

Date: 06th Oct, 2023

To

All Regional Directors,
Regional Directorates of NSS

Subject: - Special Campaign 3.0 for Swachhata 2nd to 31st October,2023 - reg.

Sir/ Madam,

With reference to the minutes of the secretaries meeting dated 16th Septmebr,2023 of Department of Administrative Reforms & Public Grievances. Ministry of Personal Public Grievances and Pensions regarding the above mentioned subject (copy enclosed).

The **Special Campaign 3.0** for improving Swachhata and disposal of pending Public Grievances from 2nd October, 2023 to 31st October, 2023 is being launched by Govt. of India on the lines of the Special Campaigns held in 2021 and 2022 on the same theme. Special attention shall be given to all NSS units and institutions to organize this campaign.

Campaign activities details:

During the Campaign, the following areas require special attention:

- i. Organize Swachhata cleanliness campaigns in academic institutions, public places, villages, Govt offices, water bodies, beaches, tourist places, etc.
- ii. Swachhata pledge taking events
- iii. Make comprehensive plans for cleanliness, space management, beautification of institutions
- iv. Record Management including digitization and / or identifying and shifting the NSS records/files to offsite storage.
- v. settle pending issues in the Public Grievances and Appeals & Redressal of grievances on CPGRAMS and e-Nivaran (**Applicable only to Regional Directorate & SNO offices and Govt Offices**)

Media Publicity

- i. Capture pictures of the Cleanliness Campaign Sites both -before and after the cleanliness Campaign.
- ii. Use wide publicity through social media handles by all NSS units
- iii. Use the hashtags in all social media posts of the cleanliness campaign post/photos **#specialcampaign3.0**

In this regard all the Regional Directors are requested to inform all NSS Programme Coordinators and Programme Officers & volunteers to organize **Special Campaign 3.0** for Swachhata cleanliness activities by all NSS units from 2nd to 31st October,2023.

Under the clean India campaign 2.0 in October 2022 the NSS volunteers collected the 60,51,427 kg Single use plastics and wherein 38,27,394 of NSS volunteers participated.

Keeping in line with the 2022-year performance, it is expected to set higher targets for more no of cleanliness camps & collect and dispose more kilograms' single use plastics wastes other scraps by all NSS units/institutions. October being the month festive season, the NSS volunteers can generate public awareness on cleanliness among students and public through various type of Swachhata cleanliness activities and make the campus clean and public spaces garbage free.

All Regional Directors are requested to issue necessary instructions to all NSS units and organize **Special Campaign 3.0** for Swachhata cleanliness activities by all NSS units from 2nd to 31st October,2023.

It is also requested all the RDs to fill the daily report of Special Campaign 3.0 in google sheet from 2nd to 31st October,2023 without fail.

Yours Sincerely



(Dr. C. Samuel Chelliah) 6/10/23
Deputy Programme Adviser

Copy to

1. Under Secretary (NSS) for kind information
2. Under Secretary (CDN) for kind information
3. All State NSS Officers for kind information and necessary coordination and follow up of activities with NSS units/Institutions.