



सत्यमेव जयते

डॉ. एम. रविचंद्रन
Dr. M. Ravichandran

सचिव
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SECRETARY
GOVERNMENT OF INDIA
MINISTRY OF EARTH SCIENCES
PRITHVI BHAWAN, LODHI ROAD, NEW DELHI-110003

MoES/Secy/09/2024
17th September, 2024

Dear Mrs. Rajivlochan,

As you may know, the "Swachh Sagar, Surakshit Sagar / Clean Coast-Safe Sea" campaign has been conducted by the Ministry of Earth Sciences on a large scale along the entire coastline of India, since 2022. This initiative is held annually on international coastal cleanup (ICC) day, which falls on the third Saturday of September. The success of this endeavor is greatly enhanced by the cooperation and support of organizations like yours. Your participation plays a crucial role in making our coastline cleaner and safer, contributing to the overall health of our marine environments.

This year ICC will be held on 21st Sept 2024 (Saturday), coincides with Swachhata Pakhwara (17th Sep – 2nd Oct 2024). During the period, MoES institutions, including NCCR, INCOIS, NCPOR, NIOT, CMLRE, NCES, will conduct a series of coastal clean-up activities focused on raising awareness and sensitizing the public about pollution and its detrimental effects on our coastal and ocean ecosystem.


In an effort to amplify our impact, we will be organizing these awareness campaigns across more than 80 coastal locations in various coastal states and Union territories. We are excited to collaborate with college and school students, volunteer organizations like Seema Jagran Manch, Parayavaran Sanrankshan Gatividhi and numerous NGOs/civic society.

From MoES, Dr. Jagvir Singh, Scientist-G (Advisor) serve as the coordinator for this initiative. Should you have any inquiries or require further details, please do not hesitate to reach out to him at jvsingh21@gmail.com, tel. no. 011-24669536, mob: 9868105010.

We highly appreciate the support you have extended to this activity in previous years and kindly seek your continued cooperative to ensure the success of the year's campaign.

With warm regards,

Yours sincerely,


(M. Ravichandran)
17/9/24

Mrs. Meeta Rajivlochan
Secretary
D/o Youth Affairs
Shastri Bhawan
New Delhi-110001

SEVA PAKHWADA-CLEANLINESS CAMPAIGN

Celebrating 10th anniversary of Swachh Bharat, MY Bharat, an autonomous body under Department of Youth Affairs, Ministry of Youth Affairs & Sports proposes to conduct nationwide campaign “**Seva Pakhwada-Cleanliness Campaign**” on the theme of “**Swabhav Swachhta – Sanskaar Swachhata**” from 17th September to 02nd October 2024 in a mission mode with the spirit of Jan Bhagidari se Jan Andolan to promote sustainable cleanliness activities, engaging all stakeholders, including communities and youth of the country. The campaign shall be focused on collection, segregation and disposal of single use plastic waste.

Objectives:

- Educate and generate awareness about the environmental and health impacts of single-use plastics and to promote sustainable alternatives.
- Educate and generate awareness on the significance of sanitation, hygiene, and waste management, and share best practices for maintaining cleanliness.
- Encourage communities and individuals to say “No to Single Use Plastic” and fostering a sense of ownership and collective commitment to keep local environment clean and green.
- To involve all segments of society, Government organizations including PRIs and CBOs to instill awareness and feeling of pride among citizens to keep their surroundings clean and waste free.
- To propagate the mantra of “Seva Se Seekhen”.
- To propagate IEC on Innovations, Do-it-Yourself waste recycling/repurposing and best practices in Waste Management among the citizens.

Key Activities of the Program:

- **Collection & disposal of waste** - through cleanliness and 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, Panchayat Buildings etc.
- **Cleanliness in coastal area at 02nd October, 2024** " aimed at cleanliness of beaches and addressing the problem of single use plastic wastes in coastal areas shall be undertaken across the country. This campaign is not merely about cleaning but embodies a deeper commitment to imbuing a positive behavioral change along our coastlines.

- **Heritage Maintenance-** Maintenance and beautification drives for historical monuments and heritage sites, Freedom fighters' memorials, places associated with unsung heroes etc.
- **BCC (Behavioral Change Communications)**
 - Personalized Messages
 - Sharing of Best Practices
 - Awareness Meetings
 - Peer Advocacy
 - Focused Group Discussions
 - Social Media Campaigns

Collaboration with:

- Swachh Bharat Mission (Rural & Urban), Department of Drinking water and Sanitation, Ministry of Rural Development, MOHUA and Panchayati Raj Department
- 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
- Religious bodies i.e. Art of Living, Patanjali Yoga Peeth, Isha Foundation, Radha Swami Satsang, Brahmkumaris, Isckon etc.