



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*



Ref.No.NYKS/Spl.Prog./GMB/2020-2021/14

7TH August 2020

To: All State Directors, NYKS

From: Dr. M. P. Gupta, Director (Programmes)

Subject: Swachh Bharat Mission Grameen-Establishment of Rashtriya Swachhta Kendra and Organization of Gandagi Mukh Bharat Campaign.

Sir/Madam,

Deptt. of Drinking Water and Sanitation, Ministry of Jal Shakti, Govt. of India has established State of Art **Rashtriya Swachhta Kendra(RSK)** at Gandhi Darshan, Rajghat, Delhi. The RSK is being set as an experience centre which uses modern technology to chronicle Indias Swachhta journey in a high tech edutainment format with a mix of indoor digital and outdoor physical exhibits. The RSK will be **inaugurated** on **8th August 2020**. The time to login is **16:45 hrs** (4:45 p.m.) on 8th August, 2020. The web link for the inauguration event of the RSK is **pmindiawebcast.nic.in**. State Directors are advised to send web link to District Youth Coordinators for sharing the link among volunteers and members of NYKS affiliated Youth Clubs to witness the launching ceremony of Rashtriya Swachhta Kendra (RSK) through the web link.

2. Coinciding with the occasion, Deptt. of Drinking Water and Sanitation is launching the **Gandagi Mukh Bharat Campaign-a special week long campaign for swachhta from 8th August 2020 to 15th August 2020**. The day wise schedule is enclosed as **Annexure-1** for information please. District Youth Coordinators under your jurisdiction may be intimated to undertake the scheduled activities with the support and cooperation from volunteers and members of youth Clubs and other stakeholders such as Manila Mandals, SHGs, Gram Panchayat. Each National Youth Volunteers should be given target to motivate a minimum of 20 village based Youth Clubs in their respective blocks for conducting above mentioned activities.
3. District Youth Coordinators should mobilize local press and media, tie up with Doordarshan Unit and Local Channel, and Print Media in their respective Districts, issue press release and invite Media Persons during the programmes so as to have wider coverage and dissemination of messages. It may please be noted that the programme shall be organized on voluntary basis and by following social distancing and other safety directions in respect of COVID-19 as issued by the GOI and concerned state Govt.

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4. This is very important programme and has been given top priority at higher level. Therefore, it needs to be implemented with due diligence and keeping in view the directions as mentioned above.
5. The activities should also be shared on Social Media - whatsapp, facebook, Twitter etc. Activities photographs, Videos and Press Clippings should be uploaded on NYKS Website: www.nyks.nic.in. Immediately after completion of the programme, State Director should send report in performa **enclosed** as Annexure-2 to Sh. Prabhat Kumar, Dy. Director (Spl Prog.) on prabhatkumarshimla@gmail.com by **18th August 2020**.

This issues with the approval of Director General.

With best wishes



(Dr. M. P. Gupta)
Director (Prog.)

Encl: as above

Copy to: PS to Director General, NYKS