

MOST IMMEDIATE
URGENT

GOVT. OF NATIONAL CAPITAL TERRITORY OF DELHI
DIRECTORATE OF EDUCATION: SPORTS BRANCH
CHHATRASAL STADIUM: MODEL TOWN: DELHI – 110009

No. DE.41/Sports/2014/ 6475

Dated: 29th September, 2014

CIRCULAR

Sub : 'Swachh Bharat' as a mass movement to realize Gandhiji's dream of a Clean India by the 150th birth anniversary of Mahatma Gandhi in 2019 – an intensive National Cleanliness Campaign to be undertaken

Please find enclosed herewith a copy of letter No. F.28-54/2014-NPYAD dated 22.09.2014 from Under Secretary to the Govt. of India, Ministry of Skill Development, Entrepreneurship, Youth Affairs and Sports, NPYAD Section whereby, they have requested to disseminate the concept of 'Swachh Bharat Campaign' to all NGOs involved under the Scheme of 'National Programme for Youth and Adolescent Development' of Government of India, to include hygiene, spread message of cleanliness, through mass awareness campaign etc. in their activities.

Hence, all the concerned youth organizations, community are hereby requested to participate and administer pledge on 2nd October, 2014 as well as plan events for promotion of the event.

The text of the pledge will be available on the Ministry's website i.e. www.yas.nic.in.



(SATPAL)

Addl. Director of Education (Sports)

All concerned Youth Organizations, community etc.
Delhi / New Delhi.

15982/DE
25/9/14

No.F.28-54/2014-NPYAD
Government of India
Ministry of Skill Development,
Entrepreneurship, Youth Affairs and Sports
NPYAD Section

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

New Delhi, the 22nd September, 2014

To

*Pl. Issue
the directions
as requested
26/9/14
(Sports)
P. 22/14*

The Secretary/ Principal Secretary,
(Department of Youth Affairs & Sports)
All State Governments/UTs

Sub: "Swachh Bharat" as a mass movement to realize Gandhiji's dream of a Clean India by the 150th birth anniversary of Mahatma Gandhi in 2019 - an Intensive National Cleanliness Campaign be undertaken beginning from 25th September, 2014 onwards.

Sir,

I am directed to enclose herewith a copy of the letter from Cabinet Secretary, Government of India addressed to Secretary Department of Youth Affairs about 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 proposed that an intensive national cleanliness campaign be undertaken beginning from 25th September, 2014.

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2. As you are aware, Ministry of Skill Development, Entrepreneurship, Youth Affairs and Sports every year seeks nomination from State level Non-Governmental Organizations (NGOs) for consideration of financial assistance, in terms of guidelines under the Scheme of National Programme for Youth and Adolescent Development (NPYAD). On the recommendations of the State Governments and further decision by the Selection Committee of Government of India certain numbers of NGOs are provided financial assistance. Activities of State level NGOs are covered under guidelines of NPYAD Scheme. We would request your good office to kindly disseminate the concept of Swachh Bharat Campaign and ensure, all NGOs to include hygiene, spread message of cleanliness, through mass awareness campaign by involving youth organizations, community, etc.

3. Further, we would also urge the State Government to suitably issue instructions to, functionaries of NGOs to participate and administer pledge on 2nd October, 2014 as well as plan events for promotion of the event. The text of the pledge will be sent to you separately or made available in this Ministry's website(www.yas.nic.in)

4. It is requested that necessary steps may be initiated immediately and details of the programmes organized in this regard be intimated to this Ministry.

*A.30/88/C.202
25/9/14*

[Handwritten signature]

Yours faithfully,

[Handwritten signature]

(Rakesh Kumar)

Under Secretary to the Govt. of India
Tel 23386416