

भारत सरकार

युवा कार्यक्रम एवं खेल मंत्रालय

राष्ट्रीय सेवा योजना क्षेत्रीय निर्देशालय

३, चर्च लेन, कोलकाता - ७०० ००१

दूरभाष : 033 2243 9233

ई-मेल : rdnsskolkata@gmail.com

kolkata.nss@nic.in



Government of India

Ministry of Youth Affairs & Sports

Regional Directorate of NSS

3, Church Lane, Kolkata - 700 001

Phone : 033 - 2243 9233

E-mail : kolkata.nss@nic.in

rdnsskolkata@gmail.com

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Dated the 29th September, 2022

To

The NSS Programme Coordinator
All Universities/Institutions/+2 Council
West Bengal

Sub- "Clean India" campaign to be organized from 1.10.2022 to 31.10.2022- Reg.

Madam/Sir,

You are well aware that the celebration of "Azadi Ka Amrit Mahotsav" campaign is running throughout the country to mark the glorious 75 years of Independence. NSS Volunteers from the State of West Bengal have also participated in this celebration in huge strength. To take forward our Hon'ble Prime Minister's message of 5 resolves (Panch Pran) for Amrit Kaal and to continue the celebration of the Azadi Ka Amrit Mahotsav, Dept. Of Youth Affairs, Ministry of Youth Affairs and Sports is undertaking "Clean India Program 2022". The program is aimed at creating awareness, mobilization of people and ensuring their involvement in the Clean India initiative.

In this context, a meeting was held on 26th September, 2022 under the chairmanship of The Secretary, Youth Affairs with all the Regional Directors and it was informed that on 1st October, 2022 Clean India 2.0 is going to be launched by Ministry of Youth Affairs & Sports, Government of India across the country. The main objectives of the Programme are:

- To organize activities to clean waste mainly Single Use Plastic waste throughout the country from 01st October to 31st October 2022. Program will be organized in 5861 Blocks in all 623 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 "**Swachh Kaal: Amrit Kaal**"

You are therefore request to disseminate the message to all the NSS Units under your jurisdiction to celebrate the month-long Programme in a befitting manner in the State of West Bengal. A list of suggestive activities is mentioned below to organize this programme in the state of West Bengal is also prepared by this Office for your kind information.

List of Suggested Activities:

❖ As Durga Puja the greatest festival of West Bengal has already been started and Schools, Colleges are completely closed therefore, as a part of inauguration of one month Clean India Campaign 2022 all the NSS units can actively involve in preparation of Digital Poster and handmade drawings to create awareness of cleanliness and uploading the same in social media accounts like Twitter, Facebook etc.

❖ Since October is a festival month, volunteers may be asked to take cleanliness activity and segregation of Single Use Plastic in and around Puja Pandels and the places where idol immersion is taking place.

❖ Collection of paper bags, foils, packets and pouches from the surroundings of local vendors, local stall like (Fuchka Stall, Velpuri-chaat Stall, Googni stall, Roll centre etc.)

❖ During vacation most of the NSS volunteers and NSS Programme Officers are usually return to their native places. They may be asked to undertake activities on individual or in a group involving local youths in a group at different Puja Pandels and public places.

❖ 10-15 NSS volunteers may be involved everyday on a rotation basis in different swachhta activities and set target to clean waste and collect plastics along with cleanliness and beautification drives for historical monuments, heritage, iconic places, and public places like market, bus stand, railway station, institutions, hospitals.

❖ Tree Plantation, Shramdaan, Seminar, Awareness rally on the importance of Swachhta can also be organized after the Puja vacation.

❖ University/State can also think to felicitate the NSS volunteers and NSS Programme Officers on the basis of their active participation and initiative to make Clean India Campaign a great success.

All the District Nodal Officers and NSS Programme Officers are instructed to undertake the suggestive activities in coordination with Municipal Corporations, Non- Governmental organizations, Nehru Yuva Kendra and local administration & report this Office time to time without fail. The total volume of plastics/debris collected to be measured in Kgs and should be reported to this Office on regular basis. It is also to state that short videos, High resolution photographs of the said programme along with number of volunteers participated in the programme is expected to reach this Office on daily basis for onward submission to the Ministry.

Further, you are requested to ask NSS Programme Officers and volunteers to post photos of Clean India campaign in Twitter from their NSS Unit account and personal accounts.

Matter may please be treated as **MOST URGENT.**

Yours faithfully,



(Vinay Kumar)
Regional Director

Copy to:

1. **All the Vice Chancellor/The Director/The President** of all the University/+2 Council for kind information.
2. **The Special Commissioner**, Dept. of Higher Education, Govt. of West Bengal, Bikash Bhawan, Salt Lake – 7000091
3. **The Director (NSS)**, Ministry of Youth Affairs & Sports, Govt. of India, New Delhi- 110001.
4. **The Under Secretary**, NSS, Ministry of Youth Affairs & Sports, Govt. of India, Shastri Bhawan, New Delhi- 110001
5. **The State NSS Officer**, Dept. of Higher Education, Govt. of West Bengal, Bikash Bhawan, Salt Lake- 7000091
6. **The State Director**, Nehru Yuva Kendra Sangathan, West Bengal for kind information and necessary action.
7. **All District Nodal Officers**, All Districts of West Bengal for kind coordination with NSS Programme Officers of the concerned District as well as with local administration.