

No.F.28-6/2014-NPYAD
Government of India
Ministry of Youth Affairs and Sports
NPYAD Section

Room No.13, Ground Floor,
'C' – Wing, Shastri Bhawan

New Delhi, the April, 2016.

To

All India Organisation/ State Level NGO

Sub: Action Plan for Swachh Bharat theme-wise fortnights.

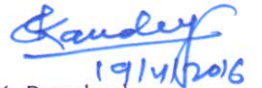
Sir,

I am directed to inform that Government of India has decided for a nation-wide campaign with the participation of all sections of society to bring about mass awareness and a lasting behavioural change to achieve the goal of "Swachh Bharat" by the 150th birth anniversary of Mahatma Gandhi in 2019. In this context, it has been desired that each Ministry draws out and implements at least a fortnight long Action Plan every year to bring into focus, the contribution of the Ministry towards Swachh Bharat Mission and also to carry out substantive work related to Swachhta.

2. I am further directed to inform that as you are a grantee organization under Ministry of Youth Affairs and Sports, for a campaign of this nature to be successful, there is a need to create massive public awareness and to ensure participation with variety of activities such as pledge-taking, marches, marathons, debates, street plays, music and essay competitions, cleaning drives and other community activities, to be conducted to focus public attention on the need for cleanliness to achieve the goal of Swachh Bharat.

3. I would, therefore, urge you to take effective action to organize/participate wholeheartedly in this campaign in this regard and to spread this message to all functionaries of your organization. It is also requested to **display the logo of Swachh Bharat Mission in all your events/programme.**

Yours faithfully,



(S.K. Pandey)

Under Secretary to the Government of India
Tel.23386580