



Government of India  
Ministry of Youth Affairs and Sports

# स्वच्छ भारत CLEAN INDIA

1<sup>st</sup> - 31<sup>st</sup> 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

## **Program- "Clean India"**

To celebrate Azadi Ka Amrit Mahotsava, Deptt. of Youth Affairs, Ministry of Youth Affairs and Sports is undertaking "Clean India" Program. The program is aimed at creating awareness, mobilization of people and ensuring their involvement in the Clean India initiative which is unique in terms of scale and participation.

### **Objectives:**

- To organize activities to clean waste mainly Single Use Plastic waste throughout the country from 01<sup>st</sup> October to 31<sup>st</sup> October 2021. Program will be organised 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.
- To propagate the mantra of "Clean India: Safe India".

### **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.

### **Three Phases of the Campaign**

- Preparatory Phase
- Launching Phase
- Collection of Waste and Disposal

### **Outcome:**

- 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.

### **Collaboration with:**

- State Governments
- District Administration, Municipalities and PRIs
- Educational Institutes, Religious Bodies, Professional Groups, Civil Societies & Community Based Organisations
- National Sports Federations, IOA and other Sports Bodies
- Religious bodies i.e. Art of Living, Patanjali Yoga Peeth, Isha Foundation, Radha Swami Satsang, Brahmkumaris, Isckon etc.
- UNICEF and other UN Agencies for resource mobilization
- NSS, BS&Gs and HS&Gs

### **Preparatory Phase**

**Time Line-** 15<sup>th</sup> September to 30<sup>th</sup> September 2021

- Formation of State and District Level Committees under the Chairmanship of Chief Secretaries and DM/DC respectively.

- Formulation of Action Plan and sharing with all stakeholders i.e. District Administration, DRDA, Local 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.
- Meeting with Chief Secretaries/Secretary Youth Affairs of all States (by Secretary Youth Affairs, GoI), with Central Pollution Control Board and State Pollution Control Boards.
- Meeting with Secretaries, GoI of Ministry of Urban Development, RD&PRI, Education, Jal Shakti, Environment, Forest and Climate Change, Secretary Banking Sector and Chairman NHAI etc.
- Coordination meeting with all DMs/ZilaPramukhs/CEO ZilaParishad/ Mayors/Pradhans by State Directors and DYO's.
- Hon'ble Minister of Youth Affairs & Sports with Union Minister of UD, RD&PRI, Education, Ministers of Youth Affairs of all States and DM/DC of all Districts.
- 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.
- Design and Distribution of T-Shirts and collecting material (polybag) for collection of waste.



## **Launching Phase**

**Time Line-** 1<sup>st</sup> October 2021

- Programme to be launched by Hon'ble Minister of Youth Affairs & Sports on 1<sup>st</sup> October 2021 at Prayagraj.
- Similar programmes will be launched by Members of BOG, NYKS in their respective jurisdictional states.
- Simultaneous functions in all 744 Districts.
- **Program at Prayagraj (Minimum Participants: 750)**
- Skit
- Interactive session with Youth by Hon'ble Minister of Youth Affairs and Sports
- Painting by 200 Young Artists
- Signage and Pledge
- Formal Launch by Hon'ble Chief Guest. Program to be held at 05 locations in Prayagraj and Hon'ble Chief Guest will attend all the programs.

## **Waste Collection & Disposal**

**Time Line-** 1<sup>st</sup> October to 31<sup>st</sup> 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. DYOs and NYVs will be the focal point for collaboration.
- 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 30<sup>th</sup>/31<sup>st</sup> 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

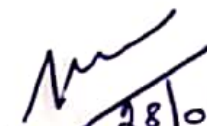
To generate Janbhagidari, involvement of other stakeholders, professional groups and various segments of societies, cleanliness drive dates are proposed as per the following calendar:

- 2<sup>nd</sup> October–Plogging Run by NYKS and NSS
- 2<sup>nd</sup> -3<sup>rd</sup> October–Religious Bodies
- 4<sup>th</sup>-5<sup>th</sup> October–Corporate Sectors
- 6<sup>th</sup>-7<sup>th</sup> October–Sportspersons
- 8<sup>th</sup>-9<sup>th</sup> October–Railway Officials and Staff
- 10<sup>th</sup> October– Police, Media and CAPF
- 11<sup>th</sup>-12<sup>th</sup> October–Political Leaders including PRIs
- 13<sup>th</sup>-14<sup>th</sup> October–NGOs and Civil Society
- 18<sup>th</sup>-19<sup>th</sup> October–Business Community/Vyapar Mandals
- 20<sup>th</sup>-21<sup>st</sup> October–Women Groups
- 22<sup>nd</sup> -23<sup>rd</sup> October-Teachers
- 23<sup>rd</sup> October–Forest Officials
- 24<sup>th</sup> October–Film and T.V.Industries
- 25<sup>th</sup> -26<sup>th</sup> October-Teachers/Forest Officials
- 27<sup>th</sup>-28<sup>th</sup> October–Telecom and Postal Officials
- 29<sup>th</sup>-30<sup>th</sup> October–Officials and Staff of PSUs
- 31<sup>st</sup> October–NYKS, NSS and other



2021. ਸਿ.ਐ.ਸਿ.ਐ.ਸਿ.ਐ. ਮਲਕੋ ਡੀ.ਐ. ਸਿ.ਐ.ਐ.  
ਪੀ.ਐ.ਐ. 2021 332264 ਪੀ.ਐ.ਐ. 28.09.2021

ਪੁਸ਼ਟਿਤ ਕੀਤਾ ਜਾਂਦਾ ਹੈ ਕਿ ਪੁਸ਼ਟਿਤ ਕੀਤਾ ਜਾਂਦਾ ਹੈ ਕਿ ਪੁਸ਼ਟਿਤ ਕੀਤਾ ਜਾਂਦਾ ਹੈ ਕਿ  
ਪੁਸ਼ਟਿਤ ਕੀਤਾ ਜਾਂਦਾ ਹੈ ਕਿ ਪੁਸ਼ਟਿਤ ਕੀਤਾ ਜਾਂਦਾ ਹੈ ਕਿ ਪੁਸ਼ਟਿਤ ਕੀਤਾ ਜਾਂਦਾ ਹੈ ਕਿ  
ਪੁਸ਼ਟਿਤ ਕੀਤਾ ਜਾਂਦਾ ਹੈ ਕਿ

  
28/09/2021  
ਪੁਸ਼ਟਿਤ ਕੀਤਾ ਜਾਂਦਾ ਹੈ ਕਿ  
ਪੁਸ਼ਟਿਤ ਕੀਤਾ ਜਾਂਦਾ ਹੈ ਕਿ