

UNIVERSITY OF MUMBAI
NATIONAL SERVICE SCHEME



Web site- www.nssmu.in
Vidyapeeth Vidyarthi Bhavan,
2nd Floor, 'B' Road, Churchgate,
Mumbai – 400 020.
No. NSS/ECD/2022-2023/956
Date: 08.11.2023

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

Ref:- Letter No F.No.P.32-1/NSS/DTE/2023/ 1622- 1639 dated 07.11.2023.
Sub:- **Swachh Diwali Shubh Diwali Campaign from 6th to 12th November 2023** reg.

Dear Sir / Madam,

Please find attached herewith letter from Directorate of NSS Ministry of Youth Affairs and Sports New Delhi regarding conduct of Swachh Diwali Shubh Diwali Campaign from 6th -12th November 2023 to adopt eco-friendly celebrations. (Copy attached)

The aim of the campaign is to engage with NSS volunteers to prioritize cleanliness of not just homes but also of their neighborhoods, practice source segregation of waste, promote waste to wealth, abstain from use of single user plastic (SUP), adopt eco-friendly materials and promote 'Vocal for Local'.

For this an online Signature Campaign has been conceptualized on My Gov Portal and to sign up for Swachh celebrations for the Signature Campaign. The swachh Diwali Signature campaign is now live on the MyGov website and link is:-

<https://pledge.mygov.in/swachh-diwali-shubh-diwali/>

College NSS Unit/s is request to maximum participation of NSS volunteers through Signature Campaign on My Gov Portal and other creatives/ activities by NSS volunteers may be forwarded to this Directorate through whatsapp/ email and may be tagged as mentioned below on various social media sites.

<https://drive.google.com/drive/folders/122i6W3iSTVHxFhxagQHEwY5QJZRkoDIK>

Social Media Tag:-
#SwachhDiwali and tagging @sbmurbangov

Mr. Sushil Shinde
OSD, NSS

Yours Sincerely,

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

CC to.. The Regional Director, NSS, Regional Directorate, Pune
The State NSS Officer, NSS, Government of Maharashtra