

A Report on

Celebration of Swachhta Fortnight

(16th to 31st August, 2016)



एक कदम स्वच्छता की ओर

Conducted by



नेहरु युवा केन्द्र संगठन

World's Largest Youth Network

Together
Towards Tomorrow...



Nehru Yuva Kendra Sangathan
Ministry of Youth Affairs and Sports,
Government of India

Nehru Yuva Kendra Sangathan **Celebration of Swachhta Fortnight from 16th to 31st August, 2016**

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 **Swachhta Pakhwada** from **16th to 31st August, 2016** in a befitting manner.

Swachhta Pakhwada (16th to 31st August, 2016)

In view of the above, NYKS organized a nation-wide intensive cleanliness & hygiene campaign under **Swachhta 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 motivated to devote some hours out of their daily works towards cleanliness of their surroundings.

As directed by the Ministry, **following activities** as well as **environment building activities** were conducted across the country. All activities were organized through voluntary effort of NYKS Youth Clubs, local youth from different walk of life and National Youth Volunteers. Nonetheless, more and more villagers were motivated to participate to make Swachhta a peoples' movement.

- **Environment Building** along with **Swachhta Activities** were conducted in all States and UTs of India during which
 - **Logo** of Swachh Bharat Mission was adopted and popularized at all levels
 - **Banners** to highlight the core issues of cleanliness, sanitation and hygiene were displayed at prominent places

- **Meetings with eminent citizens** were organized for active support and guidance for effective implementation of Swachhta campaigns
- **9,780 Lectures, Seminars and Swachhta Shapaths** were conducted in which **1,57,821 youth** participated
- **2,214 Youth Clubs** carried out **cleanliness drives** in their villages in which **47,126 youth** took part
- **In 10,594 villages Door to door campaignings on ODF and Swachhta** as well as Distribution of IEC material were undertaken during which **1,22,468 persons** were reached
- **3,495 Schools, Anganwadis, Public Statues** and Panchayats Bhawans were cleaned with the involvement of **51,026 youth**
- **2,618** programs were conducted to clean **Public Institutions, Health Sub Centers, PHCs**, etc with the participation of **54,978 youth**
- **209 Rallies** were organized with the involvement of **6,269 youth** for dissemination messages on Swachhta
- **Besides above 1,980 local need based activities** viz. Quiz Competition, Painting, Poster Making, Essay and Slogan, Writing, Street Plays of interest of youth were also conducted in which **69,213 youth** took part
- **MoU signed - Youth Led Mass Awareness Campaign for making Swachh Cities - an Initiative of NYKS -**
 - **MoU signed** on 30.08.2016 between MoUD and NYKS in august presence of **Shri M. Venkaiah Naidu, Hon'ble Minister of Urban Development, Govt. of India & Shri Rao Inderjit Singh, Hon'ble State Minister of Urban Development.**
 - **NYKS will** mobilize youth to undertake awareness generation campaigns, physical Swachhta activities, social media campaign and other cleanliness activities to bring about behavioral change regarding healthy sanitation & waste management under Swachh Bharat Mission.
 - Project would be in **9 pilot Urban Local Bodies of the National Capital Region** with a budget of Rs. 4.70 Crore

- **Special Cleanliness Awareness Drive in Delhi**

- Organised in Delhi on **1st September 2016** to mark the successful completion of the nationwide 'Swachhta Pakhwara'
- More than **30,000 students and youth** were out on the streets to convey the message of Swachhta to general public through placards and action on ground.

The entire Swachhta Fortnight Activities were given wide coverage by the Press and Media. **Actions photographs** sent by district NYKs and youth follow: