



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.



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Three Phases of the Campaign

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

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 DYOs
- 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's and NYV's 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, Akashvaani, 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