



स्वातंत्र्याचा अमृत महोत्सव



सावित्रीबाई फुले पुणे विद्यापीठ

(पूर्वीचे पुणे विद्यापीठ)



प्रो. (डॉ.) सदानंद भोसले

एम्.ए., पीएच्.डी.

संचालक (अतिरिक्त कार्यभार)

राष्ट्रीय सेवा योजना

गणेशखिड, पुणे - ४११ ००७

कार्यालय क्र. : ०२०-२५६२२६८८/८९
: ०२०-२५६२२६९०/९१
: ०२०-२५६२२६९२
: ०२०-२५६९७३४९

संदर्भ : रासेयो/२०२४-२५/३०३

दि. २९/१०/२०२३

प्रति,
मा.प्राचार्य/संचालक,
रासेयो संलग्नित सर्व महाविद्यालये परिसंस्था,
पुणे, अहमदनगर व नाशिक जिल्हा,
सावित्रीबाई फुले पुणे विद्यापीठ.

विषय : राष्ट्रीय सेवा योजना महाविद्यालयांनी सामाजिक उपक्रमाकरिता सार्वजनिक ठिकाणे दत्तक गाव याबाबतची माहिती सादर करण्याबाबत

महोदय,

मा. क्षेत्रीय संचालक, रासेयो क्षेत्रीय संचालनालय, युवा व खेल मंत्रालय, भारत सरकार, पुणे यांच्या पत्रानुसार राष्ट्रीय सेवा योजना महाविद्यालयांमार्फत सन २०२४-२५ यावर्षामध्ये सामाजिक उपक्रमाकरिता दत्तक गाव, सार्वजनिक ठिकाणे याबाबतची माहिती आणि त्या ठिकाणी नियोजित उपक्रमाची माहिती खालील गुगल फॉर्ममध्ये त्वरीत भरावी. कळावे, ही विनंती.

Link: <https://docs.google.com/spreadsheets/d/1DUxq92sld0RY33BBuWdfQfp7f1e3Sx9x-7v2X1CpRec/edit?gid=0#gid=0>

संचालक

राष्ट्रीय सेवा योजना

सोबत : मा. क्षेत्रीय संचालक, रासेयो क्षेत्रीय संचालनालय, युवा व खेल मंत्रालय, भारत सरकार, पुणे यांचे पत्र

भारत सरकार
युवा कार्य एवं खेल मंत्रालय
रा.स.यो. क्षेत्रिय निदेशालय, पुणे
(महाराष्ट्र एवं गोवा)



Government of India
Ministry of Youth Affairs & Sports
Regional Directorate of NSS, Pune
(Maharashtra & Goa)
BY EMAIL

F No. NSSRD/ 21/ 10 /2024-25/ 1445-1496

Date: 9th October 2024

To

All NSS Program Coordinators of
Maharashtra & Goa States

**Subject: Implementation of Cleanliness Drive by NSS Units in the adopted public places
-reg**

Reference: 1) Directorate of NSS New Delhi letter dated 3rd Oct & 8th Oct, 2024
2) NSSRD Pune letter dated 4th Oct, 2024 & email 8th October, 2024

Sir/Madam,

In reference with Directorate of NSS New Delhi and NSS RD Pune letter, email under reference above regarding the implementation of cleanliness drive by NSS units in adopted public places, I am directed to inform you that all NSS units should actively participate in this initiative by adopting nearby public areas such as public gardens, railway stations, bus stands, hospitals, river/lake points, beaches, religious places etc.

This initiative aims to uphold the principles of Swabhav Swachhata, Sanskar Swachhata and in this regard you are requested to give instructions to NSS units including Programme Officers for the effective execution of this drive in coordination with the urban local bodies to obtain essential resource materials and tools.

In this regard, you are requested to take immediate steps in identification of NSS units and the public places adopted by them for regular cleanliness and initiate the implementation of this cleanliness drive along with creation of events on the MY Bharat portal, with photographs documenting the activities undertaken.

It is requested to kindly provide the information on identification of NSS units & public places in your jurisdiction to be adopted for cleanliness drive through a google link mentioned below.

Link: <https://docs.google.com/spreadsheets/d/1DUxq92sId0RY33BBuWdfQfp7f1e3Sx9x-7v2X1CpRec/edit?gid=0#gid=0>

Encl: As above

Yours faithfully

(A B Shinde)

Regional Director-NSS

Copy to: 1) The State NSS Officers of NSS, Maharashtra, and Goa States with a request to kindly ensure the organization of activities in the state as per enclosed guidelines received from the Directorate of NSS

2) The Director, Directorate of NSS, NSS, New Delhi Delhi

F.No.P.32-1/NSS/DTE/2024 /9154 2204
Government of India
Ministry of Youth Affairs & Sports
Directorate of NSS
Shivaji Stadium, New Delhi

Dated:- 8th October, 2024

To
The Regional Director,
All Regional Directorates of NSS,

All State NSS Officers

Subject: Implementation of Cleanliness Drive by NSS Units in the adopted public places-reg

Sir/ Madam,

With reference to letter no. F.No-32-1/2024/NSS/DTE/2129-2144 dated 03/10/2024 regarding the implementation of cleanliness drive by NSS units in adopted public places, I am directed to inform you that all NSS units should actively participate in this initiative by adopting nearby public areas such as public gardens, railway stations, bus stands, hospitals, river/lake points, beaches, religious places etc.

This initiative aims to uphold the principles of Swabhav Swachhata, Sanskar Swachhata and in this regard you are requested to give instructions to NSS functionaries including Programme Coordinators and Programme Officers, for the effective execution of this drive in coordination with the urban local bodies to obtain essential resource materials and tools.

In this regard, you are requested to take immediate steps in identification of NSS units and the public places adopted by them for regular cleanliness and initiate the implementation of this cleanliness drive alongwith creation of events on the MY Bharat portal, with photographs documenting the activities undertaken.

Yours faithfully,


(Dr Ashok Kumar Shroti)
Deputy Programme Adviser

Copy for information to:
1. Director NSS,

Concept Note: Adoption of Public Place

Title:

Adoption of Public places for Cleanliness maintenance-Swabhav Swachhata, Sanskaar Swachhata.

Rationale:

The Swachh Bharat Mission (SBM), launched by Prime Minister Shri Narendra Modi on October 2, 2014, marked a transformative shift in India's approach to sanitation and hygiene. With the primary goal of achieving universal sanitation coverage and declaring India "open-defecation free" (ODF) by the 150th birth anniversary of Mahatma Gandhi in 2019, the mission has greatly impacted public health and well-being across the country. Through the construction of over 100 million toilets in rural areas, SBM has set a global benchmark for community-driven sanitation reform. Now, the mission has evolved to focus on achieving Sampurna Swachhata, emphasizing a holistic and sustained approach to cleanliness across the nation.

Public spaces, as essential parts of our life, play a critical role in social interactions, physical activity, and community engagement. These spaces—such as streets, parks, playgrounds, and common areas—act as open-air living rooms where people connect, relax, and share experiences. Citizens, in collaboration with local authorities, hold the responsibility to maintain these public spaces, ensuring they are safe, clean, and accessible to all. By fostering cleanliness and environmental awareness, this initiative aims to promote community participation and ensure that these vital spaces are preserved and enhanced for future generations. Through active engagement, we can build a cleaner, healthier, and more sustainable environment, extending the legacy of Swachh Bharat into every corner of public life.

Stakeholders and Target Groups for Action:

To successfully implement this initiative, collaboration with various stakeholders is necessary. These include:

- District Administration: Providing administrative support and permissions to adopt and maintain public spaces.
- Municipal Corporation: Offering resources such as waste collection tools, maintenance staff, and cleaning equipment.
- Gram Pradhan/Sarpanch/Village-Level Authorities: Facilitating activities in rural areas and ensuring community participation.
- Principals/Authorities of Educational Institutions: Engaging students in awareness and cleanliness campaigns.

Target Groups:

- Local residents, including women, children, and the elderly.
- Students from schools, colleges, and universities.
- Volunteers from NGOs, community groups, and local organizations.
- Municipal workers and public servants.

Activities Proposed:

This initiative aims to encourage the adoption of public places by individuals, groups, and communities. Activities will focus on:

1. Adoption of Public places:

Colleges and organizations can adopt nearby public places, including:

- Public parks and gardens.
- Railway stations and bus stands.
- Hospitals and healthcare centers.
- Riverbanks, lakes, and beaches.
- Temples and religious places.
- Government schools, public libraries, and educational institutions.

2. Cleanliness Campaigns:

Regular cleanliness drives will be organized to:

- Remove litter and waste from public places.
- Promote recycling and responsible waste management.
- Create awareness of the environmental impact of plastic and other pollutants.

3. Collaborative Efforts with Local Authorities:

Local authorities, including the Municipal Corporation and District Administration, will be engaged to:

- Provide necessary tools, resources, and manpower for cleanliness efforts.
- Ensure regular monitoring and maintenance of public spaces.
- Mobilize additional support for infrastructure improvements as needed.

4. Community Engagement Initiatives:

Volunteers, students, and local citizens will be invited to participate through:

- Swachhata pledges.
- Workshops on sustainability and environmental protection.
- Recognition and rewards for individuals or groups showing exceptional dedication to the cause.

Expected Outcomes:

- Cleaner, safer, and more accessible public places for all members of society.
- Increased community ownership of local environments.
- Greater awareness of environmental sustainability and cleanliness.
- Reduction of waste and beautification in public places.
- Improved collaboration between citizens and local authorities for long-term maintenance of public places.

This initiative aligns with the goals of sustainable urban development and Swachh Bharat Abhiyan, contributing to a cleaner and more inclusive society.

*With consent of College Principals/ Institutions head adopt the public places and on routine basis organize maintenances/ cleanliness drives to attain the vision of Swabhav Swachhata, Sanskaar Swachhata.

F. No-32-1/2024/NSS/DTE/2129-2144
Government of India
Ministry of Youth Affairs and Sports
Directorate of NSS

Dated 03/10/2024

To,

All Regional Directors
All Regional Directorates of NSS

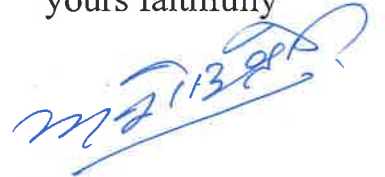
Subject :- Implementation of Cleanliness Drive by NSS Units in the adopted Public places by NSS units- reg

Sir/Madam,

I am directed to refer to the subject mentioned above and to say that as per the direction of Ministry, NSS units may adopt nearby public places i.e Public-park, garden, railway station, bus stand, hospitals, river/lake point, beaches, temple, Govt schools, pathshalas etc. to promote cleanliness and environmental awareness.

2. To implement this initiative they may request support from the local authorities for corporation, resources and required tools for maintaining cleanliness in their adopted locations.
3. In this regard you are requested to give the instruction in written to all the NSS units, NSS programme coordinators and programme officers for the implementation of this initiative effectively and also NSS units must onboard their initiatives by uploading their activities on the My Bharat Portal.
4. Prescribed google sheet will be shared shortly to submit the report of the aforesaid on a weekly basis.

yours faithfully



Dr Ashok Kumar Shroti
(Deputy Programme Adviser)

Copy:

1. Director, NSS, Ministry of Youth Affairs and Sports, New Delhi.