

F.No. P.24-1/NSS/DTE/2024/1949-2002
Government of India
Ministry of Youth Affairs and Sports
Directorate of NSS
Shivaji Stadium, New Delhi- 110001

10th September, 2024

To,

1. All Regional Directors,
Regional Directorate of NSS
2. The State NSS Officer
All State NSS Cell

Subject: Observance of SHS Campaign from 17.09.24 to 01.10.24 and Swachh Bharat Diwas on 02.10.24- reg

Sir/Madam,

This is with reference to DO No. 561/1/1/2017-CA.V dated 4th September 2024, received from the Cabinet Secretary (copy enclosed) and the meeting chaired by Joint Secretary (YA) on 10.09.24 regarding the subject cited above. In this regard, this is to inform you that: -

1. This year, the theme for the SHS campaign, which will be observed from 17th September to 1st October 2024, is "Swabhav Swachhata - Sanskaar Swachhata," with Swachh Bharat Diwas being observed on 2nd October 2024 across the country.
2. To observe Swachh Bharat Diwas on 2nd October 2024, a special drive will be taken to clean the coastal areas/beaches by collecting and disposing single use plastic with the active participation of NSS volunteers from the coastal regions with creation of events on MY Bharat portal.

The list of other activities for the SHS campaign, to be conducted from 17th September to 1st October 2024 across the country, is as follows:

- NSS volunteers will carry out Swachhata cleaning activities on institutional premises and in adopted villages, Special drives for collection and disposal of single-use plastics, Cleaning drives in traditional water bodies and coastal areas, Swachhata Shramdaan through cleaning activities at public places such as bus stands, railway stations, market places, garbage dumps, and nallahs, heritage sites, religious places, Amrit Sarovars, public garden, Shaheed sthals etc.
- Event creation on MY Bharat portal and Social media awareness campaigns on maintaining cleanliness.
- During the NSS 7-day special camp/ 1-day regular activity camp, volunteers may organize Swachhata cleaning drives, Swachh Bharat Cultural Fests in adopted villages, and clean public places like schools and water bodies. They should also conduct awareness rallies and street theatre on the importance of Swachhata.

In this regard, all Regional Directorates of NSS and SNOs are requested to inform all NSS Units, NSS Programme Coordinators, NSS Programme Officers and Volunteers about the campaign. Please ensure that an effective informational ecosystem is established to facilitate awareness and active participation and incorporate the campaign logo to help make this event a grand success.

The daily activity report (Google Sheet) will be shared. All Regional Directors are requested to fill out the Google Sheet, prepare a one-page report with photos of activities and a brief summary for each day, and compile it for the specified period. Please send the compiled report to this office in both MS Word format and PDF (report format attached).

Encl: As above

Yours faithfully

(Dr. Ashok Kumar Shroti)

Deputy Programme Adviser

Copy to:-

1. Director, NSS
2. PPS to JS(YA)
3. Under Secretary, NSS Section