



नेहरु युवा केन्द्र संगठन
Nehru Yuva Kendra Sangathan



सत्यमेव जयते

Government of India
Ministry of Youth Affairs and Sports



स्वच्छ भारत CLEAN INDIA

1st - 31st October 2021

*“Lets come together and be part of history in making”
Join Hands Together for Clean India*

Nehru Yuva Kendra Sangathan
Department of Youth Affairs
Ministry of Youth Affairs and Sports, Government of India



Program- “Clean India”

01st October to 31st October 2021

To celebrate Azadi Ka Amrit Mahotsava, Deptt. of Youth Affairs, Ministry of Youth Affairs and Sports is undertaking “**Clean India**” **Program**. The program is aimed at creating awareness, mobilization of people and ensuring their involvement in the Clean India initiative which is unique in terms of scale and participation.

Objectives:

- To organize activities to clean waste mainly Single Use Plastic waste throughout the country from 01st October to 31st October 2021. Program will be organised in 2.50 lakh villages having presence of NYKS affiliated Youth Clubs, in all 744 Districts of the country.
- To involve all segments of society, Government organizations including PRIs and Non-Government Organizations to instill awareness and feeling of pride among citizens to keep their surroundings clean and waste free.
- To make the program as People’s Movement through Jan Bhagidari.
- To propagate the mantra of “**Clean India: Safe India**”.

Key Activities of the Program:

- **Collection & disposal of waste** - through 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, Panchyat Buildings etc.
- **Traditional Water Sources-** Cleanliness and maintenance through Voluntary Work Camps-De-silting and Cleaning of Water Bodies.

Three Phases of the Campaign

- Preparatory Phase
- Launching Phase
- Collection of Waste and Disposal

Outcome:

- Collection & disposal of 75 Lakh kg waste mainly plastic waste throughout the Country covering 744 Districts and 2.50 Lakh Villages.
- On an average, 10,080 kg waste per District will be collected. 620 Plain Area Districts will collect 11,000 kg waste per District whereas 124 Hilly Districts will collect 5484 kg waste per District.
- Accordingly, on an average, 30 kg waste per village will be collected and disposed off.

- Hotspots for Waste Collection: Tourist Places, Educational Institutes, Bus Stand/Railway Stations and the vicinity, National Highways, Historical and heritage buildings, Religious places & surroundings, Hospitals and Water Resources.

Collaboration with:

- State Governments
- District Administration, Municipalities and PRIs
- Educational Institutes, Religious Bodies, Professional Groups, Civil Societies & Community Based Organisations
- 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.
- UNICEF and other UN Agencies for resource mobilization
- NSS, BS&Gs and HS&Gs

Preparatory Phase

Time Line- 15th September to 30th September 2021

- Formation of State and District Level Committees under the Chairmanship of Chief Secretaries and DM/DC respectively.

- Formulation of Action Plan and sharing with all stakeholders i.e. District Administration, DRDA, Local Municipal Corporations, PRIs, NSS and BS&G, HS&Gs, Youth Clubs, Mahila Mandals, SHGs, Community Based Organization (CBOs) such as Rotary Clubs, Lions Clubs, Red Cross etc. working in the Districts and Villages.
- Meeting with Chief Secretaries/Secretary Youth Affairs of all States (by Secretary Youth Affairs, GoI), with Central Pollution Control Board and State Pollution Control Boards.
- Meeting with Secretaries, GoI of Ministry of Urban Development, RD&PRI, Education, Jal Shakti, Environment, Forest and Climate Change, Secretary Banking Sector and Chairman NHAI etc.
- Coordination meeting with all DMs/ZilaPramukhs/CEO ZilaParishad/ Mayors/Pradhans by State Directors and DYOs.
- Hon'ble Minister of Youth Affairs & Sports with Union Minister of UD, RD&PRI, Education, Ministers of Youth Affairs of all States and DM/DC of all Districts.
- Identification of Location for collection and disposal of waste at all levels by village Youth Volunteers, NYVs, District Youth Officers in collaboration with District Authorities including Municipalities and PRIs.
- Design and Distribution of T-Shirts and collecting material (polybag) for collection of waste.

Launching Phase

Time Line- 1st October 2021

- Programme to be launched by Hon'ble Minister of Youth Affairs & Sports on 1st October 2021 at Prayagraj.
- Similar programmes will be launched by Members of BOG, NYKS in their respective jurisdictional states.
- Simultaneous functions in all 744 Districts.
- **Program at Prayagraj** (Minimum Participants: 750)
- Skit
- Interactive session with Youth by Hon'ble Minister of Youth Affairs and Sports
- Painting by 200 Young Artists
- Signage and Pledge
- Formal Launch by Hon'ble Chief Guest. Program to be held at 05 locations in Prayagraj and Hon'ble Chief Guest will attend all the programs.

Waste Collection & Disposal

Time Line- 1st October to 31st October, 2021

- Both village based NYKS affiliated Youth Clubs and NSS affiliated Educational Institutions will formulate days wise calendar of activities and locations.

- Waste Collection in villages through door to door Campaign by Village based Youth Clubs/ Mahila Mandals/SHGs and others.
- Similar Waste Collection in town/urban areas by the students of schools and Educational Institutions, NSS, BS&G and HS&G.
- NYKS to coordinate with Professional groups, Religious Bodies, Government and Non-Government Organisations etc. to collect and dispose waste on given specific dates in designated areas. DYOs and NYVs will be the focal point for collaboration.
- Continuous daily drives will be conducted to achieve the targets.
- Day to day disposal of collected waste from village to District level in collaboration with District Administration (Municipal Corporation and PRIs)
- Measurement of total collected waste at District level on 30th/31st October for record and photography before further disposal. Identification of Best Performing NYV/Youth Clubs and districts to be ensured at this stage.

Calendar of Activities

To generate Janbhagidari, involvement of other stakeholders, professional groups and various segments of societies, cleanliness

drive dates are proposed as per the following calendar:

- 2nd October–Plogging Run by NYKS and NSS
- 2nd -3rd October–Religious Bodies
- 4th-5th October–Corporate Sectors
- 6th-7th October–Sportspersons
- 8th-9th October–Railway Officials and Staff
- 10th October– Police, Media and CAPF
- 11th-12th October–Political Leaders including PRIs
- 13th-14th October–NGOs and Civil Society
- 18th-19th October–Business Community/Vyapar Mandals
- 20th-21st October–Women Groups
- 22nd -23rd October-Teachers
- 23rd October–Forest Officials
- 24th October–Film and T.V.Industries
- 25th -26th October-Teachers/Forest Officials
- 27th-28th October–Telecom and Postal Officials
- 29th-30th October–Officials and Staff of PSUs
- 31st October–NYKS, NSS and other

Recognition and Incentives:

- State level Committee to judge Best Performing three Districts in the States

- District Level Committee to judge Best Performing three a) NYVs b) Youth Clubs/other groups, if any.
- Best Performing District's DM/DC, DYO and NYV/Youth Club/any other group may get an opportunity to have an audience with Hon'ble President, Vice President and Prime Minister.
- Interaction with other Eminent Personalities i.e. Olympians, Para Olympians, etc.
- Consideration for participation in Inter State Youth Exchange Programmes
- Certificates to all participants

Media/ Social Media Strategy:

- Involvement of Media from Day-1 of preparation.
- Extensive Media coverage during all three phases of the program. Collaboration with Doordarshan, Akashvaani, PIB.
- Maximum use of Social Media Platforms i.e. Twitter, Facebook, Instagram, YouTube, WhatsApp Groups
- Popularization of Hashtags i.e. #CleanIndia
- Theme based posts to be made.
- Use of Creatives (jingles, memes, e-posters) for the popularization of theme

Monitoring, Supervision and Follow up:

- State wise distribution of responsibility to BOG Members and NYKS Hq officials.
- Data collection from Village/Block/District level: (each day)
 - Number of activities conducted during the day
 - Number of participants
 - Quantity of collected waste at village level
 - Quantity of disposed/waste at district level
 - No. of monuments cleaned and no. of sites developed.
 - No. of Traditional Water Sources renovated and maintained
 - No. of Schools, PHCs and Community Places cleaned and beautified
- Dashboard: Regular feeding and updation



Actions to be ensured at Different Levels:

DYO/NYV:

- Identification of places to be cleaned
- Identification of places for collection of waste at village level
- Disposal of waste at district level
- Briefing to MP/MLAs/Eminent Persons about the program and to extend invitation for flag-off.
- Arrangement of logistics i.e. Hand Gloves, sanitizers, cleanliness aid and equipment
- Distribution of Collection Bags, T-shirts
- Administering Pledge before the cleanliness drives
- Day wise proper record keeping and documentation (Videos/ photography). Real time data submission to State Director's Office, regarding the progress of the program on daily basis with Photographs, press clippings and Videos.
- To keep a list of all District level Religious Leaders, Leaders of various Professional Groups, NGOs, Community Based Organizations and civil societies i.e. Rotary Club, Lion's Club, VyaparMandals, SHGs, Farmer Producer Organisations, etc.
- **Meeting and coordination with District Administration, Municipal Corporations, PRIs, Youth Clubs, Mahila**

Mandals. NSS, Professional Groups, Religious Bodies, NGOs, etc.

- Formation of District level Monitoring Committee under the chairmanship of DM/DC.
- Proper Media/ Social Media coverage, before and after press release & press conference, awareness programs, prabhatpheris, etc. **WhatsApp Groups to be created for effective implementation of the program and information sharing.**
- Liaisoning for resource mobilization.

State Directors:

- Finalization and consolidation of Village and District Plans (Calendar of activities)
- Liaison with State Chief Secretary, Secretary & Commissioner Youth Affairs and Secretaries of other Stakeholder Departments.
- Formation of State level Monitoring Committee under the Chairmanship of Chief Secretary.
- Liaison with State level Political leadership.
- Distribution of work at State Office for monitoring and supervision of the program.
- Live feeding/update of data for National Dashboard on hourly basis. Specific Officials to be nominated for the same.

- Reporting to NYKS Hq and Regional Director regarding the progress of the program on daily basis with Photographs, press clippings and Videos.
- Proper Media/ Social Media coverage, before and after press release & press conference, awareness programs, prabhatpheris, etc. WhatsApp Groups to be created for effective implementation of the program and information sharing.
- Liaisoning for resource mobilization.
- Liaisoning and consultation with VCs and BOG members for successful implementation of the program.

Regional Directors:

- Finalization and consolidation of State Plans (Calendar of activities)
- Liaison with State Chief Secretary, Secretary & Commissioner Youth Affairs and Secretaries of other Stakeholder Departments.
- Coordination for formation of State level Monitoring Committee under the Chairmanship of Chief Secretary.
- Liaison with State level Political leadership.
- Distribution of work at Regional Office for monitoring and supervision of the program.
- Reporting to NYKS Hq regarding the progress of the program on daily basis with Photographs, press clippings and Videos.

- Ensuring proper Media/ Social Media coverage, before and after press release & press conference. WhatsApp Groups to be created for effective implementation of the program and information sharing.
- Timely clearance of bills.
- Liaisoning for resource mobilization.
- NYKS HQ:
- Formulation of Plan of the Program.
- Issuance of Guidelines, monitoring and supervision at National level
- Coordination for inaugural and other special events.
- Liaisoning and coordination with different Ministries of Govt. of India, State Governments and other stakeholders.
- Finalization and distribution of samples of collection material, T-shirts, banners, IEC materials, etc.
- Timely release of funds.
- Monitoring of Dashboard for timely updation. Specific Officials to be nominated for the same.
- Proper media coverage
- Preparation of Final Report

List of Regional Directors

S. No.	State	District	Name	Designation	Landline No.	Contact No.	Email ID
1	Assam	Guwahati (S D Office) (PAO)	Jackie Ruiwah Mis	Regional Director	0361-2332987	9436891402 7085523788	rdnyksghy2021@gmail.com
2	Delhi	Alipur (S D Office) (PAO)	ApoorvaShinde (Addl Charge)	Regional Director	011-23442813	9425309555	rdofficealipurdelhi@gmail.com
3	Karnataka	Bangalore (S D Office) (PAO)	Satya Prakash Patnaik	Regional Director	080-23118454	7781018025	rdnyksblr@gmail.com
4	Odisha	Bhubaneswar (S D Office) PAO	Nabin Kumar Naik	Regional Director	0674-2555982 0674-2558313 0674-2558352	9475532609 7602397237	rdnyksbbsr2021@gmail.com
5	Rajasthan	Jajpur (S D Office) (PAO)	Bhuwanesh Jain	Regional Director	0141-2232665 0141-2232147	9414493920	sdnyksrajasthan@gmail.com
6	Uttar Pradesh	Lucknow (S D Office) (PAO)	Nand Kumar Singh	Regional Director	0522-3586773	9013270071	rdnykslkoup2021@gmail.com

List of State Directors

S. No.	State	District	Name	SD, SD((/c)	Contact No.	Office Landline No.	Email ID
1.	Andhra Pradesh	Guntur (S D Office)	B J Prasanna	State Director	8317591583 9440175423	0863-2220089	sdnyksap@gmail.com
2.	Arunachal Pradesh	Itanagar (S D Office)	Inkhuanguang	State Director	9435555950 6002143480	0360-2218388	zonyksitanagar@gmail.com
3.	Assam	Guwahati (S D Office)	Syed Ali	State Director (i/c)	9470644855 9366014495	0361-2332987	zdnyksguwahati@gmail.com
4.	Bihar	Patna (S D Office)	Honey Sinha	State Director	9471315175 7488883102	0612-2344261 interrupted land-line service last 5.6 months	nyks_2006@yahoo.co.in
5.	Chhattisgarh	Raipur (S D Office)	Srikant Pandey	State Director	7999466182	0771-2263674 interrupted due to bill payment	nyks_raipur2262674@yahoo.com
6.	Delhi	Alipur (S D Office)	Shyam Sunder Joshi	State Director	9214339777	011-27204804	sdnyksdelhi@gmail.com
7.	Gujarat	Gandhi Nagar (S D Office)	Manisha J Shah	State Director	9825297089	079-23232032	nykszw@gmail.com
8.	Haryana	Chandigarh (S D Office) Haryana	Madhu Choudhary DD(OSD)	State Director (i/c)	9416396995	0172-2745505* (not exist due to bill payment) 0172-2923497 (working)	nyksharyana@gmail.com
9.	Jammu & Kashmir	Jammu (S D Office)	Surinder Saini	State Director	9876966646	191-2457950	sd.jk.nyks@gmail.com

S. No.	State	District	Name	SD, SD(I/c)	Contact No.	Office Landline No.	Email ID
10.	Jharkhand	Ranchi (S D Office)	Vijay Kumar	State Director	9431140991	0651-2961766	zdnyksjhar@gmail.com
11.	Karnataka	Bangaluru (S D Office)	M N Nataraj	State Director	9480392655	080-23117787	zdkar87@gmail.com
12.	Kerala	Trivandrum (S D Office)	Kunhammed K	State Director	9447072142	0471-2302042	keralazone2013@gmail.com kunhammednest@yahoo.in
13.	Madhya Pradesh	Bhopal (S D Office)	Ruchitra Narayan Tayagi	State Director	8839586413	0755-4293396	zdnyks.bhopal@yahoo.com
14.	Maharashtra	Mumbai (S D Office)	Prakash Kumar Manure	State Director	9425042477	022-26530292	zdnyksmaha@gmail.com
15.	Manipur	Imphal (S D Office)	Atul J Niekam, SD, Meghalaya (Addl Charge)	State Director	9422242269	0385-2411675- not working due to bill payment	zdstatemanipur16@gmail.com
16.	Meghalaya	Shillong (S D Office)	Atul J Niekam	State Director	9422242269	0364-2502667	sdnyksmeghalaya@gmail.com
17.	Mizoram	Aizawl (S D Office)	Atul J Niekam, SD, Meghalaya (Addl Charge)	State Director	9422242269	0389-2300046	zdnyksmzm@gmail.com
18.	Nagaland	Kohima (S D Office)	Inkhuangung, SD, Arunachal Prad. (Addl Charge)	State Director	9435555950 6002143480	0612-2344261 0364-2502667	zd_nyksngld@yahoo.com
19.	Odisha	Bhubaneswar (S D Office) PAO	Rita Bhagat	State Director	9431102788 8789366143	0674-2555982 0674-2558313 0674-2558352	zdnyksbhu@gmail.com

S. No.	State	District	Name	SD, SD(I/c)	Contact No.	Office Landline No.	Email ID
20.	Punjab	Mohali (S D Office)	Bikram Singh Gill	State Director	9417071172	0172-2744463 0172-2991034	zpczchd@gmail.com
21.	Rajasthan	Jaipur (S D Office)	Pawan Kumar Amrawat	State Director	9024038912	0141-2232665 0141-2232147	sdnyksrajasthan@gmail.com
22.	Rajasthan	Udaipur	Shyam Singh Rajpurohit	State Director (OSD)	9414474434	0294-2941482	ddudraj@gmail.com
23.	Sikkim	Gangtok (S D Office)	Sibasis Banerjee	State Director	9434240874 8240138882	03592-231015	nykszosikkim@yahoo.co.in
24.	Tamil Nadu	Chennai (S D Office)	N S Manoranjan	State Director	9441400035	044-24510209	zdnyksch@hotmail.com sdnyksth@gmail.com
25.	Telangana	Hyderabad (S D Office)	Ansuman Prasad Das	State Director	9437505290	040-24151772	sdnyksstelangana29@gmail.com
26.	Tripura	Agartala (S D Office)	Jaba Chakraborty	State Director	9774449762	0381-2373978	sdnyksstripura2019@gmail.com
27.	Uttar Pradesh	Lucknow (S D Office)	Nand Kumar Singh, RD, Lucknow(Addl Charge)	State Director	9013270071	0522-3586773	sdnyksuttarpradesh@gmail.com
28.	Uttarakhand	Dehradun (S D Office)	Umesh Sahni, DD, Dehradun	State Director (I/c)	9716931414	0135-2629563	sdnyksuttarakhand@gmail.com
29.	West Bengal	Calcutta (South) (S D Office)	Nandita Bhat-tacharya Ms	State Director	8617678402 9434000000	033-23450026	zdnykskol@yahoo.co.in sdnykswb@gmail.com sdnykswb@yahoo.com

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