS in mission mode rather than a routine exercise. The Plan of Action is **enclosed** herewith for further necessary action. The activities of the Plan should be organized on voluntary basis in coordination with concerned Department and Agencies as well as service providers. Minimum Swachh Bharat activities target set for each District NYK is **based on the number of NYC Volunteers allotted in a District**.

The Deputy Directors and District Youth Coordinators besides monitoring should provide full support, guidance and facilitate and NYC Volunteers and Youth Clubs for the successful implementation of proposed activities in coordinating with concerned Departments and Agencies in the District on voluntary basis with zeal and gaiety.

Apart from this, the major focus of 100 Districts covered under year long programme "Punarjagaran" would be on activities under Swachh Bharat Mission.

In view of the above, necessary instructions may be issued to all Deputy Directors and District Youth Coordinators working under your jurisdiction should ensure that set targets towards Swachh Bharat Mission are achieved by end of March 2015. The report should be submitted to NYKS Hqr. on 1st & 15th of every month. Further, a cumulative report on Swachh Bharat upto 15th November, 2014 may be furnished in the prescribed performa to NYKS Hqr. latest by **26th November, 2014**.

(Dr. Prabhakant)

Encl : as above

CC : Joint Secretary (Youth Affairs), Ministry of Youth Affairs & Sports, Shastri Bhawan, New Delhi

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Nehru Yuva Kendra Sangathan

Guidelines for implementation of Action Plan for organizing Swachh Bharat Mission 2014-15

All Offices of NYKS, namely, 29 Zonal Offices in States and District Nehru Yuva Kendra in 623 Districts will be engaged in Swachh Bharat Mission activities. The Youth Clubs and Mahila Mandals affiliated to district NYKs will also be motivated to take up activities on 'Swachh Bharat' in their respective villages by mobilizing local resources. Following programmes and activities have been planned for organization through District NYKs, NYC Volunteers and village based Youth Clubs and Mahila Mandals across the country.

Awareness Campaigns

- In order to further propagate the issues of cleanliness, sanitation & hygiene, awareness & education components would be **mainstreamed in NYKS ongoing** Core Programmes, Training Programmes, Coordination Activities, National Integration Camps, Adventure Camps, Life Skill Education Programmes, Youth Leadership & Personality Development Programme, etc.
- District NYKs will motivate members of village based Youth Clubs and Mahila Mandals as a result of which members of Youth Clubs would undertake special Cleanliness Drives in their respective areas.
- The members of Youth Clubs would further motivate villagers in their respective villages to take active part in the Mission and make their village clean.
- To make visible and highlight the Mission Programmes among masses, a variety of activities such as rallies, short run for cleanliness, sanitation and hygiene, essay and slogan writing, cleaning drives and community based activities will be undertaken.
- Banners to highlight the core issues of cleanliness, sanitation and hygiene would be displayed at prominent places.
- IEC material on Mission including **Logo and Appeal of Hon'ble Prime Minister of India** would be provided to Youth Clubs and Mahila Mandals for further distribution among villagers.
- Meetings of eminent citizens will be organized for active support and guidance for effective implementation of Swachh Bharat Mission.
- Members of Youth Clubs and Mahila Mandals would motivate people to **dedicate 100 hours** (2 hours in a week) of their time every year to contribute to make India clean and this campaign would be a continuous process.
- Youth Club Members will motivate villagers for construction of sanitary latrine with the technical and financial support and required resources from concerned Departments/Agencies.

Strategic Utilization of Services of National Youth Corps (NYC) Volunteers and NYK Youth Clubs and Mahila Mandals with the support and guidance of Deputy Director and District Youth Coordinator

- It has been targeted that around 8,500 NYC volunteer deployed by NYKs in 623 districts. Therefore, their services of this deployed volunteer force should be optimally utilized for implementation of Swachh Bharat Mission. For this purpose, they should be given informal training in line with the expectations of the Swachh Bharat Mission activities in identified focused areas.
- NYC volunteer should look after a cluster of villages having Youth Clubs and Mahila Mandals for implementation of NYKS targeted Swachh Bharat Activities and follow up activities in their respective blocks or cluster of villages.
- The youth who would be covered under NYK Swachh Bharat Activities should be motivated and supported to organize similar awareness and education programmes in their respective villages. For this purpose, they should be facilitated by designated NYC volunteers and resource persons on the identified issues in which they have undergone exposure under Swachh Bharat Mission Programmes & Activities.

- In order to quantify the qualitative outcome, each NYC Volunteer should be assigned targets. Nonetheless, the focus should be on the selected area as mentioned above.

Swachh Bharat Activities which NYKs may take up through Youth Clubs and Mahila Mandals

Besides facilitating implementation of NYKS 09 Core Programs and Coordination Activities, following are the minimum **Swachh Bharat Activities'** targets set for each district NYK and is **based on the number of NYCs allotted in a district**. These activities should be taken up with active partnership of NYC Volunteers and participation of Youth Clubs and Mahila Mandals in the district. This should be achieved by mobilizing local resources and in coordination with other departments and agencies during 2014-15. For this purpose, the Deputy Director/District Youth Coordinator besides monitoring should provide full support, guidance and facilitate NYC volunteers and Youth Club leaders for the successful implementation of proposed activities in coordinating with other development Departments and agencies in the district.

Swachh Bharat Activities to be carried out during 2014-15 in coordination with other departments and agencies as well as service providers which NYKs Deputy Director/ District Youth Coordinator is to take up through deployed NYC Volunteers and existing Youth Clubs and Mahila Mandals in 623 district NYKs

Sr. No	Name of the programme	Programme Unit	Distribution of Targets based on per NYC allotted to NYKs
1.	Observance of birth anniversary of Pt. Deendayal Upadhyaya for launching of Swachh Bharat Abhiyan (25 th September, 2014)	No. of Programmes	
2.	Pledge taking ceremony on Swachhta including 2 nd October 2014		
	Officials of NYKS Zonal office	No. of officials	
	Officials of District NYKs	No. of District NYKs	
	NYC Volunteers	No. of NYC Volunteers	
	Youth Clubs & Mahila Mandals	No. of Youth Clubs & Mahila Mandals	
3.	Observance of Global Hand Washing Day on 15 th October	No. of Programmes	
4.	Observance of World Toilets Day on 19 th November	No. of Programmes	
5.	Culmination Function of 1 st Phase of Swachh Bharat Abhiyan on 31 st October (the birthday of Sardar Patel)	No. of Programmes	
6.	Cleanliness of Office Complexes, Toilets and Garbage Places of District and Zonal Offices	No. of Programmes	
7.	Cleanliness Drive to clean streets and common places	No. of Programmes	06 programmes
8.	Collection of Polythene bags and plastic material to generate awareness and facilitate in protecting environment	No. of Programmes	02 programmes
9.	Eradication of weeds (Gajar Ghas, Lantana, Water Hyacinth), etc	No. of Programmes	01 programme
10.	Distribution of IEC Material on cleanliness and hygiene	No. of Pamphlets	04 programmes
11.	Motivation resulting into construction of Toilets	No. of Toilets	05 toilets
12.	Motivation of Public Sector Undertakings (PSUs) resulting into <ul style="list-style-type: none"> • Construction of Toilets for girl children in schools and colleges 	No. of Girls Toilets	01 toilet

Sr. No	Name of the programme	Programme Unit	Distribution of Targets based on per NYC allotted to NYKs
	• Development and maintenance of Parks/Roads, etc around their offices	No. of Roads and Parks Developed and Maintained	01 road/park
13.	Maintenance and repair of cremation grounds, maintenance of play grounds	Number	01 cremation ground
14.	Digging, maintenance, disinfection, de-silting and repair of ponds, wells, natural drinking water resources, small irrigation channels, water tanks, water harvesting, etc.	No. of Programmes	01 water resource place
15.	Rallies (Cycle, Motorcycle, etc)	No. of Programmes	02 programmes
16.	Prabhat Pheri	No. of Programmes	01 programme
17.	Run for Cleanliness, sanitation and Hygiene	No. of Programmes	01 programme
18.	Competitions viz. Quiz, Painting, Poster Making, Debating and Declamation, Essay and Slogan Writing, Wall Writing, Street Plays, etc.	No. of Programmes	02 programmes
19.	Seminars and Discussions, Lectures by Eminent Resource Persons on Cleanliness, sanitation and Hygiene	No. of Programmes	01 programme
20.	Other Programmes as per local need and priority taken up	No. of Programmes	



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Ref. No.NYKS/PROG:aap-swachh bharat/2014/386

Date:17th November, 2014

To

Shri L.K. Gupta
Joint Secretary (Youth Affairs)
Ministry of Youth Affairs & Sports
Shastri Bhawan
New Delhi


Subject: Five Year Action Plan from 2014-15 to 2018-19 - Swachh Bharat Mission-reg.

Sir,

With reference to the subject cited above, as desired, Nehru Yuva Kendra Sangathan has prepared Five Year Action Plan from 2014-15 to 2018-19 on Swachh Bharat Mission and a copy of which is enclosed herewith for kind perusal and for further necessary action.

Thanking you,

Yours sincerely,


(Dr. Prabhakant)
Director General

Encl: as above

CC : Shri H.M. Kundlia, Under Secretary (YA- CDN), Shastri Bhawan, New Delhi

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Nehru Yuva Kendra Sangathan

Draft Five Year Action Plan for organizing Swachh Bharat Mission (2014-15 to 2018-19)

All Offices of NYKS, namely, Head Office at New Delhi, 29 Zonal Offices in States and District Nehru Yuva Kendra in 623 Districts will be engaged in Swachh Bharat Mission activities. The Pledge will be administered to all officials as well as NYC volunteers. The Youth Clubs and Mahila Mandals affiliated to district NYKs will also be motivated to take up activities on 'Swachhta Bharat' in their respective villages by mobilizing local resources. Following programmes and activities have been planned for organization through District NYKs, NYC Volunteers and village based Youth Clubs and Mahila Mandals across the country.

Awareness Campaigns

- In order to further propagate the issues of cleanliness, sanitation & hygiene, awareness & education components would be **mainstreamed in NYKS ongoing** Core Programmes, Training Programmes, Coordination Activities, National Integration Camps, Adventure Camps, Life Skill Education Programmes, Youth Leadership & Personality Development Programme, etc.
- District NYKs will motivate members of village based Youth Clubs and Mahila Mandals as a result of which members of Youth Clubs would undertake special Cleanliness Drives in their respective areas.
- The members of Youth Clubs would further motivate villagers in their respective villages to take active part in the Mission and make their villages clean.
- Members of Youth Clubs and Mahila Mandals would motivate people to dedicate 100 hours (2 hours in a week) of their time every year to contribute to make India clean and this campaign would be a continuous process.
- In UNFPA supported Adolescent Health and Development Project the component on Swachh Bharat Mission would be introduced in the curriculum of Peer Educators and Teen Club members (out of school adolescents).
- Members of 1000 village based Teen Clubs will undertake one day long cleanliness campaign every alternative month during the project period.
- Swachh Bharat Mission would be made one of the important parameters while selecting Youth Clubs and Mahila Mandals for conferring awards under the Scheme of Awards to Outstanding Youth Clubs (AOYC) for the year 2015-16 to 2018-19. (based on the activities undertaken by applicant Youth Clubs during previous year).
- A component on Swachh Bharat Mission would be introduced in the curriculum of NYC Volunteers.
- During the course of conduct of Youth Club Development Programme, people in general and youths in particular would be made aware and mobilized about the Swachh Bharat Mission and Construction of Toilets under Nirmal Bharat Abhiyan through a network of village based Youth Clubs and Mahila Mandals.

The Plan of Action for Five financial years from 2014-15 to 2018-19 showing physical targets, participation of Youth Clubs & Mahila Mandals and their members is as follows:

Sr. No	Name of the programme	Programme Unit	No. of Programmes	Coverage
1.	Observance of birth anniversary of Pt. Deendayal Upadhyaya with special reference to Swachh Bharat Abhiyan (25 th September)	No. of Programmes	2000	20,000 Youth Clubs /Mahila Mandals
2.	Pledge taking ceremony on Swachhta including 2 nd October			
	• Officials of NYKS Zonal office	No. of officials	435	
	• Officials of District NYKs	No. of officials of District NYKs	3700	-
	• NYC Volunteers	No. of NYC Volunteers	40,000	-
	• Youth Clubs & Mahila Mandals	No. of Youth Clubs & Mahila Mandals	1,50,000	80,000 Youth Clubs /Mahila Mandals
3.	SBM activities under National Programme for Youth & Adolescent Development (NPYAD)			
	• Adventure Camps	Collection of Plastic material	250 Camps	6,250 Youth will take part
	• Life Skill Education Training Programme	Lecturers by subject experts followed by discussion	500 Progs.	15,000 Youth will be sensitized
	• Youth Leadership & Personality Development Programme (YLPDP)	Lecturers by subject experts followed by discussion Sharamdaan during the Training days	125 Progs.	3,750 Youth will be sensitized
	• National Integration Camps (NIC)	Lecturers by subject experts followed by discussion 01 day Sharamdaan during the Camp	500 Camps	80,000 Youth will be sensitized
	• Adolescent Health & Development Project	Lecturers by subject experts followed by discussion Cleanliness Drive on every alternative month	4,000 Village Teen Clubs 4000 Village Teen Clubs	60,000 Members of Teen Clubs will be sensitized 40,000 Members of Teen Clubs will take part
	• Tribal Youth Exchange Programme	Lecturers by subject experts followed by discussion 01 day Sharamdaan during the Camp	50 Progs	10,000 Youth will be sensitized

Sr. No	Name of the programme	Programme Unit	No. of Program mes	Coverage
4.	Youth Club Development Programme (YCDP)	Publicizing Swachh Bharat Mission and motivation for and facilitate construction of Toilets under Nirmal Bharat Abhiyan	10,000	5,00,000 youth clubs
5.	Observance of Global Hand Washing Day on 15 th October	No. of Programmes	15,000	15, 000 youth clubs

Note: The above programmes would be organized in collaboration with village based Youth Clubs and Mahila Mandals, Gram Panchayats, District Administration and other respective Departments/ Agencies as well as are subject to sanction of number of Programmes and Camps under NPYAD, NYC and AH&DP Scheme and allocation of grant for Core Programmes by the Ministry of Youth Affairs and Sports and sanctioning of Project by MHA and other agencies

- NYKS is implementing a year-long programme called 'Punarjagaran' (Rejuvenation), covering 100 Districts of the country. The programme has started on 02.10.2014 and will culminate on 25.09.2015. During this period, a youth movement will be created in the country, involving the youth in constructive activities. The Programme has been initiated from 4 corners of India, namely, Leh in North, Okha in West, Kanya Kumari in South and Anini (Dibang Valley) in North East. The Programme will move from these 4 Districts towards Mathura (UP), the birth place of Pandit Deen Dayal Upadhyaya, where the Programme will culminate on 25.09.2015, the birth centenary of Pandit Deen Dayal Upadhyaya. This initiative will mobilise about 150 million youth and also inspire youth in all over the country. During this Programme, activities under 'Swachh Bharat Abhiyan' will be a major area of focus.
- All the details would be placed on NYKS website: www.nyks.org which would be checked by Zonal Directors, Dy. Directors and District Youth Coordinators regularly for new messages and directions. As an evidence of implementation of Swachh Bharat Mission, action photographs would be uploaded on NYKS website at the designated link.



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**MOST IMPORTANT
TOP PRIORITY**

Cir.No.NYKS/PROG:swachh bharat/2014/363

Date: 24th September, 2014

From : Dr. Prabhakant, Director General

To : All Zonal Directors, Nehru Yuva Kendra Sangathan

Subject: Swachh Bharat Abhiyan -25th September 2014 to 2nd October 2014 and Beyond

As you are aware that Hon'ble Prime Minister of India has given a call for "Swachh Bharat" as a mass movement to realize Gandhiji's dream of a Clean India by the 150th Birth Anniversary of Mahatma Gandhi in 2019. Once Gandhi Ji said that "Sanitation is more important than political freedom". Hon'ble Prime Minister has appealed the people to donate 100 hours (2 hours in a week) to make India Clean and Green. He has desired that a nation-wide Abhiyan be organized with the participation of all sections of society to bring about mass awareness and a lasting behavioural change to achieve this goal.

2. Vide letter of even number dated 22nd September 2014, Shri L.K. Gupta, Joint Secretary, Youth Affairs has issued a detailed Action Plan of the Department for implementation of Swachh Bharat Abhiyan. The Action Plan lists out steps to be taken during the period 25.09.2014 to 02.10.2014 and beyond.
3. In this context, NYKS has decided that an intensive cleanliness & hygiene campaign be undertaken by all district Nehru Yuva Kendras by involving NYC volunteers, affiliated Youth Clubs and Mahila Mandals and other key stake holders in the districts from 25th September, 2014, Birth anniversary of Pt. Deendayal Upadhyaya and Pledge taking on Swachh Bharat Abhiyan on 2nd October 2014. This 1st Phase of sustained campaign would culminate on 31st October, the birthday of Sardar Patel.

It is reiterated that Zonal Directors should ensure that Pledge on Swachhta on 2nd October 2014 should be administered to all officials of Zonal & District offices and NYC Volunteers of NYKS as well as all NYKS Youth Clubs and Mahila Mandals in a function. The Programme should be taken very seriously and on top priority. Report should reach to Hqr. by 5th of October 2014 for submission to Ministry. Zonal Directors should personally monitor the activities under this Abhiyan.

4. Launching function of Swachh Bharat Abhiyan should be organized with great zeal and gaiety at district Hqr. During the launching function, Hon'ble Ministers, MPs, MLAs, bureaucrats, eminent persons from all sections of the society may be involved. As per guidelines of Annual Action Plan 2014-15, Birth anniversary of Pt. Deendayal Upadhyaya, is mandatorily to be observed by district NYKS. Rs. 50,000/- for observance of minimum 18 important days have already been released. Therefore, expenditure may be made out of observance of days of national and international importance programme head.
5. A variety of activities such as pledge taking, rallies, prabhat pheri, short run for cleanliness, sanitation & hygiene, debates, seminars, lectures by Resource Persons, street plays, poster making, painting and quiz competitions, essay and slogan writing, distribution of pamphlets and other IEC material, wall writing, cleaning drives and other community activities may be undertaken to focus public attention on this campaign and on the need for cleanliness & hygiene.
6. The members of Youth Clubs & Mahila Mandals should be motivated to undertake Special Cleanliness Drive in their respective areas. Cleaning Drive includes, eradication of weeds, collection of polythene bags and plastic material for disposal, maintenance of public property (anganwadi centres, PHCs, etc.), sheds on road sides and bus stand, cleanliness of street and common places, maintenance and repair of cremation grounds, maintenance of play grounds, schools and community toilets, digging, maintenance, disinfection, de-silting and repair of ponds, wells, natural drinking water resources, small irrigation channels, water tanks, water harvesting, etc.

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7. Effective use of mass media such as radio, television and newspapers, digital media such internet and mobile, etc. may be made in this regard.
8. While the campaign will begin on 25th September, 2014, all offices of NYKS, namely Zonal Offices in the States and district NYKS will ensure that on **2nd October, 2014 "Swachhta Shapath" (pledge)** is administered to all officials as well as NYC Volunteers. District NYKS will motivate all affiliated Youth Clubs and Mahila Mandals affiliated with District NYKS to take the Swachhta Shapath (pledge) in public functions to be organized by them in their villages. The text of the pledge will be sent to you separately.
9. Ensure cleanliness in office complexes of District and Zonal offices. Toilets and garbage places should be cleaned.
10. The issues of Cleanliness and Sanitation Education should be made integral part of NYKS Programmes; developing training module on "Swachh Bharat" and organizing Workshops and Training Programmes for Youth Club Leaders/Members, NYC Volunteers and NYKS field officials.
11. Members of NYKS Youth Clubs and Mahila Mandals and NYC Volunteers should motivate villagers for construction of sanitary latrines. Necessary technical and financial support and required resources may be mobilized from concerned Departments/Agencies. District Youth Coordinators and Zonal Directors should hold meetings with all concerned individuals, Public Representatives, Youth Leaders and other Stake Holders to make the Abhiyan effective and successful.
12. **Global Hand Washing Day** on 15th October and the **World Toilet Day** on 19th November may be observed to spread the message of cleanliness.
13. The Public Sector Undertakings (PSUs) may be motivated to take up development and maintenance of Parks/Roads etc. around their offices and also sponsor construction of toilets for girl children in schools and colleges.
14. The concerned Zonal Directors will ensure to implement a year long programme called 'Punarjagaran' (Rejuvenation), covering 100 Districts of the country. The programme will launch on 2nd October 2014 and will culminate on 25th September 2015. Draft document in this regard has already been issued vide this office letter of even number dated 23rd September 2014.
15. Achievements under 'Swachh Bharat Abhiyan' will be made an important parameter while selecting Youth Clubs and Mahila Mandals for conferring awards under the scheme of Awards to Outstanding Youth Clubs (AOYC) for the year 2015-16 (based on the activities undertaken by applicant youth clubs during 2014-15).
16. I urge all of you for your personal intervention and indulgence to spread the message of making India Clean and Green among all NYK functionaries such as members of Youth Clubs and Mahila Mandals, NYC volunteers and other key stake holders in the districts and motivate them to organize and participate wholeheartedly in this campaign.
17. Furnish an Action Plan of your zone in respect of activities/ events/ functions planned for the campaign on 25th September, 2014 and onwards in the enclosed format. Action Taken Report (ATR) may be furnished by **7th October 2014** positively, for onward submission to Department of Youth Affairs, which will be submitted to the Cabinet Secretariat.
18. Progress Report in the enclosed format be submitted on fortnightly basis to NYKS Hqr along with press clippings and few action photographs.


(Dr. Prabhakant)

Encl: As above

Nehru Yuva Kendra Sangathan
Swachh Bharat Abhiyan

(25th September 2014 to 2nd October 2014 and Beyond)

Cumulative Progress Report for the Period: From ----- To ----- 2014

(To be submitted on 3rd & 17th of every month)

Name of Zone-----Name of Zonal Director-----

No. of Kendras in the Zone----- No. of Block----- No. of NYC Volunteers-----

Sr. No	Name of the programme	Programme Unit	Physical Targets for the Financial Year 2014-15			Participants/Beneficiaries			
			Set	Achieved	Name of Department/ Agencies Coordinated	No. of Youth Clubs and Mahila Mandals participated	Male	Female	Total
1.	Observance of birth anniversary of Pt. Deendayal Upadhyaya for launching of Swachh Bharat Abhiyan (25 th September, 2014)	No. of officials							
2.	Pledge taking ceremony on Swachhta (2 nd October 2014)								
	Zonal officials of NYKS took Pledge	No. of officials							
	District NYKS took Pledge	No. of District NYKS							
	NYC Volunteers took Pledge	No. of NYC Volunteers							
	Youth Clubs & Mahila Mandals took Pledge	No. of Youth Clubs & Mahila Mandals							
	Activities organized on 2 nd October 2014	No. of Activities (Specify the type of activities here)							
3.	Type of Activities undertaken to observe Global Hand Washing Day on 15th October (Pl. Specify)	No. of Progs							
4.	Type of Activities undertaken to observe World Toilets Day on 19th October (Pl. Specify)	No. of Progs.							
5.	Culmination Function of 1 st Phase of Swachh Bharat Abhiyan on 31st October (the birthday of Sardar Patel)								
6.	Cleanliness of Office Complexes, Toilets and Garbage Places of District and Zonal Offices	Number (Specify the activities here)							
7.	Cleanliness Drive to clean streets and common places	No. of Progs. (Specify the activities here)							
8.	Collection of Polythene bags and plastic material to generate awareness and facilitate in protecting environment	No. of Progs.							
9.	Eradication of weeds (Gajar Ghas, Lantana, Water Hyacinth), etc.	No. of Progs.							
10.	Distribution of IEC Material on cleanliness and hygiene (Pl. Specify the type of material and quantity)	No. of pamphlets							

Sr. No	Name of the programme	Programme Unit	Physical Targets for the Financial Year 2014-15			Participants/Beneficiaries			
			Set	Achieved	Name of Department/ Agencies Coordinated	No. of Youth Clubs and Mahila Mandals participated	Male	Female	Total
11.	Motivation resulting into construction of Toilets	No. of Toilets							
12.	Motivation of Public Sector Undertakings (PSUs) resulting into <ul style="list-style-type: none"> Construction of Toilets for girl children in schools and colleges 	No. of Girls Toilets							
	<ul style="list-style-type: none"> Development and maintenance of Parks/Roads, etc around their offices 	No. of Roads and Parks Developed and Maintained							
13.	Maintenance and repair of cremation grounds, maintenance of play grounds	Number							
14.	Digging, maintenance, disinfection, de-silting and repair of ponds, wells, natural drinking water resources, small irrigation channels, water tanks, water harvesting, etc.	No. of Progs. (Specify the activities here)							
Type of Mass awareness activities for behavioural change about Cleanliness, Sanitation and Hygiene undertaken									
15.	Rallies (Cycle, Motorcycle, etc)	No. of Progs							
16.	Prabhat Pheri	No. of Progs.							
17.	Run for Cleanliness; sanitation and Hygiene	No. of Progs							
18.	Quiz Competition	No. of Progs							
19.	Painting, Poster Making	No. of Progs							
20.	Essay and Slogan Writing	No. of Progs							
21.	Wall Writing	No. of Progs							
22.	Street Plays	No. of Progs							
23.	Lectures by Eminent Resource Persons on Cleanliness, sanitation and Hygiene	No. of Progs							
24.	Seminars and Discussions	No. of Progs							
25.	Debating and Declamation contest	No. of Progs							
26.	Other Programmes as per local need and priority taken up (Pl. Specify)	No. of Progs.							

Signature
Zonal Director with Office Stamp

Prepared by Dealing Hand: Name & Signature

Date

डा. प्रभाकान्त भा. रा. से.
महानिदेशक
Dr. Prabhakant I.R.S.
Director General



नेहरू युवा केन्द्र संगठन
युवा कार्यक्रम एवं खेल मंत्रालय
भारत सरकार
कोर-4, द्वितीय तल, स्कोप मीनार,
लक्ष्मी नगर जिला केन्द्र
लक्ष्मी नगर, विकास मार्ग दिल्ली-110092
Nehru Yuva Kendra Sangathan
Ministry of Youth Affairs & Sports
Government of India
Core-4, 2nd Floor, Scope Minar
Laxmi Nagar District Centre
Laxmi Nagar, Vikas Marg, Delhi-110092

Cir. No. NYKS/PROG: swachh bharat/2014/364

Dated: - 26.09.2014

From: - Dr. Prabhakant, Director General

To:- All Zonal Directors, Nehru Yuva Kendra Sangathan

Subject:-Swachh Bharat Mission – 25th September 2014 to 2nd October 2014 and Beyond

Please refer to Hqtrs. Cir. No. NYKS/PROG: swachh bharat/2014/363 dated 24.09.2014 on the subject mentioned above by which guidelines were sent for organization of Swachh Bharat Mission. The receipt of the same has also been confirmed by you on phone.

In continuation to above letter the following documents related to organization of Swachh Bharat Mission are attached herewith necessary action.

1. D.O. letter no. Q-15014/2/2009-CPHEEO dated 25.09.2014 of Shri Shankar Aggarwal, Secretary, Ministry of Urban Development, Govt. of India sending therewith the **pledge and logo of Swachh Bharat Mission** for popularizing it through banners, IEC material etc. so that all officers/officials get involved in this mission to achieve the dream of Mahatma Gandhi of completely clean Indi by 02.10.2019 to mark his 150th Birth Anniversary.
2. Office Memorandum No. Q-15014/2/2009-CPHEEO dated 25.09.2014 of Shri V.K. Chaurasia, Joint Adviser (PHEE), Ministry of Urban Development, Govt. of India informing that Cabinet has approved Swachh Bharat Mission Programme yesterday. The OM also clarifies that in all future correspondences the spelling and the name of the Programme should be spelled as "SWACHH BHARAT MISSION".
3. Logo of Swachh Bharat Mission (enclosed)
4. Pledge on Cleanliness (enclosed)
5. Copy of Prime Minister's appeal (in Hindi & English), further, you are requested to get this message in other languages from the website mentioned in this appeal.

It is compulsory for all officials of NYKS to take the pledge. If any official is on leave, he/she has to take the pledge at his/her place either in government office/NYK office/Punchayat or Youth Club/ Mahila Mandal etc.

The action taken report on above should reflect in the progress report, the format of which was sent to you vide Cir. No. NYKS/PROG: swachh bharat/2014/363 dated 24.09.2014.

Further, all the details have also been placed on NYKS website www.nyks.org (Swachh Bharat Mission on right hand side) which you all should check regularly for new messages and directions. It may be noted that as an evidence of observation of 2nd Oct, 2014 as Swachh Bharat Mission launching, action photographs should be uploaded on NYKS website.

This is for strict compliance of all.

Encl: as above

CC: Director (FB&A) & All Joint Director, NYKS for information & necessary action.


Dr. Prabhakant

शंकर अग्रवाल, आई.ए.एस.
SHANKAR AGGARWAL, IAS



सचिव भारत सरकार
Secretary to the Government of India

शहरी विकास मंत्रालय
निर्माण भवन, नई दिल्ली-110011
MINISTRY OF URBAN DEVELOPMENT
NIRMAN BHAWAN, NEW DELHI-110011
Tel.: 23062377, Fax : 23061459
E-mail : secyurban@nic.in
URL : <http://moud.gov.in>

D.O.No.Q-15014/2/2009-CPHEEO
Dated the 25th September, 2014

Dear Secretary,

In reference to my earlier D.O. Letter No. K-19013/13/2014-DD-IV dated 24.09.2014, I am enclosing herewith a slightly changed but final version of cleanliness pledge (Swachhata Shapath) to be administered to all employees on 02.10.2014. This pledge and the Logo (Copy enclosed) for "Swachh Bharat Mission" are available on Ministry of Urban Development website: <http://moud.gov.in>.

2. I request you to kindly popularise this logo and the pledge in the Ministry / Department/ Field Offices/ Attached or Subordinate Offices /Public Sector Undertakings / Autonomous Bodies so that all officers/ officials get involved in this Mission to achieve the dream of Mahatma Gandhi of completely clean India by 02.10.2019 to mark his 150th Birth Anniversary.

With best wishes,

Yours sincerely,

(Shankar Aggarwal)

All Secretaries to the Govt. of India

No.Q-15014/2/2009-CPHEEO
Government of India
Ministry of Urban Development Ministry
(CPHEEO)

Nirman Bhawan, New Delhi-110 011
Dated the 25th September, 2014

OFFICE MEMORANDUM

It is informed that Cabinet has approved 'Swachh Bharat Mission' Programme yesterday.

2. It is being observed that different spellings and format for name of "Swachh Bharat Mission" is being used. Therefore, it is clarified that in all future correspondences the spelling and the name of the Programme should be spelled as "SWACHH BHARAT MISSION" (स्वच्छ भारत मिशन).

(V.K. Chaurasia)
Joint Adviser (PHEE)

1. Secretary, Ministry of Drinking Water & Sanitation.
2. Secretary, Ministry of Panchayati Raj.
3. Secretary, Ministry of Human Resource Development.
4. Secretary, Ministry of Information & Broadcasting.
5. Secretary, Ministry of Communication & Information Technology.
6. All other Secretaries, Govt. of India.

Copy for information to :

1. Cabinet Secretary.
2. Smt. Anu Garg, JS, PMO.



एक कदम स्वच्छता की ओर

स्वच्छता शपथ

महात्मा गांधी ने जिस भारत का सपना देखा था उसमें सिर्फ राजनैतिक आजादी ही नहीं थी, बल्कि एक स्वच्छ एवं विकसित देश की कल्पना भी थी।

महात्मा गांधी ने गुलामी की जंजीरों को तोड़कर माँ भारती को आज़ाद कराया।

अब हमारा कर्तव्य है कि गंदगी को दूर करके भारत माता की सेवा करें।

मैं शपथ लेता हूँ कि मैं स्वयं स्वच्छता के प्रति सजग रहूँगा और उसके लिए समय दूँगा।

हर वर्ष 100 घंटे यानी हर सप्ताह 2 घंटे श्रमदान करके स्वच्छता के इस संकल्प को चरितार्थ करूँगा।

मैं न गंदगी करूँगा न किसी और को करने दूँगा।

सबसे पहले मैं स्वयं से, मेरे परिवार से, मेरे मुहल्ले से, मेरे गांव से एवं मेरे कार्यस्थल से शुरुआत करूँगा।

मैं यह मानता हूँ कि दुनिया के जो भी देश स्वच्छ दिखते हैं उसका कारण यह है कि वहां के नागरिक गंदगी नहीं करते और न ही होने देते हैं।

इस विचार के साथ मैं गांव-गांव और गली-गली स्वच्छ भारत मिशन का प्रचार करूँगा।

मैं आज जो शपथ ले रहा हूँ, वह अन्य 100 व्यक्तियों से भी करवाऊँगा।

वे भी मेरी तरह स्वच्छता के लिए 100 घंटे दें, इसके लिए प्रयास करूँगा।

मुझे मालूम है कि स्वच्छता की तरफ बढ़ाया गया मेरा एक कदम पूरे भारत देश को स्वच्छ बनाने में मदद करेगा।



प्रधान मंत्री
Prime Minister

25th September, 2014

Dear Friends,

I am sure you have heard time and again that cleanliness is next to Godliness. Alas, things are often different when it comes to putting this into practice.

On 2nd October we are launching Swachh Bharat Mission, a massive mass movement, that seeks to create a Clean India. Cleanliness was very close to Mahatma Gandhi's heart. A clean India is the best tribute we can pay to Bapu when we celebrate his 150th birth anniversary in 2019. Mahatma Gandhi devoted his life so that India attains 'Swarajya'. Now the time has come to devote ourselves towards 'Swachchhata' (cleanliness) of our motherland.

I urge every one of you to devote at least hundred hours every year, that is two hours every week towards cleanliness. We can't let India remain unclean any longer. On 2nd October I myself will set out with a broom and contribute towards this pious task.

Today, I appeal to everyone, particularly political and religious leadership, mayors, sarpanchs and captains of industry to plan and wholeheartedly engage in the task of cleaning your homes, work places, villages, cities and surroundings. I request your active support and participation in our collective quest to make a Swachh Bharat.



[Watch PM's call for Swachh Bharat](#)

[Read the message in
Hindi & other languages](#)

Yours,

Narendra Modi

Join Narendra Modi
on Social Media



Interact with
the PM



Know
the PM



Good Governance With
Your Partnership



प्रिय मित्रों,

मुझे विश्वास है, आपने कई बार सुना होगा कि जहां स्वच्छता होती है वहीं देवताओं का वास होता है, लेकिन जब व्यवहारिकता की बात आती है तो स्थिति अक्सर विपरीत मिलती है।

हम, 02 अक्टूबर को भारत को स्वच्छ बनाने के लिए बड़े स्तर पर जन आंदोलन “स्वच्छ भारत अभियान” आरम्भ कर रहे हैं। वर्ष 2019 में जब हम बापू की 150वीं जयंती मना रहे होंगे तो एक स्वच्छ भारत उनको सच्ची श्रद्धांजलि होगा। महात्मा गांधी ने अपना पूरा जीवन स्वराज्य प्राप्ति के लिए अर्पित कर दिया, अब समय आ गया है कि हम अपनी मातृभूमि की स्वच्छता के लिए स्वयं को समर्पित कर दें।

मैं, आप में से हरेक से आग्रह करता हूं कि स्वच्छता के लिए प्रत्येक सप्ताह दो घंटे यानि प्रतिवर्ष लगभग एक सौ घंटे का योगदान दें। हम अब भारत को और अधिक अस्वच्छ नहीं रहने दे सकते। 02 अक्टूबर को मैं स्वयं इस पावन कार्य के लिए झाड़ू लेकर निकलूंगा।

मैं, आज हरेक उस व्यक्ति, विशेषकर राजनीतिक और धार्मिक नेताओं, महापौर, सरपंचों और उद्योग जगत के अग्रजों से अपील करता हूं कि वे शहरों और आसपास के क्षेत्रों, गांवों, कार्यस्थलों और यहां तक कि अपने घरों की स्वच्छता की कार्य-योजना बनाकर मनोयोग से उसे क्रियान्वित करने में जुट जाएं। मैं, स्वच्छ भारत के निर्माण के इस सामूहिक प्रयास में आप सबकी भागीदारी और सक्रिय योगदान का अनुरोध करता हूं।

आपका,

नरेंद्र मोदी