



**Celebration of
Swachhata Pakhwada (Fortnight)
(1st to 15th August, 2018)**

Conducted by



**Nehru Yuva Kendra Sangathan
Ministry of Youth Affairs & Sports
Government of India**

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Department of Youth Affairs
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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 all the Youth Organizations to observe the **Swachhata Pakhwada** from **1st to 15th August, 2018** in a befitting manner.

Swachhta Pakhwada (1st to 15th August, 2018)

In view of the above, NYKS organized a nation-wide intensive cleanliness & hygiene campaign under **Swachhata Pakhwada** through district Nehru Yuva Kendras by involving National Youth Volunteers, affiliated Youth Clubs, local youth and other key stake holders in the districts. They were involved and motivate to devote some hours out of their daily works towards cleanliness of their surroundings. Public representatives were also involved in Pakhwada activities.

Focus Areas

- Plastic Free Villages of Youth Organizations
- Promotion of Green Villages through Tree Plantation and
- Maintenance and Adequate Sanitation Facilities in all the Villages

Following activities as well as **environment building activities** were conducted across the country. All activities were organized through voluntary effort of District NYKs affiliated Youth Clubs, local youth from different walk of life and National Youth Volunteers. District Administration was coordinated to seek support for undertaking Swachhata activities. Nonetheless, more and more villagers were motivated to participate to make Swachhata a peoples' movement.

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

- **Logo** of Swachh Bharat Mission was adopted by **19,959** Youth Clubs and popularized at all levels
- **Banners** to highlight the core issues of cleanliness, sanitation and hygiene were displayed in **14,160** Villages at prominent places
- **29,473** Youth Clubs read message/ appeal of Hon'ble Prime Minister in their respective villages in which **4,72,190** youth took part.
- **10,854 Meetings with eminent citizens** were organized for active support and guidance for effective implementation

of Swachhta campaigns. A total **1,29,013** youth took part in the Swachhata Campaign.

- **IEC material** focusing on Plastic Free Villages, Promotion of Green Villages through Tree Plantation & maintenance and adequate sanitation facilities in villages (ODF, General Cleanliness & Hygiene) were distributed in **9479** villages in which **73,280** peoples were benefited.

Swachhata Shapath” (Pledge)

- **Swachhta Shapaths** were conducted in which **6,27,878** youth participated.

Activities to focus public attention on this campaign and on the need for cleanliness hygiene

A variety of activities such as Rallies, Prabhat Pheri, Short Run for cleanliness, Seminars, Lectures by Resource Persons, Street Plays, Distribution of Pamphlets and other IEC material, Wall Writing and other community activities were undertaken to focus public attention on this campaign and on the need for cleanliness & hygiene.

- **45,078 Lectures and Seminars** were conducted in which **5,25,591** youth participated.
- **392 Debate and Declamation Competitions** were organized during Swachhata Pakhwada in which **13654** youth took part.
- **35,975 Youth Clubs** carried out **cleanliness drives** in their villages in which **4,88,811** youth took part.

- **In 24,898 villages Door to door campaigns on ODF and Swachhta** as well as Distribution of IEC material were undertaken during which **1,79,630 persons** were reached.
- **11,471 Schools, Aganawadis, Public Statues** and Panchayat Bhawans were cleaned with the involvement of **1,52,367 youth**.
- **7,377** programs were conducted to clean **Public Institutions, Health Sub Centers, PHCs**, etc with the participation of **59,754 youth**
- **7,999 Rallies** were organized with the involvement of **1,37,910 youth** for dissemination messages on Swachhta.
- **1263** Run for Swachhata were organized in which **30,494** youth took part.
- Quiz Competitions in **695** villages were organized in which **23,928** youth participated.
- **Besides above 2,535** local need based **activities** viz. Painting, Poster Making, Essay and Slogan writing, Street Plays of interest of youth were also conducted in which **78,095 youth** took part.
- **1,374** Programmes and activities as per local need and priority were undertaken in which **59,935** Youth participated.

Media and Publicity

- Pakhwada activities were widely been covered in electronic and print media platforms.

- Social media such as Whatsapp, Facebook, etc. were extensively been used for better branding and publicity.
- In some of the Districts, Press Conferences were organized at the culmination of their Pakhwada to highlight the activities and initiatives undertaken.

Actions photographs and Press Clippings sent by district NYKs and youth follow:

Action Photographs of Swachhta Pakhwada Programme (1st August to 15th August, 2018)

ANDHRA PRADESH





























HIMACHAL PRADESH







