



स्वातंत्र्याचा अमृत महोत्सव



डॉ. प्रभाकर देसाई
एम्.ए., पीएच्.डी.
संचालक

सावित्रीबाई फुले पुणे विद्यापीठ

(पूर्वीचे पुणे विद्यापीठ)

राष्ट्रीय सेवा योजना

गणेशखिंड, पुणे - ४११ ००७



कार्यालय क्र. : ०२०-२५६२२६८८/८९
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संदर्भ : रासेयो/२०२१/३२६

दि. ०१/१०/२०२१

प्रति,

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

विषय : “आजादी का अमृत महोत्सव”— स्वच्छ भारत अभियान उपक्रम दि. १ ते ३१ ऑक्टोबर २०२१

महोदय,

मा. क्षेत्रीय संचालक, रासेयो क्षेत्रीय संचलनालय, भारत सरकार यांनी कळविल्यानुसार “आजादी का अमृत महोत्सव” एक भाग म्हणून दि. १ ते ३१ ऑक्टोबर २०२१ पर्यंत स्वच्छ भारत अभियान उपक्रमाचे आयोजन करण्यात आले आहे. या उपक्रमाचा मुख्य उद्देश स्वच्छता अभियान आहे. यामध्ये प्रामुख्याने प्लास्टिक कचरा संकलन, सार्वजनिक ठिकाणांची स्वच्छता, पारंपरिक पाण्याच्या स्रोतांची देखभाल व स्वच्छता करणे.

या उपक्रमाचा एक भाग म्हणून दि. २ ऑक्टोबर २०२१ रोजी, रासेयो व नेहरू युवा केंद्र यांच्या माध्यमातून एकत्रित दौड आयोजित करून एक महिनाभर स्वच्छता अभियान राबविण्यात आले आहे.

रासेयो, एन.सी.सी., स्काऊट, एन.वाय.के. संलग्न युवक क्लब इतर स्वयंसेवी संस्था, स्थानिक, तालुका, जिल्हा स्तरावरील संस्था यांच्या माध्यमातून प्लास्टिक कचरा संकलन त्यांचे व्यवस्थापन करण्यात येणार आहे.

रासेयो संलग्न सर्व महाविद्यालयांनी या उपक्रमाच्या यशस्वी अमंलबजावणीकरिता महाविद्यालयाच्या दत्तक गावामध्ये तसेच महाविद्यालय परिसर या ठिकाणी उपक्रम यशस्वीपणे राबवावेत. तसेच या उपक्रमा संबंधी नेहरू युवा केंद्राचे जिल्हा समन्वयक यांनी संपर्क साधल्यास समन्वय ठेवावा.

सदर उपक्रमाची माहिती वेळोवेळी रासेयो जिल्हा नोडल अधिकारी यांना व रासेयो कार्यालयास nss_student_list@pun.unipune.ac.in या मेल आयडीवर (मेलचा विषय ‘स्वच्छ भारत अभियान ऑक्टोबर—२०२१’ College NSS Code No.A,B,C,D या विषयासह) मेलद्वारे पाठवण्यात यावा. महाविद्यालयाने सदर उपक्रमाचा खर्च रासेयो नियमित कार्यक्रमांमधून करावा. कळावे, ही विनंती.

संचालक

राष्ट्रीय सेवा योजना

अधिक माहितीकरिता— सोबतच्या पत्राचे अवलोकन करावे.

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



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

Date: 29th September, 2021

F.30/2/NSSRD/2021-22/ 337-374

To

NSS Programme Coordinators of all
Universities/Plus Two Councils in Maharashtra
and Goa States.

By e-mail

Subject : Azadi Ka Amrut Mahotsav - Clean India Program from 1st to 31st October, 2021-reg.


Sir/Madam,

I am to refer to this office earlier communications on the subject cited above and to inform that Ministry of Youth Affairs and Sports, Govt. of India is organizing a Clean India Program from 1st to 31st October, 2021 as a part of the Azadi Ka Amrut Mahotsav. The main objective of this program is to organize activities to clean the waste – mainly single use Plastic Waste, cleaning of public places, cleanliness and maintenance of traditional water sources. In this connection, a virtual meeting was organized on 20/09/21, where the Hon'ble Minister of Youth Affairs & Sports, Government of India chaired the meeting along with District Commissioners of all Districts. Further, today a Planning meeting was organized to execute the activities on Clean India Program. Please find attached a Plan of Action prepared at Maharashtra & Goa State level in consultation with SNO.

As a part of this program, on 2nd October a Plogging run will be organized by NYKS and NSS and subsequently a month long cleaning drive will be carried out. The collection and disposal of plastic waste will be undertaken by the volunteers of NYK affiliated Youth clubs, NSS, NCC, Scouts and Guides and other community based organizations on voluntary basis with the support of District Administration, Government Agencies and Panchayat Raj Institutions.

You are requested to issue necessary directions to all the NSS Program Officers under your jurisdiction to take up this Clean India Program in a befitting manner, in their respective adopted villages. **The District Youth Officers of NYKS will be coordinating and they will contact the NSS District Nodal Officers.** Kindly instruct the NSS Programme Officers to provide necessary assistance to the NYKS District Youth Officers of your District for effective organization of this programme and direct them to submit a report along with action photographs of this program immediately after completion of each activity for onward transmission to the Ministry and uploading in the Ministry's Social media portals.

Yours faithfully,


(D.CARTHIGUEANE) 29/09/2021
Regional Director

Copy to:

1. The Director, Directorate of NSS, New Delhi-1. – for kind information.
2. The State Director, NYKS, Mumbai – in continuation of our discussion on date, please give direction to your DYOs for further necessary action to complete all the events successfully, pl.
3. The State NSS Officer, Govt. of Maharashtra, Mumbai – for kind information.
4. The Director, Directorate of Youth Affairs & Sports, Govt. of Goa, Goa-for necessary action.

National Service Scheme
Action Plan Framework for Clean India
Execution Period: 1st October 2021 – 31st October 2021
(Maharashtra & Goa)

S. No.	Proposed key activities	No. of activities to be organized (Target)	Level (District)	Duration		Type and no. of 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 of single use plastics)	1,000	Blocks & Districts	2/10	31/10	50,000	Plogging Run & collection of plastics at streets	Program Coordinator, District Nodal Officers/POs and concerned DYOs of NYKS	Massive collection of single use plastic materials.
2.	Cleaning of Bus Stations & Railway Stations	380	Districts (10 program each district)	2/10	19/10	19,000	Cleaning process	-do-	No. of Stations cleaned
3.	Cleaning of Water bodies	50	Pune, Kolhapur districts	15/10	26/10	1,000	Cleaning of Water bodies	-do-	No. of Water bodies cleaned
4.	Cleaning of Religious places	400	Blocks & Districts	2/10	31/10	20,000	Cleaning of Religious places	-do-	No. of Religious places cleaned
5.	Cleaning of Historical Monuments	120	Blocks & Districts	2/10	31/10	8,000	Cleaning of Historical Places	-do-	No. of Historical places cleaned


(D. CARTHIGUEANE)
 Regional Director-NSS

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



सत्यमेव जयते

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 and NYVs 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, Akashvani, 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