

#CleanIndia – Ministry of Youth Affairs and Sports Clean India Campaign from 01st Oct. 2021 to 31st Oct. 2021- reg.

NSSRC_DELHI <nssrcdelhi@gmail.com>

Thu, Sep 30, 2021 at 6:23 PM

To: satyapalsingh117 <satyapalsingh117@gmail.com>, delhiddenss <delhiddenss@gmail.com>, nssuniversityofdelhi2012 <Nssuniversityofdelhi2012@gmail.com>, Parminder Sehgal <Parmindersehgal3@gmail.com>, khurshheed ahmad Ansari <kaansari@jamiyahamdard.ac.in>, vsiddiqui@jmi.ac.in, "amit.kr" <amit.kr@mail.jnu.ac.in>, amitkgnu <amitkgnu@gmail.com>, NSS JNU Coordinator <nssjnu@jnu.ac.in>, anilgoswami55 <Anilgoswami55@hotmail.com>, "Dr. Prem Sikarwar" <Premsikarwar23@gmail.com>, premsingh <premsingh@slbsrsv.ac.in>, Samrat.mukhopadhyay@textile.iitd.ac.in, nssincharge <nssincharge@iitd.ac.in>, samrat <samrat@textile.iitd.ernet.in>, samrat@textile.iitd.ac.in, "Prof. BVR Reddy" <nsscell@ipu.ac.in>, Coordinator NSS CELL <nsscell@nsut.ac.in>, "Prof. Dinesh Rana" <kunss1969@gmail.com>, "Prof. Dinesh Rana" <rana.kuk@gmail.com>, "Dr. Ranbir Gulia" <nsscoordinatorormdu10@gmail.com>, ranbirgulia2016@gmail.com, Sushma Nss <nsscoordinatorbpsmvkk@gmail.com>, "Dr. Anil Sindhu, DCRUST Sonipat" <Sindhu.biotech@gmail.com>, Karan Aggarwal <karan.170987@gmail.com>, "Dr. B. Majunath" <bcmaju10@rediffmail.com>, Registrar BDSPGI Rohtak <registrar.uhsr@gmail.com>, bhankhar <bhankhar@gmail.com>, "NSS, GJUST, HISAR" <nssgju@gmail.com>, NSS CDLU <nss@cdlu.ac.in>, I am dev <artigaur2009@gmail.com>, dsw@hau.ac.in, "D.S. Dahiya" <dsw@hau.ac.in>, "Dr. Dinesh Chahal" <dineshchahal@cuh.ac.in>, NSS COORDINATOR <nsscoordinator@cblu.ac.in>, PC NSS CRSU Jind <nss@crsu.ac.in>, vc <vc@ymcaust.ac.in>, Pradeep Dimri <pkdimri@yahoo.com>, Indira Gandhi University Rewari <nssigu@gmail.com>, nss@igu.ac.in, dsw.supva@gmail.com, srivastava_v_k@yahoo.com, Tarun Dhull <tarundhull@gmail.com>, Registrar DBRANLU <registrar@dbranlu.ac.in>, nakul.singh@svsu.ac.in, National Service Scheme <nss@svsu.ac.in>, Chandra Mohan <chandra.mohan@krmangalam.edu.in>, registrar@starexuniversity.com, SUBHASH SINHMAR <subhashsinhmarsociology@gmail.com>, Rahul Porwal <rahul.porwal@iilm.edu>, registrar@srmuniversity.ac.in, registrar@jgu.edu.in, drysridharbabu@gmail.com, "Dr. Yarramaneni Sridharbabu" <yarramaneni.sridharbabu@bmu.edu.in>, "dir.he.jk" <Dir.he.jk@gmail.com>, directorhredu <directorhredu@gmail.com>, satinder kumar <Jammusatinder51@gmail.com>, nssofficejammu <nssofficejammu@gmail.com>, Musavir Salaam <ahmed.musavir@gmail.com>, musavir <musavir@uok.edu.in>, Coordinator NSS <nss@uok.edu.in>, dsw@skuastkashmir.ac.in, dswskuastj@gmail.com, SUBHASH KASHYAP <sck2412@gmail.com>, Jegan Naathan <chamujegan@gmail.com>, PRINCIPAL LEH <principal.ejmc.leh.1@gmail.com>, anil kumar <anilcollegemail@gmail.com>, Asvj2127080@yahoo.co.in, Vpcorporate@tecnica.in, Directortias <directortias@tecnica.in>, edc.tecnica@gmail.com, jmpsschool@yahoo.com, principal@cskm.com, principal@asnschool.org, iitdte.delhi@nic.in, Divya_gulati2015@yahoo.com, head.corporateaffairs@jagannath.org, director@gitarattan.edu.in, gibs@gitarattan.edu.in, rubeenakhan.s.prof@gmail.com, nahidraees719@gmail.com, Himanshu Verma <Himanshuverma80@gmail.com>, Heemal Bhat <Heemal246@yahoo.co.in>, jnims@vsnl.com, gncedelhi@yahoo.com, registrar@dspr.in, director@dspr.in, director.ldims@gmail.com, aggarwal2001@yahoo.com, Delhi Institute of Advanced Studies DIAS <dias@dias.ac.in>, malati_nvs@yahoo.com, principal@aiactr.ac.in, Director HMRITM <hmritmdirector@gmail.com>, Nahar Singh <drnahar.singh@gmail.com>, directorrehab@tecnica.in, AIRSR SAS <inforehab@tecnica.in>, AIE Army Institute of Education <aiedelhi@gmail.com>, Saksham Singh <sakshams10@gmail.com>, R K RAGHUWANSHI Greater Noida <Director.gn@jagannath.org>, Admission.gn@jagannath.org, Universal Public School <joshideepa9668@gmail.com>, IKKilam DSW <Dean.dsw@mrii.edu.in>, Info.rattanpalwal@gmail.com, nanda.padhan@asu.apeejay.edu, bmvps@bmu.edu.in, vc@bmu.edu.in, T D Dogra <tddogra@gmail.com>, ptersb.edcollege@gmail.com, hellowjihellowji@gmail.com, pmcpkami@gmail.com, "P.M. Polytechnic" <pmpolytechnic107@gmail.com>, director@pmkami.com, Poonam Shikherwar <pmce.tpocell@gmail.com>, SKPPS Siwani Public school <principal@skpps.org>

Ma'am/Sir,

Kindly find the attached letters on the subject above for your kind perusal.

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With best regards---

(जैंगजिलॉग / Jangjilong)

क्षेत्रीय निदेशक / Regional Director,

रासेयो, क्षेत्रीय निदेशालय / Regional Directorate of NSS,



युवा कार्यक्रम और खेल मंत्रालय, भारत सरकार / Ministry of Youth Affairs & Sports, Government of India

15/11, जामनगर हाँउस / Jamnagar House,

नई दिल्ली / New Delhi- 110011,

दूरभाष / Phone No. 011-23382991

6 attachments

 CLEAN INDIA PPT 23rd Sept.21.pdf
375K Action Plan Framework for Clean India.pdf
381K Clean India Letter.PDF
554K Reporting Proforma.docx
13K Clean India Booklet-Final-8.pdf
808K Clean India Letter - Secretary (GoI, MoYAS).pdf
1080K

NSS REGIONAL DIRECTORATE, DELHI
Action Plan for Clean India Campaign
Execution Period: 01st October 2021 – 31st October 2021

S. No.	Proposed key activities	No. of activities to be organized (Target)	Level (District)	Duration		Type and no. of NSS Volunteers participants	Methods of Dissemination and Tools to be used	Responsibility, Reporting and Monitoring	Key Performance Indicators (Impact Assessment Tool)
				From	To				
1.	Plogging run, Collection & Disposal of SUP wastes.	600	All Districts under Delhi, Haryana and J&K	01.10.21	31.10.21	25,000	Plogging runs and door to door waste collection by NSS volunteers.	NSS Programme Coordinators, NSS Programme Officers and DYO/RD/SD NYKS	Total quantity of waste collected.
2.	Cleaning of educational institutions.	600	All Districts under Delhi, Haryana and J&K	01.10.21	31.10.21	25,000	Cleanliness Drives by NSS volunteers.	-do-	Number of educational institutions cleaned.
3.	Online Swachhta webinars, workshops and various competitions on swachhta awareness.	200	All Districts under Delhi, Haryana and J&K	01.10.21	31.10.21	10,000	Online Awareness activities in various social media platforms.	-do-	Number of online awareness activities conducted.
4.	Cleaning and beautification of historical places, tourist places and important public places.	100	All Districts under Delhi, Haryana and J&K	01.10.21	31.10.21	5,000	Cleanliness Drives by NSS volunteers.	-do-	Number of places cleaned.

*** The target set for number of activities to be organized is for all Districts under Delhi, Haryana, J&K and Ladakh. The NSS units are however requested to organize maximum number of activities for collection and disposal of SUP waste to reach the Ministry's target of 75 Lakhs Kilograms of waste.



नेहरु युवा केन्द्र संगठन
Nehru Yuva Kendra Sangathan



सत्यमेव जयते

Government of India
Ministry of Youth Affairs and Sports



स्वच्छ भारत CLEAN INDIA

1st - 31st October 2021

*“Lets come together and be part of history in making”
Join Hands Together for Clean India*

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



Program- “Clean India”

01st October to 31st October 2021

To celebrate Azadi Ka Amrit Mahotsava, Deptt. of Youth Affairs, Ministry of Youth Affairs and Sports is undertaking “**Clean India**” **Program**. The program is aimed at creating awareness, mobilization of people and ensuring their involvement in the Clean India initiative which is unique in terms of scale and participation.

Objectives:

- To organize activities to clean waste mainly Single Use Plastic waste throughout the country from 01st October to 31st October 2021. Program will be organised in 2.50 lakh villages having presence of NYKS affiliated Youth Clubs, in all 744 Districts of the country.
- To involve all segments of society, Government organizations including PRIs and Non-Government Organizations to instill awareness and feeling of pride among citizens to keep their surroundings clean and waste free.
- To make the program as People’s Movement through Jan Bhagidari.
- To propagate the mantra of “**Clean India: Safe India**”.

Key Activities of the Program:

- **Collection & disposal of waste** - through collection drives and door to door campaign.

- **Village Beautification-** Maintenance and beautification drives for historical monuments and heritage sites, community centres, Youth Club/Mahila Mandal Buildings, School Buildings, Panchyat Buildings etc.
- **Traditional Water Sources-** Cleanliness and maintenance through Voluntary Work Camps-De-silting and Cleaning of Water Bodies.

Three Phases of the Campaign

- Preparatory Phase
- Launching Phase
- Collection of Waste and Disposal

Outcome:

- Collection & disposal of 75 Lakh kg waste mainly plastic waste throughout the Country covering 744 Districts and 2.50 Lakh Villages.
- On an average, 10,080 kg waste per District will be collected. 620 Plain Area Districts will collect 11,000 kg waste per District whereas 124 Hilly Districts will collect 5484 kg waste per District.
- Accordingly, on an average, 30 kg waste per village will be collected and disposed off.

- Hotspots for Waste Collection: Tourist Places, Educational Institutes, Bus Stand/Railway Stations and the vicinity, National Highways, Historical and heritage buildings, Religious places & surroundings, Hospitals and Water Resources.

Collaboration with:

- State Governments
- District Administration, Municipalities and PRIs
- Educational Institutes, Religious Bodies, Professional Groups, Civil Societies & Community Based Organisations
- National Sports Federations, IOA and other Sports Bodies
- Religious bodies i.e. Art of Living, Patanjali Yoga Peeth, Isha Foundation, Radha Swami Satsang, Brahmkumaris, Isckon etc.
- UNICEF and other UN Agencies for resource mobilization
- NSS, BS&Gs and HS&Gs

Preparatory Phase

Time Line- 15th September to 30th September 2021

- Formation of State and District Level Committees under the Chairmanship of Chief Secretaries and DM/DC respectively.

- Formulation of Action Plan and sharing with all stakeholders i.e. District Administration, DRDA, Local Municipal Corporations, PRIs, NSS and BS&G, HS&Gs, Youth Clubs, Mahila Mandals, SHGs, Community Based Organization (CBOs) such as Rotary Clubs, Lions Clubs, Red Cross etc. working in the Districts and Villages.
- Meeting with Chief Secretaries/Secretary Youth Affairs of all States (by Secretary Youth Affairs, GoI), with Central Pollution Control Board and State Pollution Control Boards.
- Meeting with Secretaries, GoI of Ministry of Urban Development, RD&PRI, Education, Jal Shakti, Environment, Forest and Climate Change, Secretary Banking Sector and Chairman NHAH etc.
- Coordination meeting with all DMs/ZilaPramukhs/CEO ZilaParishad/ Mayors/Pradhans by State Directors and DYOs.
- Hon'ble Minister of Youth Affairs & Sports with Union Minister of UD, RD&PRI, Education, Ministers of Youth Affairs of all States and DM/DC of all Districts.
- Identification of Location for collection and disposal of waste at all levels by village Youth Volunteers, NYVs, District Youth Officers in collaboration with District Authorities including Municipalities and PRIs.
- Design and Distribution of T-Shirts and collecting material (polybag) for collection of waste.

Launching Phase

Time Line- 1st October 2021

- Programme to be launched by Hon'ble Minister of Youth Affairs & Sports on 1st October 2021 at Prayagraj.
- Similar programmes will be launched by Members of BOG, NYKS in their respective jurisdictional states.
- Simultaneous functions in all 744 Districts.
- **Program at Prayagraj** (Minimum Participants: 750)
- Skit
- Interactive session with Youth by Hon'ble Minister of Youth Affairs and Sports
- Painting by 200 Young Artists
- Signage and Pledge
- Formal Launch by Hon'ble Chief Guest. Program to be held at 05 locations in Prayagraj and Hon'ble Chief Guest will attend all the programs.

Waste Collection & Disposal

Time Line- 1st October to 31st October, 2021

- Both village based NYKS affiliated Youth Clubs and NSS affiliated Educational Institutions will formulate days wise calendar of activities and locations.

- Waste Collection in villages through door to door Campaign by Village based Youth Clubs/ Mahila Mandals/SHGs and others.
- Similar Waste Collection in town/urban areas by the students of schools and Educational Institutions, NSS, BS&G and HS&G.
- NYKS to coordinate with Professional groups, Religious Bodies, Government and Non-Government Organisations etc. to collect and dispose waste on given specific dates in designated areas. DYOs and NYVs will be the focal point for collaboration.
- Continuous daily drives will be conducted to achieve the targets.
- Day to day disposal of collected waste from village to District level in collaboration with District Administration (Municipal Corporation and PRIs)
- Measurement of total collected waste at District level on 30th/31st October for record and photography before further disposal. Identification of Best Performing NYV/Youth Clubs and districts to be ensured at this stage.

Calendar of Activities

To generate Janbhagidari, involvement of other stakeholders, professional groups and various segments of societies, cleanliness

drive dates are proposed as per the following calendar:

- 2nd October–Plogging Run by NYKS and NSS
- 2nd -3rd October–Religious Bodies
- 4th-5th October–Corporate Sectors
- 6th-7th October–Sportspersons
- 8th-9th October–Railway Officials and Staff
- 10th October– Police, Media and CAPF
- 11th-12th October–Political Leaders including PRIs
- 13th-14th October–NGOs and Civil Society
- 18th-19th October–Business Community/Vyapar Mandals
- 20th-21st October–Women Groups
- 22nd -23rd October-Teachers
- 23rd October–Forest Officials
- 24th October–Film and T.V.Industries
- 25th -26th October-Teachers/Forest Officials
- 27th-28th October–Telecom and Postal Officials
- 29th-30th October–Officials and Staff of PSUs
- 31st October–NYKS, NSS and other

Recognition and Incentives:

- State level Committee to judge Best Performing three Districts in the States

- District Level Committee to judge Best Performing three a) NYVs b) Youth Clubs/other groups, if any.
- Best Performing District's DM/DC, DYO and NYV/Youth Club/any other group may get an opportunity to have an audience with Hon'ble President, Vice President and Prime Minister.
- Interaction with other Eminent Personalities i.e. Olympians, Para Olympians, etc.
- Consideration for participation in Inter State Youth Exchange Programmes
- Certificates to all participants

Media/ Social Media Strategy:

- Involvement of Media from Day-1 of preparation.
- Extensive Media coverage during all three phases of the program. Collaboration with Doordarshan, Akashvaani, PIB.
- Maximum use of Social Media Platforms i.e. Twitter, Facebook, Instagram, YouTube, WhatsApp Groups
- Popularization of Hashtags i.e. #CleanIndia
- Theme based posts to be made.
- Use of Creatives (jingles, memes, e-posters) for the popularization of theme

Monitoring, Supervision and Follow up:

- State wise distribution of responsibility to BOG Members and NYKS Hq officials.
- Data collection from Village/Block/District level: (each day)
 - Number of activities conducted during the day
 - Number of participants
 - Quantity of collected waste at village level
 - Quantity of disposed/waste at district level
 - No. of monuments cleaned and no. of sites developed.
 - No. of Traditional Water Sources renovated and maintained
 - No. of Schools, PHCs and Community Places cleaned and beautified
- Dashboard: Regular feeding and updation



Actions to be ensured at Different Levels:

DYO/NYV:

- Identification of places to be cleaned
- Identification of places for collection of waste at village level
- Disposal of waste at district level
- Briefing to MP/MLAs/Eminent Persons about the program and to extend invitation for flag-off.
- Arrangement of logistics i.e. Hand Gloves, sanitizers, cleanliness aid and equipment
- Distribution of Collection Bags, T-shirts
- Administering Pledge before the cleanliness drives
- Day wise proper record keeping and documentation (Videos/ photography). Real time data submission to State Director's Office, regarding the progress of the program on daily basis with Photographs, press clippings and Videos.
- To keep a list of all District level Religious Leaders, Leaders of various Professional Groups, NGOs, Community Based Organizations and civil societies i.e. Rotary Club, Lion's Club, VyaparMandals, SHGs, Farmer Producer Organisations, etc.
- **Meeting and coordination with District Administration, Municipal Corporations, PRIs, Youth Clubs, Mahila**

Mandals. NSS, Professional Groups, Religious Bodies, NGOs, etc.

- Formation of District level Monitoring Committee under the chairmanship of DM/DC.
- Proper Media/ Social Media coverage, before and after press release & press conference, awareness programs, prabhatpheris, etc. **WhatsApp Groups to be created for effective implementation of the program and information sharing.**
- Liaisoning for resource mobilization.

State Directors:

- Finalization and consolidation of Village and District Plans (Calendar of activities)
- Liaison with State Chief Secretary, Secretary & Commissioner Youth Affairs and Secretaries of other Stakeholder Departments.
- Formation of State level Monitoring Committee under the Chairmanship of Chief Secretary.
- Liaison with State level Political leadership.
- Distribution of work at State Office for monitoring and supervision of the program.
- Live feeding/update of data for National Dashboard on hourly basis. Specific Officials to be nominated for the same.

- Reporting to NYKS Hq and Regional Director regarding the progress of the program on daily basis with Photographs, press clippings and Videos.
- Proper Media/ Social Media coverage, before and after press release & press conference, awareness programs, prabhatpheris, etc. WhatsApp Groups to be created for effective implementation of the program and information sharing.
- Liaisoning for resource mobilization.
- Liaisoning and consultation with VCs and BOG members for successful implementation of the program.

Regional Directors:

- Finalization and consolidation of State Plans (Calendar of activities)
- Liaison with State Chief Secretary, Secretary & Commissioner Youth Affairs and Secretaries of other Stakeholder Departments.
- Coordination for formation of State level Monitoring Committee under the Chairmanship of Chief Secretary.
- Liaison with State level Political leadership.
- Distribution of work at Regional Office for monitoring and supervision of the program.
- Reporting to NYKS Hq regarding the progress of the program on daily basis with Photographs, press clippings and Videos.

- Ensuring proper Media/ Social Media coverage, before and after press release & press conference. WhatsApp Groups to be created for effective implementation of the program and information sharing.
- Timely clearance of bills.
- Liaisoning for resource mobilization.
- NYKS HQ:
- Formulation of Plan of the Program.
- Issuance of Guidelines, monitoring and supervision at National level
- Coordination for inaugural and other special events.
- Liaisoning and coordination with different Ministries of Govt. of India, State Governments and other stakeholders.
- Finalization and distribution of samples of collection material, T-shirts, banners, IEC materials, etc.
- Timely release of funds.
- Monitoring of Dashboard for timely updation. Specific Officials to be nominated for the same.
- Proper media coverage
- Preparation of Final Report

BANNER / BACKDROP



The banner features a white background with a green border and an orange outer border. At the top left is the NYS logo with the motto 'नयः कृते नयेन संसृजते'. At the top center is the Government of India emblem and the text 'Government of India, Ministry of Youth Affairs and Sports'. At the top right is the 75th Azadi Ka Amrit Mahotsav logo. The central text reads 'स्वच्छ भारत' in blue and 'CLEAN INDIA' in green. Below this is the date '1st - 31st October 2021'. At the bottom, it says 'Department of Youth Affairs, Ministry of Youth Affairs and Sports, Govt. of India'. There are decorative horizontal bars with the Indian tricolor on either side of the date.

 नयः कृते नयेन संसृजते


Government of India
Ministry of Youth Affairs and Sports

 75
Azadi Ka
Amrit Mahotsav

स्वच्छ भारत
CLEAN INDIA

1st - 31st October 2021

Department of Youth Affairs, Ministry of Youth Affairs and Sports, Govt. of India

T-SHIRT-FRONT SIDE






T-SHIRT-BACKSIDE



POLYBAG FOR GARBAG



TAG FOR POLYBAG

		
स्वच्छ भारत CLEAN INDIA		
Weight of collected waste in Kg.		
Date:		
Village Panchayat.....		
Block..... District		
Volunteer / Youth Rep.		Sarpanch / Govt. Rep.

List of Regional Directors

S. No.	State	District	Name	Designation	Landline No.	Contact No.	Email ID
1	Assam	Guwahati (S D Office) (PAO)	Jackie Ruiwah Mis	Regional Director	0361-2332987	9436891402 7085523788	rdnyksghy2021@gmail.com
2	Delhi	Alipur (S D Office) (PAO)	ApoorvaShinde (Addl Charge)	Regional Director	011-23442813	9425309555	rdofficealipurdelhi@gmail.com
3	Karnataka	Bangalore (S D Office) (PAO)	Satya Prakash Patnaik	Regional Director	080-23118454	7781018025	rdnyksblr@gmail.com
4	Odisha	Bhubaneswar (S D Office) PAO	Nabin Kumar Naik	Regional Director	0674-2555982 0674-2558313 0674-2558352	9475532609 7602397237	rdnyksbbsr2021@gmail.com
5	Rajasthan	Jajpur (S D Office) (PAO)	Bhuwanesh Jain	Regional Director	0141-2232665 0141-2232147	8949005429 941443920	rdnyksjpr@gmail.com
6	Uttar Pradesh	Lucknow (S D Office) (PAO)	Nand Kumar Singh	Regional Director	0522-3586773	9013270071	rdnykslkoup2021@gmail.com

List of State Directors

S. No.	State	District	Name	SD, SD((/c)	Contact No.	Office Landline No.	Email ID
1.	Andhra Pradesh	Guntur (S D Office)	B J Prasanna	State Director	8317591583 9440175423	0863-2220089	sdnyksap@gmail.com
2.	Arunachal Pradesh	Itanagar (S D Office)	Inkhuanguang	State Director	9435555950 6002143480	0360-2218388	zonyksitanagar@gmail.com
3.	Assam	Guwahati (S D Office)	Syed Ali	State Director (i/c)	9470644855 9366014495	0361-2332987	zdnyksguwahati@gmail.com
4.	Bihar	Patna (S D Office)	Honey Sinha	State Director	9471315175 7488883102	0612-2344261 interrupted land-line service last 5.6 months	nyks_2006@yahoo.co.in
5.	Chhattisgarh	Raipur (S D Office)	Srikant Pandey	State Director	7999466182	0771-2263674 interrupted due to bill payment	nyks_raipur2262674@yahoo.com
6.	Delhi	Alipur (S D Office)	Shyam Sunder Joshi	State Director	9214339777	011-27204804	sdnyksdelhi@gmail.com
7.	Gujarat	Gandhi Nagar (S D Office)	Manisha J Shah	State Director	9825297089	079-23232032	nykszw@gmail.com
8.	Haryana	Chandigarh (S D Office) Haryana	Madhu Choudhary DD(OSD)	State Director (i/c)	9416396995	0172-2745505* (not exist due to bill payment) 0172-2923497 (working)	nyksharyana@gmail.com
9.	Jammu & Kashmir	Jammu (S D Office)	Surinder Saini	State Director	9876966646	191-2457950	sd.jk.nyks@gmail.com

S. No.	State	District	Name	SD, SD(I/c)	Contact No.	Office Landline No.	Email ID
10.	Jharkhand	Ranchi (S D Office)	Vijay Kumar	State Director	9431140991	0651-2961766	zdnyksjhar@gmail.com
11.	Karnataka	Bangaluru (S D Office)	M N Nataraj	State Director	9480392655	080-23117787	zdkar87@gmail.com
12.	Kerala	Trivandrum (S D Office)	Kunhammed K	State Director	9447072142	0471-2302042	keralazone2013@gmail.com kunhammednest@yahoo.in
13.	Madhya Pradesh	Bhopal (S D Office)	Ruchitra Narayan Tayagi	State Director	8839586413	0755-4293396	zdnyks.bhopal@yahoo.com
14.	Maharashtra	Mumbai (S D Office)	Prakash Kumar Manure	State Director	9425042477	022-26530292	zdnyksmaha@gmail.com
15.	Manipur	Imphal (S D Office)	Atul J Niiham, SD, Meghalaya (Addl Charge)	State Director	9422242269	0385-2411675- not working due to bill payment	zdstatemanipur16@gmail.com
16.	Meghalaya	Shillong (S D Office)	Atul J Niiham	State Director	9422242269	0364-2502667	sdnyksmeghalaya@gmail.com
17.	Mizoram	Aizawl (S D Office)	Atul J Niiham, SD, Meghalaya (Addl Charge)	State Director	9422242269	0389-2300046	zdnyksmzm@gmail.com
18.	Nagaland	Kohima (S D Office)	Inkhuangung, SD, Arunachal Prad. (Addl Charge)	State Director	9435555950 6002143480	0612-2344261 0364-2502667	zd_nyksngld@yahoo.com
19.	Odisha	Bhubaneswar (S D Office) PAO	Rita Bhagat	State Director	9431102788 8789366143	0674-2555982 0674-2558313 0674-2558352	zdnyksbhu@gmail.com

S. No.	State	District	Name	SD, SD(I/c)	Contact No.	Office Landline No.	Email ID
20.	Punjab	Mohali (S D Office)	Bikram Singh Gill	State Director	9417071172	0172-2744463 0172-2991034	zpczchd@gmail.com
21.	Rajasthan	Jaipur (S D Office)	Pawan Kumar Amrawat	State Director	9024038912	0141-2232665 0141-2232147	sdnyksrajasthan@gmail.com
22.	Rajasthan	Udaipur	Shyam Singh Rajpurohit	State Director(OSD)	9414474434	0294-2941482	ddudraj@gmail.com
23.	Sikkim	Gangtok (S D Office)	Sibasis Banerjee	State Director	9434240874 8240138882	03592-231015	nykszosikkim@yahoo.co.in
24.	Tamil Nadu	Chennai (S D Office)	N S Manoranjan	State Director	9441400035	044-24510209	zdnyksch@hotmail.com sdnyksth@gmail.com
25.	Telangana	Hyderabad (S D Office)	Ansuman Prasad Das	State Director	9437505290	040-24151772	sdnyksstelangana29@gmail.com
26.	Tripura	Agartala (S D Office)	Jaba Chakraborty	State Director	9774449762	0381-2373978	sdnyksstripura2019@gmail.com
27.	Uttar Pradesh	Lucknow (S D Office)	Nand Kumar Singh, RD, Lucknow(Addl Charge)	State Director	9013270071	0522-3586773	sdnyksuttarpradesh@gmail.com
28.	Uttarakhand	Dehradun (S D Office)	Umesh Sahni, DD, Dehradun	State Director (I/c)	9716931414	0135-2629563	sdnyksuttarakhand@gmail.com
29.	West Bengal	Calcutta (South) (S D Office)	Nandita Bhat-tacharya Ms	State Director	8617678402 9434000000	033-23450026	zdnykskol@yahoo.co.in sdnykswb@gmail.com sdnykswb@yahoo.com

स्वच्छ भारत
CLEAN INDIA



Nehru Yuva Kendra Sangathan
Department of Youth Affairs,
Government of India

उषा शर्मा, भा.प्र.से.
Usha Sharma, IAS



सचिव
भारत सरकार
युवा कार्यक्रम और खेल मंत्रालय
युवा कार्यक्रम विभाग
Secretary
Government of India
Ministry of Youth Affairs & Sports
Department of Youth Affairs

D.O. No. J-17011/142/2020-NYKS(Pt.File)

September 23, 2021

Dear Ma'am/Sir

As you are aware the Ministry Youth Affairs and Sports is organizing Clean India Programme from **1stOctober 2021 to 31stOctober 2021** in commemoration of Azadi ka Amrit Mahotasava through its two organizations viz. Nehru Yuva Kendra Sangathan (NYKS) and National Service Scheme (NSS). The details of the programme are enclosed.

2. Considering the importance of role of State Govt. particularly of District Administration, Urban Development (Municipal Committee) and Panchayati Raj in the success of this programme, a meeting was held under the chairpersonship of Hon'ble Union Minister of Youth Affairs and Sports, Sh. Anurag Singh Thakur with D.Cs/D.Ms and CEOs of Zila Parishad on 22nd September 2021.

3. A need is also felt to have the following committees in place for smooth implementation of the programme:

- (a) **State Level Committee** : i. Secretary, Department of Youth Affairs of concerned State Govt./UTs as Chairperson
ii. Representatives of other Depts. of concerned State Govt./UTs as Members
iii. State Director, NYKS as Member Secretary
- (b) **District Level Committee** : i. Deputy Commissioner / DM as Chairperson
ii. Representatives of other Depts. of concerned State Govt./UTs as Members
iii. District Youth Officer, NYKS as Member Secretary

The State Level Committee would also adjudicate best performing three districts in a State while District Level Committee would judge best performing three NYVs/Youth Clubs and other Groups.

4. Further, a Nodal Officer may be nominated from District Administration to liaison with District Youth Officer of District NYK for smooth implementation of the programme.

5. Accordingly, it would be highly appreciated, if orders are issued for constitution of Committees as Para 3 above and further direction be issued to Deputy Commissioners /District Magistrates for nomination of nodal officers.


6. I would further request you to convene meeting with all stake holders to formalize and put in place a system for successful implementation of the programme. Necessary directions have been issued to DG, NYKS & Director, NSS to depute State Level Officers to get in touch with you immediately for further directions.

Looking forward to your valuable cooperation.

with best wishes,

Yours sincerely,

Encl: As Above.


(Usha Sharma)
24/9/2024

To,

All Chief Secretaries of all States/UTs

Copy to:

1. PS to Hon'ble Minister, Youth Affairs & Sports.
2. PS to Hon'ble MOS, Youth Affairs & Sports.
3. DG, NYKS
4. Director, NSS.
5. All State Directors of NYKS through DG, NYKS to immediately contact the State Chief Secretary in respect of the above issues.

Brief of the Clean India Programme to be organized from 1stOctober 2021 to 31stOctober 2021 in commemoration of Azadi ka Amrit Mahotasava.

This programme is unique both in terms of scale and outreach; as all villages will be covered from 744 Districts across the country during the month long campaign. The key activities of the programme are collection of waste mainly Single Use Plastic Waste, Village Beautification Drives & Cleanliness and maintenance of Traditional Water Sources. Through this initiative, ambitious target of collection and disposal of 75 Lakh k.g. waste mainly of plastic waste has been planned. Soft copy of Booklet cum guidelines of Clean India is enclosed for your information and ready reference please.

2. The success of the programme of such magnitude to a large extent depends on effective collaboration with stake holding Ministries/Deptts./Agencies and regular monitoring and follow-up of the progress at state and district level. Clean India Programme has been conceived on the ethos of Jan Bhagidari (voluntary involvement of people) and therefore, all concerned stakeholders are being approached for seeking their valuable input.

F.No.P.20/NSS/RDD/2021-2022/101
Government of India
Ministry of Youth Affairs & Sports
Regional Directorate of NSS
Ground Floor, Shivaji Stadium Annexe Building
Shaheed Bhagat Singh Marg, New Delhi-110001
Tel.No: 011-23362991, Email: nssrcdelhi@gmail.com

30.09.2021

To

1. The State NSS Officer, Delhi, Haryana and Jammu & Kashmir
2. The NSS Programme Coordinators, Delhi, Haryana and Jammu & Kashmir, Ladakh.

Sub:- #CleanIndia – Ministry of Youth Affairs and Sports Clean India Campaign from 01st Oct. 2021 to 31st Oct. 2021- reg.

Sir/Madam,

I am to refer to Secretary, YA D.O. No.J-17011/142/2020-NYKS(Pt.File) dated 23.09.2021 and to inform you that to celebrate Azadi Ka Amrit Mahotsav, the Department of Youth Affairs, Ministry of Youth Affairs and Sports, Govt. of India is organising “**Clean India**” Programme. The programme is aimed at creating awareness, mobilization of people and ensuring their involvement in the Clean India initiative. The programme will be launched by the Hon’ble Minister of Youth Affairs & Sports on 01st October, 2021 at Prayagraj, Uttar Pradesh. A presentation and a booklet on Clean India are enclosed, which is self explanatory and a guide to generate “**Janbhagidari**”.

The primary focus of this Clean India programme/campaign is collection and disposal of Single Use Plastics (SUP) waste for which our Ministry has set a minimum target of collection and disposal of 75 Lakhs Kilos of SUPs waste. An action plan formulated at Regional Directorate level is also enclosed herewith which may be followed by all NSS units under Haryana, Delhi, J&K UT and Ladakh UT for successful implementation of the campaign.

It is important to note that the waste collected by our NSS volunteers has to be handed over to the District Administration for which the District Youth Officers, NYKS of your District concerned should be approached for ascertaining the point of waste collection. The following State level NYKS officials may also be contacted for further information, coordination and clarification.

S.No.	State	Name and Designation	Contact Details
1.	Delhi	Shyam Sunder Joshi, State Director,	M-9214339777, Tel.011-27204804 Email- sdnyksdelhi@gmail.com
2.	Delhi	Apoorva Shinde, Regional Director,	M-9425309555, Tel. 011-233442813 Email- rdofficealipurdelhi@gmail.com
3.	Haryana	Madhu Chaudhary, State Director / OSD	M—416396995, Tel. 0172-2745505/ 2923497 Email: nykssharyana@gmail.com
4.	Jammu &	Surinder Saini, State Director	M—9876966646, Tel. 191-2457950


Kashmir	Email: sd.jk.nyks@gmail.com
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The NSS volunteers participating in this Clean India campaign may also register themselves at <https://forms.gle/oAdnvGpvrCDvBmLE6> for getting certificate of participation and an opportunity to have an audience with Hon'ble President, Vice President and Prime Minister and other eminent Personalities if adjudged as one of the best performing group or individual.

It is therefore requested to kindly ensure the maximum and active participation of the NSS Volunteers in this campaign and to share high resolution photographs, videos, newspaper clippings, etc and submit report in the prescribed pro-forma on daily basis to this office for onwards submission to the Ministry.

Please write or submit report to us at nssrcdelhi@gmail.com or reach us at 08851599459 or 09013310686 for any queries.

Yours faithfully,



(Jangjilong)
Regional Director

Enclosed: As Above.

Copy for information to:

1. The Director NSS, Directorate of NSS, Ground Floor, Shivaji Stadium Annexe Building, New Delhi-110001.



CLEAN INDIA

1st - 31st October 2021

“Lets come together and be part of history in making”

Join Hands Together for Clean India

Nehru Yuva Kendra Sangathan

Department of Youth Affairs

Ministry of Youth Affairs and Sports, Government of India

OBJECTIVES:

- To celebrate Azadi Ka Amrit Mahotsava, Deptt. of Youth Affairs, Ministry of Youth Affairs and Sports is undertaking **“Clean India” Program**
- To organize activities to clean waste mainly Single Use Plastic waste throughout the country from **01st to 31st October 2021**. Program will be organized in 2.50 lakh villages having presence of NYKS affiliated Youth Clubs, in all 744 Districts of the country.
- To involve all segments of society, Government organizations including PRIs and Non- Government Organizations to instill awareness and feeling of pride among citizens to keep their surroundings clean and waste free.
- To make the program as People’s Movement through Jan Bhagidari.

Key Activities of the Program:

- **Collection & disposal of waste** - through collection drives and door to door campaign.
- **Village Beautification-** Maintenance and beautification drives for historical monuments and heritage sites, community centres, Youth Club/Mahila Mandal Buildings, School Buildings, Panchyat Buildings etc.
- **Traditional Water Sources-** Cleanliness and maintenance through Voluntary Work Camps-De-silting and Cleaning of Water Bodies.

Outcomes:

- Collection & disposal of 75 Lakh kg waste mainly plastic waste throughout the Country covering 744 Districts and 2.50 Lakh Villages.
- On an average, 10,080 kg waste per District will be collected. 620 Plain Area Districts will collect 11,000 kg waste per District whereas 124 Hilly Districts will collect 5484 kg waste per District.
- Accordingly, on an average, 30 kg waste per village will be collected and disposed off.
- **Hotspots for Waste Collection:** Tourist Places, Educational Institutes, Bus Stand/Railway Stations and the vicinity, National Highways, Historical and Heritage buildings, Religious places & surroundings, Hospitals and Water Resources.

Three Phases of the Campaign

- Preparatory Phase
- Launching Phase
- Collection of Waste and Disposal

Preparatory Phase

15th September to 30th September 2021

Collaborating with

- State Governments.
- District Administration, Municipalities and PRIs.
- Educational Institutes, Religious Bodies, Professional Groups, Civil Societies & Community Based Organizations.
- National Sports Federations, IOA and other Sports Bodies.
- Corporates, PSUs, Media, Film Industry
- UNICEF and other UN Agencies
- NSS, BS&Gs and HS&Gs.

Preparatory Phase

15th September to 30th September 2021

- Formation of State and District Level Committees under the Chairmanship of Chief Secretaries and DM/DC respectively.
- Coordination meetings with all DMs/CEO Zila Parishad/ Mayors/ Pradhans by State Directors and DYO
- Formulation of Action Plan and sharing with all stakeholders i.e. District Administration, DRDA, Municipal Corporations, PRIs, NSS and BS&G, HS&Gs, Youth Clubs, Mahila Mandals, SHGs, Community Based Organization (CBOs) such as Rotary Clubs, Lions Clubs, Red Cross etc. working in the Districts and Villages.
- Identification of Location for collection and disposal of waste at all levels by village Youth Volunteers, NYVs, District Youth Officers in collaboration with District Authorities including Municipalities and PRIs.

Launching Phase

1st October 2021

- Programme will be launched by Hon'ble Minister of Youth Affairs & Sports on 1st October 2021
- Similar programmes to be launched by Members of BOG, NYKS in their respective jurisdictional states.
- Simultaneous functions in all 744 Districts.

Waste Collection & Disposal

1st to 31st October 2021

- Both village based NYKS affiliated Youth Clubs and NSS affiliated Educational Institutions will formulate days wise calendar of activities and locations.
- Waste Collection in villages through door to door campaign by Village based Youth Clubs/ Mahila Mandals/ SHGs and others.
- Similar Waste Collection in town/urban areas by the students of schools and Educational Institutions, NSS, BS&G and HS&G.
- NYKS to coordinate with Professional groups, Religious Bodies, Government and Non-Government Organisations etc. to collect and dispose waste on given specific dates in designated areas. DYO's and NYV's will be the focal point for collaboration.

Waste Collection & Disposal

1st to 31st October 2021

- Continuous daily drives will be conducted to achieve the targets.
- Day to day disposal of collected waste from village to District level in collaboration with District Administration (Municipal Corporation and PRIs)
- Measurement of total collected waste at District level on 30th/31st October for record and photography before further disposal. Identification of Best Performing NYV/ Youth Clubs and districts to be ensured at this stage.

Calendar of Activities

- To generate Janbhagidari, involvement of other stakeholders, professional groups and various segments of societies, cleanliness drive dates are proposed as per the following calendar:
- 2nd October–Plogging Run by NYKS and NSS
- 2nd -3rd October–Religious Bodies
- 4th-5th October–Corporate Sector
- 6th-7th October–Sportspersons
- 8th-9th October–Railway Officials and Staff
- 10th October– Police, Media and CAPF
- 11th-12th October–Political Leaders including PRIs
- 13th-14th October–NGOs and Civil Society

Calendar of Activities

- 18th-19th October–Business Community/Vyapar Mandals
- 20th-21st October–Women Groups
- 22nd-23rd October–Teachers
- 24th October–Film and T.V. Industries
- 25th -26th October-Teachers and Forest Officials
- 27th-28th October–Telecom and Postal Officials
- 29th-30th October–Officials and Staff of PSUs
- 31st October- NYKS,NSS and others

Recognition and Incentives:

- State level Committee to judge Best Performing three Districts in the States.
- District Level Committee to judge Best Performing three
 - a) NYVs
 - b) Youth Clubs/other groups, if any.
- Best Performing District's DM/DC, DYO and NYV/Youth Club/any other group may get an opportunity to have an audience with Hon'ble President, Vice President and Prime Minister.
- Interaction with other Eminent Personalities i.e. Olympians, Para Olympians, etc.
- Certificates to all participants

Media/ Social Media Strategy

- Involvement of Media from Day-1 of preparation.
- Extensive Media coverage during all three phases of the program. Collaboration with Doordarshan, Akashvaani, PIB.
- Maximum use of Social Media Platforms i.e. Twitter, Facebook, Instagram, YouTube, WhatsApp Groups
- Popularization of Hashtags i.e. #CleanIndia
- Theme based posts to be made.
- Use of Creatives (jingles, memes, e-posters) for the popularization of theme.

Monitoring, Supervision and Follow up

- Data collection from Village/Block/District level: (each day)
- Number of activities conducted during the day
- Number of participants
- Quantity of collected waste at village level
- Quantity of disposed/waste at district level
- No. of monuments cleaned and no. of sites developed.
- No. of Traditional Water Sources renovated and maintained
- No. of Schools, PHCs and Community Places cleaned and beautified
- Dashboard: Regular feeding and updation.



THANK YOU

NSS REGIONAL DIRECTORATE, DELHI
Action Plan for Clean India Campaign
Execution Period: 01st October 2021 – 31st October 2021

S. No.	Proposed key activities	No. of activities organized	Name of Place/District	Duration		Total No. NSS Volunteers participated	Key Performance Indicators (Impact Assessment Tool)	
				From	To			
1.	Plogging run, Collection & Disposal of SUP wastes.		All Districts under Delhi, Haryana and J&K				Total quantity of waste collected (In Kgs.)	
2.	Cleaning of educational institutions.		All Districts under Delhi, Haryana and J&K				Total No. of Institutions cleaned	
3.	Online Swachhta webinars, workshops and various competitions on swachhta awareness.		All Districts under Delhi, Haryana and J&K				Total No. of Online activities organized	
4.	Cleaning and beautification of historical places, tourist places and important public places.		All Districts under Delhi, Haryana and J&K				Total No. of places cleaned	