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महानिदेशक, ने.यु.के.सं.
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Director General, N.Y.K.S.



सत्यमेव जयते



स्वायत्तशासी संस्था
युवा कार्यक्रम एवं खेल मंत्रालय
भारत सरकार
an Autonomous Body under
Ministry of Youth Affairs & Sports
Government of India

Ref. No.NYKS/PROG:swachhta pakhwada/2021/54

Date: 26th July, 2021

All Regional Directors and State Directors,
Nehru Yuva Kendra Sangathan

Subject: Celebration of Swachhata Pakhwada (Fortnight) from 1st to 15th August, 2021 – regarding

1. Like previous years, this year also **Swachhata Pakhwada** would be organised from **1st to 15th August, 2021**.
2. In this context, vide letter of even number dated 22nd July, 2021, detailed Guidelines for Observance of Swachhata Pakhwada were communicated.
3. For celebration of Swachhata Pakhwada, an amount of **Rs. 15,000/- has already been released** through TSA to each of 623 District NYKs, as a part of Annual Action Plan 2021-22.
4. Following activities may be taken up. These are suggestive activities. District NYKs and Youth Clubs may device their own local need based innovative activities.

Sr.N.	Swachhta Fortnight Activities
1.	Pledge taking ceremony on Swachhta (1 st August)
2.	Reading of Message/Appeal of Hon'ble Prime Minister of India (1 st August)
3.	Gosthi, Lectures by Eminent Resource Persons on Cleanliness, sanitation and Hygiene, Seminars and Discussions (1 st August)
4.	Cleaning of Own village, Promotion of Green Village through Tree Plantation (August 2 nd & 3 rd)
5.	Door to door campaigning in the village on swachhta (ODF, General cleanliness & hygiene (August 4 th - 6 th))
6.	Distribution of Literature collected from concerned departments in the district (August 4 th to 6 th)
7.	Intensive cleaning of villages including school, Anganwadi, Panchayat Bhavan, Public statues in villages & Awareness activities (August 7 th to 11 th)
8.	Cleaning of public Institutions, Health sub centres, PHC in neighboring villages and & Awareness activities. Celebration of International Youth Day. A few Youth Clubs may come together and work jointly (August 12 th -15 th)
9.	Rally in the village and Review of Activities to sustain Cleanliness (August 15 th)
10.	Awareness activities
a.	Prabhat Pheri, Rallies (Cycle, Motorcycle, etc), Run for Cleanliness, sanitation and Hygiene
b.	Knowledge Competitions: Quiz, Painting, Poster Making, Essay and Slogan Writing, Wall Writing, Debating and Declamation, Street Plays, etc.
c.	Other Programmes as per local need and priority

Contd..2

5. **Activities by NYKS State Offices and District NYKs**

- ✓ Upkeep and cleaning of the offices premises including the common areas like toilets, common corridors, stairs, lifts, etc.
- ✓ Upkeep and cleaning of the area around the office premises or the office complex, including the parking areas, pathways, etc.
- ✓ Disposal of the old and not in use furniture/ fixtures/ stationary, including electrical and electronic equipments.
- ✓ Weeding out of the old files/ records, etc.
- ✓ Repairs and maintenance of the office premises and outside common areas. Cleanliness in office complexes of District and State offices.
- ✓ Toilets and garbage places should be cleaned.

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

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 and other community activities may be undertaken to focus public attention on this campaign and on the need for cleanliness & hygiene. A copy of **Bi-Lingual Swachhata Pledge is enclosed.**

7. Motivation of members of Youth Clubs to undertake Special Cleanliness Drive: The members of Youth Clubs should be motivated to undertake Cleanliness Drive in their respective areas.
8. 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, desilting and repair of ponds, wells, natural drinking water resources, small irrigation channels, water tanks, water harvesting, etc.
9. Further, Members of NYKs Youth Clubs and NY Volunteers should motivate villagers for construction of sanitary latrines. Necessary technical and financial support and required resources may be mobilized from concerned Departments/Agencies.
10. District Youth Officers and State Directors should hold meetings with all concerned individuals, Public Representatives, Youth Leaders and other Stake Holders to make the **Swachhata Pakhwada** effective and successful.
11. **Banners to highlight the core issues** of cleanliness, sanitation and hygiene should be displayed at prominent places.
12. **Meetings of eminent citizens** should be organized for active support and guidance for effective implementation of Swachh Bharat Mission.

13. **Media & Publicity:** Effective use of mass media such as radio, television and newspapers, digital media such internet and mobile, etc. may be made in this regard. State Director/District Youth Officers should **write a letter to Doordarshan, AIR and leading News Papers for wide coverage** of the events.
14. **Social Media Platforms** should also be used for **visibility of the Swachhta activities**. Official handles of MoYAS and NYKS (NYKSIndia) may be tagged.
15. The State Directors and District Youth Officers should ensure that a **Press Note is issued** immediately after the function is over to all leading print and electronic media.
16. **Reports and Action Photographs:**
 - There is a need of daily reporting of the activities during the Pakhwada on Swachhata Samiksha Portal and myGov portals.
 - For this purpose, Activities pictures of high resolutions, videos and press clippings should be sent to Ms. Manisha Saini, AD at **coreprogrammenyks@gmail.com on a daily basis**.
 - Final Progress Report in the **enclosed format** be submitted to NYKS Hqr along with press clippings and remaining action photographs latest by **17th August, 2021**, for onward submission to Department of Youth Affairs, MoYAS and Department of Drinking Water & Sanitation, MoJal Shakti.
17. **Precautions:** While undertaking these activities, the youth should wear face mask, wash their hands on regular intervals, due care for personnel hygiene and maintenance of social distancing as well as while following the advisories and Guidelines issued by Government and District Administration. Further, as per local notifications, permissions for conducting activities may be sought from District Administration.
18. It is requested that Regional Directors and State Directors should give their personal intervention and indulgence to spread the message of **making India Clean and Green** among all NYK functionaries such as NY volunteers, members of Youth Clubs, COVID volunteers and other key stake holders in the districts and motivate them to organize and participate wholeheartedly in this campaign.


(Vijay Kumar)

Encl : as above

CC :

- PS to Director General, NYKS
- Director (Prog.), NYKS
- Shri Rajiv Kumar Singh, Under Secretary (YA-CDN), MoYAS *for information*