

UNIVERSITY OF MUMBAI  
NATIONAL SERVICE SCHEME



Web site- [www.nssmu.in](http://www.nssmu.in)  
Vidyapeeth Vidyarthi Bhavan,  
2<sup>nd</sup> Floor, 'B' Road, Churchgate,  
Mumbai – 400 020.  
No. NSS/ECD/2023-2024/794  
Date: 10.10.2023

To,  
The Principal of Colleges affiliated to University of Mumbai having NSS Unit/s.

Ref:- Email received from Regional Directorate of NSS, Pune, Ministry of Youth Affairs & Sports, Govt. of India,

Sub: - Special Campaign 3.0 for Swachhata 2<sup>nd</sup> to 31<sup>st</sup> October, 2023 reg...

Dear Sir / Madam,

With reference to the minutes of the secretaries meeting dated 16<sup>th</sup> September, 2023 of Department of Administrative Reforms & Public Grievances. Ministry of Personnel Public Grievances and Pensions regarding the above mentioned subject

The Special **Campaign 3.0** for improving Swachhata and disposal of pending Public Grievances from 2<sup>nd</sup> October, 2023 to 31<sup>st</sup> 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 by 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, and Beautification of institutions.
- iv. Record management including digitization & / identifying & shifting the NSS records/files to offsite storage.

**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**

All Universities 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 2<sup>nd</sup> to 31<sup>st</sup> October, 2023.

Looking forward for your co-operation.

With regards,

Mr. Sushil Shinde  
OSD, NSS

Yours sincerely,

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Mr. Sudhir S. Puranik  
I/c, Director, NSS.

Copy for information to 1) Regional Director, NSS Regional Directorate, Pune.  
2) State Liaison Officer, NSS, Govt. of Maharashtra.