



# 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*



**MOST IMPORTANT  
TOP PRIORITY**

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Date: 24<sup>th</sup> September, 2014

**From :** Dr. Prabhakant, Director General

**To :** All Zonal Directors, Nehru Yuva Kendra Sangathan

**Subject:** Swachh Bharat Abhiyan -25<sup>th</sup> September 2014 to 2<sup>nd</sup> 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 150<sup>th</sup> 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 22<sup>nd</sup> 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 25<sup>th</sup> September, 2014, Birth anniversary of Pt. Deendayal Upadhyaya and Pledge taking on Swachh Bharat Abhiyan on 2<sup>nd</sup> October 2014. This 1<sup>st</sup> Phase of sustained campaign would culminate on 31<sup>st</sup> October, the birthday of Sardar Patel.

It is reiterated that Zonal Directors should ensure that Pledge on Swachhta on 2<sup>nd</sup> 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 5<sup>th</sup> 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, burocrates, 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 25<sup>th</sup> September, 2014, all offices of NYKS, namely Zonal Offices in the States and district NYKs will ensure that on **2<sup>nd</sup> 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 15<sup>th</sup> October and the **World Toilet Day** on 19<sup>th</sup> 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 2<sup>nd</sup> October 2014 and will culminate on 25<sup>th</sup> September 2015. Draft document in this regard has already been issued vide this office letter of even number dated 23<sup>rd</sup> 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 25<sup>th</sup> September, 2014 and onwards in the enclosed format. Action Taken Report (ATR) may be furnished by **7<sup>th</sup> 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