

**Swachh Bharat Mission - Action Taken Report on
Activities undertaken by field offices of Nehru Yuva Kendra Sangathan
25th September 2014 to 31st October, 2014**

To realize Gandhiji's dream of a Clean India by the 150th Birth Anniversary of Mahatma Gandhi in 2019, Nehru Yuva Kendra Sangathan has undertaken Swachh Bharat Mission through 623 District NYKs, 29 Zonal offices, 12000 NYC Volunteers and 2.72 lakh village based Youth Clubs and Mahila Mandals. The Mission was focused on participation of all sections of society to bring about mass awareness and a lasting behavioural change to achieve this goal.

In this context, NYKS launched the Mission on 25th September, 2014, Birth anniversary of Pt. Deendayal Upadhyaya which was followed by field level activities with participation of NYKs Youth Clubs, Mahila Mandals, NYC volunteers and village communities. The glimpses of the programmes and activities follows:

Observance of 25th September, 2014, Birth anniversary of Pt. Deendayal Upadhyaya

Birth anniversary of Pt. Deendayal Upadhyaya on 25th September, 2014 was been observed with great zeal and gaiety. An intensive cleanliness & hygiene campaign was launched by all district Nehru Yuva Kendras by involving NYC volunteers, affiliated Youth Clubs and Mahila Mandals and other key stake holders in the districts. Shram Daan activities with the participation of village communities at District Hqrs were organized.

Construction of Toilets

As a part of Swachh Bharat Mission, NYKS Karnataka Zone has facilitated construction of **12786 toilets in 22 districts of Karnataka** State for Youth club members and generated awareness among the public in cleanliness, sanitation and hygiene. Similarly, in the States of Punjab, Haryana, Gujarat, Chattisgarh and Uttarakhand **166** toilets were constructed.

Visibility Campaigns

With a slogan of Clean Goa- Green Goa, Swachh Bharat Mission have been launched by **Hon'ble Deputy Chief Minister of Goa** on 29th September, 2014 in which NYKS volunteers actively participated.

In order to make visible and highlight the Mission Programmes among masses, a variety of activities such as rallies, prabhat pheri, short run for cleanliness, sanitation & hygiene, essay and slogan writing, distribution of pamphlets and other IEC material, wall writing, cleaning drives and other community activities were undertaken to focus public attention on this campaign and on the need for cleanliness & hygiene.

Awareness and Motivation of Youth Clubs and Mahila Mandals to undertake Swachh Bharat Mission

Each of 623 District NYKs with the support of District Youth Coordinators, NYC volunteers and Youth Leaders motivated members of village based Youth Clubs and Mahila Mandals to undertake special Cleanliness Drive in their respective areas. The members of Youth Clubs were also motivated for the following:

- To organize a function involving villagers from all sections of the society and administer pledge for cleanliness, sanitation and hygiene on 2nd October, 2014. The appeal of Hon'ble Prime Minister of India was distributed read out during the functions. Similarly, the Logo and Theme of Swachh Bharat Mission was shared among the villagers in general and youths in particular.
- To undertake massive Cleanliness Drive in their respective villages. During the drive, activities such as 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. may be undertaken.
- **Motivated 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 were motivated for construction of sanitary latrine and it planned to seek necessary technical and financial support from concerned Departments/Agencies.

Mainstreaming of Programmes and Activities on Swachh Bharat Mission

- In order to further propagate the issues of cleanliness, sanitation & hygiene, awareness & education components have been 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.

Involvement of Public Representatives, Bureaucrats and Eminent Persons

- All the district NYKs and Youth Clubs and Mahjla Mandals were motivated to organize functions on 2nd October, 2014 in a grand manner. During the functions, Hon'ble Ministers, MPs, MLAs, Bureaucrats, eminent persons from all sections of the society may be involved.
- Similarly, number of district NYKs made efforts to involve Public Representatives and Eminent Personalities to popularize the message of Swachh Bharat Mission.

Observance of Gandhi Jayanti (2nd October, 2014)

Minister of State, (Independent Charge) Skill Development, Entrepreneurship and Youth Affairs & Sports Govt. of India Launched the Mission

Mahatma Gandhi, the father of the nation has always been a source of great inspiration for Swachhta, sadbawana, self-reliance, Gram Swaraj and Sanjhi Virasat. Gandhi Jayanti celebration has always meant to facilitate the people in general and youths in particular to

come together and live together, to foster the feeling of brotherhood and National Unity, development of villages on the lines of Gandhi's gram swaraj.

With this spirit, the Swachh Bharat Mission was launched from Railway Station, Guwahati, Assam. Shri Sarbananda Sonowal, **MOS (i/c) Skill Development, Entrepreneurship and Youth Affairs & Sports** Govt. of India was the Chief Guest, **Ms. Vijaya Chakraborty, M.P.** was the Guest of Honour. 500 youth took out a Rally from Sports Stadium to Railway Station. The Youth volunteers were mobilized by NYK Sangathan, NSS and SAI. Hon'ble Minister administered the Pledge and took part in the Campaign by cleaning the Railway Station premises.

Chief Minister, Kerala inaugurated Padyatra

Zonal office- Kerala has conducted a 21 km long Padyatra on 2nd October from Trivandrum to Neyyattinkara, Ooruttukala (which Mahatma Gandhi visited). Padyatra was started at 7.30 morning and end at 5 pm with the active involvement of NSS, NCC and other stake holders. Shri Oommen Chandy, Hon'ble Chief Minister of Kerala inaugurated whereas **Hon'ble Cultural Minister**, Sri. KC Joseph presided over this Padyatra programme. Similarly, Padyatra was carried out by Youth Clubs in the areas.

Swachhta Shapath" (pledge)

Officials of NYKS at National Hqr, Zonal Offices in the States and district NYKs as well as NYC Volunteers took prescribed "**Swachhta Shapath" (pledge)**. Youth Clubs and Mahila Mandals affiliated with District NYKs also took the Swachhta Shapath (pledge) in public functions organized by them in their villages. **Dr. K K Paul, Governor of Meghalaya administered Swachh Bharat Mission Pledge to NYKS Volunteers, officials and Youth Club Members at Shillong.**

During the functions, the **Message/Appeal of Hon'ble Prime Minister of India** was read at all levels of NYKS offices and Youth Clubs and Mahila Mandals affiliated with district NYKs. Logo of Swachh Bharat Mission was adopted and popularized at all levels.

Pledge taking ceremony was followed by undertaking cleanliness drives in their respective areas and premises. Cleanliness in office complexes of District and Zonal offices was undertaken. Toilets and garbage places were cleaned.

Punarjagaran - Launching of Mass Awakening Campaign

In order to pay true tributes to Mahatma Gandhi Ji - the proponent of Satya & Ahimsa and sustainable development for all; it is proposed to undertake yearlong Mass Awakening Campaign for Youth Participation in Nation Development across India, starting from 2nd October 2014 and culminating on 25th September 2015 at Mathura the birth place of Deen Dayal Upadhyaya Ji and commemorating his 100 birth anniversary.

The objective of this Campaign is to make aware and educate youth on key issues in thematic areas, provide information on the avenues for skill development, encourage and empower them with the spirit of nationalism and volunteerism. The thematic areas of the

campaign are encouraging Nationalism, promoting “Swachh Bharat, Shramadaan” and popularizing the Prime Minister’s “Jan Dhan Yojana Scheme”. The yearlong programme aims at creating awareness among youth and empower them to become active partners in nation building activities..

The Punarjagan programme was inaugurated simultaneously on 2nd October 2014 from four districts which are situated at extreme tips of India i.e. Kanyakumari in Tamil Nadu, (South), Leh in Jammu and Kashmir (North), Okha in Gujarat (West) and Roing in Arunachal Pradesh (North East) and will culminate on 25th September 2015 at Mathura (UP).

In **Kanyakumari (Tamil Nadu)** the programme was launched on 2nd October 2014 by **Shri Radhakrishnan P, Hon’ble Union Minister of State (Heavy Industries)**. The senior officers of District Administration, Zilla Panchayat, students of local Schools and Colleges, NYK Youth Clubs and Mahila Mandal members participated in the Pledge taking ceremony on launching function. The Pledge on Swachhta was administered by Shri Radhakrishnan P., Hon’ble Union Minister of State (Heavy Industries). The programme and activities included Youth Convention on Punarjagan and Swachh Bharat. IEC material on Sanitation and Hygiene received from State Govt. of Tamilnadu was distributed to young participants. This was followed by a 3 km Youth Rally from Gandhi Mandap to Vivekananda Kendra. About 1000 youth participated in the launching programme. Participants from NYKS Youth Clubs and Mahila Mandals, NSS, NCC, Schools and Colleges participated in the programme.

In **Roing (Arunachal Pradesh)** the programme was launched by **Shri Mukut Mithi, Hon’ble Member of Parliament** (Rajya Sabha) on 02.10.2014. The venue of the programme was Roing Higher Secondary School, Roing. Shri Sipi Elapra, **Chairman Zilla Praishad** along with senior officers of district administration were the guests of honor. The programmes and activities included Pledge taking ceremony on Swachh Bharat followed by address of the Chief Guest. Lectures on nation development issues were organised during the inauguration programme. A 3 km rally from Roing Higher Secondary School, Roing to Gandhi Chowk, Roing was organised. During the function cleanliness drive was undertaken. About 1300 persons participated in the inaugural function. The participant were mainly from, NYK Youth Clubs and Mahila Mandals, National Service Scheme, National Cadet Corps, National Youth Corps Volunteers and general public of the locality.

In **Leh (Jammu and Kashmir)** the programme was launched by **Shri Thupstan Chhewang, Hon’ble Member of Parliament** (Lok Sabha) from the Polo Ground. Md. Shafi Lasoo, **Executive Councilor, Ladakh Autonomous Development Council, Deptt. of Tourism & CAPD** was the Guest of Honour. The senior officers of District Administration, NSS, Kendriya Vidyalaya, Jawahar Navodya Vidyalaya and other schools took part in the launching programme. The programme included Administration of Swachh Bharat pledge followed by youth convention on development issues. A 3 KM youth rally from Polo Ground to Old Bus Stand was organized to mark the occasion. A massive cleanliness drive was also organized during the inaugural function. About 1500 persons participated in the inaugural function. The participants were mainly from NYK Youth Clubs and Mahila Mandals, National Service

Scheme, National Cadet Corps, National Youth Corps Volunteers, Schools and Colleges and general public of the locality.

In **Okha (Gujarat)** the programme was launched by **Ms. Pushpaben, Social Worker** on 2nd October 2014. Shri Nitin Vaghela and other senior officers of District Administration & Zilla Panchayat have participated in the inaugural function. The launching function was started with Prabhat Pheri and Pledge Taking Ceremony. This was followed by about 3 km Youth Rally from Railway station Okha to Nagarpalika, Hqtrs. Shri Chanapa, **C.E.O, Municipality** along with senior officers of district administration was the guest of honor. The programme and activities included competitions in essay, debate and cleanliness drive etc. The coordination of Municipality, Schools and Colleges were mobilized for successful implementation of the programme. About 500 people participated in the launching programme.

Progress on activities (3rd October to 31st October, 2014)

With the launching of Swachh Bharat Mission on 25th September, 2014, Birth anniversary of Pt. Deendayal Upadhyaya, the account of field level activities with participation of NYKs Youth Clubs, Mahila Mandals, NYC volunteers and village communities follows:

Cleanliness Drives

In order to preserve and protect the environment, cleanliness and beautification drives were organized by Nehru Yuva Kendra Sangathan at national, zonal and district level. Youth Clubs and Mahila Mandals affiliated with District Nehru Yuva Kendras undertook Green and Clean Village activities in their respective villages.

Villagers were motivated to keep their surroundings clean so that the community may be free from diseases. Peoples were made aware and educated about the importance of cleanliness, sanitation and hygiene. They were told that cleanliness is an integral part of our civilization which is one of the good qualities for a healthy life. **5668 cleanliness drives were carried out in which 47672 members of 3283 Youth Clubs and Mahila Mandals participated.**

Campaigns for Collection and safe disposal of Plastic Material

In order to create awareness among the people about the adverse impact of plastic / polythene bags on environment, members of the Youth Clubs and Mahila Mandals were made aware and educated across the country. In order to generate awareness and facilitate in protecting environment, campaigns against use of Polythene Bags and Plastic Material was undertaken by Youth Clubs and Mahila Mandals in their respective villages. Polythene Bags and Plastic Material were collected by involving community at large. The collected plastic materials were disposed of with safety and precautions. Members of Youth Clubs, committed to spreading the environment message, wanted to eradicate plastic bags from their areas. They urged the public to refrain themselves from the use of plastics in their daily life. **1568 such campaigns were undertaken by 2399 Youth Clubs and Mahila Mandals in their respective villages wherein 25376 youth took part on voluntary basis.**

Distribution of Handbills

The members of Youth Clubs distributed handbills, highlighting the ill-effects of polythene bags, to passers-by and passengers. The members of the Youth Clubs called upon the people and the trading community to dispense with the polythene bags and cultivate the habit of using biodegradable cloth bags, which are eco-friendly.

Prominent citizens, who inaugurated the campaign, called upon the Youth Clubs to hold such awareness programme in educational institutions also. Villagers actively participated and supported the campaign. **This programme was undertaken by 1344 Youth Clubs and Mahila Mandals in their respective villages. 19044 youths took part while distributing the IEC material.**

Sensitization of Villagers about the ill effects of Poly bags and they were educated that the discarded bags caused a number of problems such as clogging drains, contaminating the soil and posing a severe threat to livestock. When stray animals feed on waste food in the polythene bags, they are at times choked or develop intestinal problems. If they get into the subsoil they block easy seepage of water. This eventually makes the soil lose its nutrients and render it barren.

Prabhat Pheris

In the states of Chhatisgarh, Maharashtra, Andhra Pradesh and Madhya Pradesh, Prabhat Pheris were carried out by Youth Clubs and Mahila Mandals affiliated with district NYKs, which passed through populated vicinities in the villages. During the mini-processions which started in the early hours, youth sang motivational songs and bhajans of Bapu. It stopped en route at private homes who volunteered to do tea-and-snacks seva that day. It prepares the community and put them in the mood to take part in Swachh Bharat Mission. **344 such programmes were carried out in which 475 Youth Clubs and Mahila Mandals participated. 9827 youths played a pivotal role to make the programme effective and closer to the heart of village community.**

Lectures & Discussions

During the celebration of Gandhi Jayanti, emphasis was given on group discussion and community participation which were moderated and guided by local resource persons. The lectures and group discussions on the topics like Gandhi: Life and Philosophy, Gandhi: Village Cleanliness and Environment and Involvement of Youth in village Development were delivered by eminent resource persons. **264 programmes were organized in which resource persons were invited on the issues of Swachhta and need of public participation. A total of 9858 youth from 386 Youth Clubs and Mahila Mandals took part in these activities.**

Youth Convention on Cleanliness and Sanitation

In order to create awareness among youth about the Swachh Bharat Mission, the issues of national concern and their role in cleanliness and hygiene, to share Issues confronting the village communities especially construction of Toilets and access to opportunities; and to impart knowledge about the various schemes and programmes of different Ministries, Agencies and Departments, Youth Conventions were organized on this occasion. Large number of Members of Youth Clubs and Mahila Mandals and representatives of other stake

holders took part. Youths were motivated for making efforts for construction of toilets in each and every house of the village. Further, to come forward to educate people that Cleanliness should be their way of life.

Shramdaan Shivirs and Community Meal

To in still the sense of dignity of labour among the people in general and youths in particular and to commemorate the Gandhi Jayanti, Shramdaan Shivirs were organized by Youth Clubs and Mahila Mandals in their respective villages. During the camps, with the help of active community participation, community places and toilets were cleaned and village ponds and other water resources were desalted. With the help of local people, Shah Bhoj (Community Meal) were organized after Shramdaan in the villages. **51 Shramdaan Shivirs with the participation of 87 Youth Clubs were organized. 3849 youths took part.**

Competitions

Essay, Slogan Writing, Painting, Sulekh, Wall Writing on "Gandhi's quotations" and declamation on "Gandhi: Village Cleanliness and Environment" competitions were organized by Youth Clubs and Mahila Mandals by mobilizing local resources. **65 Quiz, 69 Painting, 26 Debating & Declamation and 108 Essay Completions were organized. In addition to this, 44 Wall Writing, 35 Street Plays were also carried out. A total 16125 youths from 1064 youth clubs took part.**

Rallies

In kannyakumari (Tamilnadu), Chattisgarh and other parts of the country, grand rallies were organized in which messages of Swachh Bharat Mission were spread. IEC material on cleanliness, sanitation and hygiene was distributed. **425 rallies were organized with participation of 32353 members of 2563 Youth Clubs and Mahila Mandals.**

Runs and Pad Yatras

Short Runs were carried out by Youth Clubs and Mahila Mandals affiliated with district NYK. **312 runs were organized in which 11134 youths from 480 clubs took part.** Runs passed through populated vicinities in the villages. It prepared the community and puts it in the mood to take part in Swachh Bharat Mission.

Eradication of weeds e.g. (Gajar Ghas, Lantana, Water Hyacinth) in villages

Massive campaign for eradication of weeds (Gajar Ghas, Lantana, Water Hyacinth) were carried out by the Youth Clubs and Mahila Mandals in their respective villages. The people were educated that the weed is popularly known as Congress grass. It is also called carrot weed because it resembles a carrot plant and is now found in all parts of the country. The weed has since grown into uncontrollable proportions invading million of hectares of uncultivated wastelands, roadsides, railway tracks, etc. The fast growing weed is a nuisance in public parks, residential colonies and orchards.

Masses were also made aware of the fact that it causes health hazards such as skin allergy, hay fever and asthma in human beings and is toxic to livestock. It squeezes grasslands and pastures, reducing the fodder supply. Scientists describe it as a "poisonous, allergic and aggressive weed posing a serious threat to human beings and livestock."

The presence of parthenium in cropped lands results in yield reduction up to 40 per cent. The pollen grains inhibit fruit set in tomato, brinjal, beans, etc. It is also responsible for bitter milk disease in livestock fed on grass mixed with parthenium. **In this regard, 403 campaigns were carried out by 1115 Youth Clubs and Mahila Mandals in their respective villages. A total 14157 youths took part in these campaigns.**

Seminars

Seminars on importance of cleanliness, sanitation and hygiene in day to day life were organized in which eminent speakers motivated youth for active participation in Swachh Bharat Mission. **240 seminars were organized in which 5101 youths of 532 Youth Clubs and Mahila Mandals participated.**

Campaign on Water sanitation and hygiene

In order to generate awareness about importance of hand washing, massive campaign was undertaken by Youth Clubs and Mahila Mandals in Chhattisgarh and other parts of the country. People were made aware of the effect of water quality, hygiene and sanitation in preventing diarrhoea deaths. The members of Youth Clubs draw attention that Hand washing with soap reduces risk and prevent the children from diarrhea and other water borne diseases.

To propagate the message of cleanliness especially hand washing with soap, series of activities such as cultural programmes, nukkad nataks, short runs, rallies, slogan writing, etc. were carried out. Community at large was involved in the campaign. IEC material was distributed among the villages.

Observance of Global and Hand washing Day

Global Handwashing Day is a campaign to motivate and mobilize the people to wash their [hands](#) with [soap](#). It takes place on October 15 of each year. The campaign was dedicated to raising awareness of handwashing with soap as a key approach to disease prevention.

The day was observed by District Nehru Yuva Kendras with the active involvement of affiliated Youth Clubs and Mahila Mandals. The members pledged to get the maximum number of school children handwashing with soap. Hand washing with soap before eating and after using the toilet into an ingrained habit was projected during the campaign.

The campaign was initiated to reduce childhood mortality rates related respiratory and diarrheal diseases by introducing simple behavioral changes - hand washing with soap. This simple, accessible action can, reduce the rate of mortality from these diseases by almost 50 per cent.

Hand washing with soap is the single most effective and inexpensive way to prevent diarrhea and acute respiratory infections (ARI), as automatic behavior performed in homes, schools, and communities' across the country. Pneumonia, a major ARI, is the number one cause of mortality among children under five years old, taking the life of an estimated 1.8 million children per year. Diarrhea and pneumonia together account for

almost 3.5 million child deaths annually. **A total 659 programmes were organized in which 16542 youths from 1557 Youth Clubs and Mahila Mandals took part.**

Observance of Sardar V. Patel birthday on 31st October, 2014

Birth anniversary of Sardar V. Patel was observed by district NYKs on 31st October, 2014 with active involvement of members of Youth Clubs and Mahila Mandals and NYC Volunteers . The birth anniversary was focused on Swachh Bharat Mission. **484 Different types of activities carried out in which 60540 youths from 5264 Youth Clubs participated.**

Theme Based Cultural Programmes on Cleanliness as a Way of Life

In order to motivate the people to undertake activities related to cleanliness and hygiene in their localities and keep the environment clean and green, activities such as nukkad natak, skits, one act plays, folk dances, folk songs, puppetry etc. were organized. These programmes were organized by Youth Clubs and Mahila Mandals in their respective villages by raising local resources.

Sarv Dharm Prathna

During the functions of Gandhi Jayanti were started with Sarv Dharm Prarthna. The bhajans liked by Mahatma Gandhi were sung on the occasion. A feeling of respect to all religions and communities was propagated among the masses in general and youths in particular. People were educated about the preaching's of Mahatma Gandhi especially about importance of cleanliness, tolerance and universal brotherhood.

Exhibition

Mahatma Gandhi symbolizes the hope and aspirations of young generation of a country which has just come out of the shackles of past and is ceaselessly trying to keep pace with the new promises. In view of this and contemplating the fact that India is all set to take off in the community of great and developed nations, it becomes imperative to look back on Gandhi's vision, his perspective on various issues and above all the ability of a man to capture the varied colors of human beings and nature.

Photo exhibitions on life and works of Gandhi were organized on the eve of Gandhi Jayanti i.e. 2nd October 2014. Moreover, exhibition depicting rural life, cleanliness, sanitation and hygiene was also displayed. Gandhiji's message that **Cleanliness Is Next To God** was popularised. IEC material on cleanliness, sanitation & hygiene was distributed.
