

परमेश्वरन अय्यर
Parameswaran Iyer



सत्यमेव जयते



एक कदम स्वच्छता की ओर

सचिव

भारत सरकार

पेय जल एवं स्वच्छता विभाग

जल शक्ति मंत्रालय

Secretary

Government of India

Department of Drinking Water & Sanitation

Ministry of Jal Shakti

4th Floor, Pt Dindayal Antodaya Bhawan, N D-110003

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D.O. No.2/2/S(DWS)/19

29th July 2020

Dear *Usha*,

As you are aware, the Swachh Bharat Mission Grameen is widely recognized as the world's largest behavior change programme has attracted global attention as a people's movement backed by the vision and leadership of the Prime Minister.

2. In this context, I am happy to inform you that a state-of-the-art Rashtriya Swachhata Kendra (RSK) has been established at Gandhi Darshan, Rajghat. The RSK is being set up as an experience center which uses modern technology to chronicle India's Swachhata journey in a hi-tech edutainment format with a mix of indoor digital and outdoor physical exhibits. The RSK is expected to be inaugurated on 8th August, 2020. The webcast link for the inauguration event of the RSK is pmindiawebcast.nic.in.

3. On this occasion, this Department is launching the Gandagi Mukh Bharat (GMB) campaign – a special week long campaign for swachhata from 8th August to 15th August. The schedule of this week long (Aug 8 – Aug 15, 2020) campaign is attached for kind information.

4. The Department of Youth Affairs has always been a valuable and important partner in the SBM-G journey. NSS volunteers have been at the forefront of many swachhata initiatives in the past. In this regard, I would like to invite NSS volunteers to visit the RSK from 9th August to 31st August 2020. We can organize a special daily tours of the RSK for groups of 36 volunteers per day, compliant with the necessary social distancing precautions. I request your Department to help facilitate such tours.

5. I would also request you to issue necessary instructions to your field formations to actively participate in the week long events of the **Gandagi Mukh Bharat** campaign. Your personal leadership will be invaluable in making the campaign a success.

6. To help coordinate all of the above, I request you to nominate a nodal person from your office. Shri Yugal Joshi, Director, DDWS (email : yugal.joshi@gov.in; Mb [9810973200](tel:9810973200)) will be the nodal officer from this Department.

7. Thank you for your support.

Regards,

Encl. As Above.

Yours Sincerely

Param Iyer
Parameswaran Iyer

Ms. Usha Sharma
Secretary
Department of Youth Affairs
Ministry of Youth Affairs & Sports
New Delhi

Annexure : 1

The schedule of Events for Gandagi Mukta Bharat (8 August to 15 August , 2020)

Date	Event
August 8, 2020	Inauguration of the RSK and launch of the GMB; e-Ratri Chaupal with sarpanches by the District Collectors
August 9, 2020	Campaign led by village mukhiya / sarpanches to collect and segregate Single Use Plastic (SUP)
August 10, 2020	Shramdan in panchayats to whitewash / cleaning of public buildings & Launch of SBM mobile academy
August 11, 2020	All India wall painting day of SBM messages in villages
August 12, 2020	Shramdaan in villages : Tree Plantation
August 13, 2020	Online painting competition (classes 6 to 8); essay competition (classes 9 to 12) on the theme of "Gandagi Mukta Mera gaon" & Virtual tour of the RSK by MoJS
August 14, 2020	Cleanliness and Sanitization drives in PHCs.
August 15, 2020	Independence Day: ODF Plus declarations of villages in Aam Sabha