

No.F.28-54/2014-NPYAD  
Government of India  
Ministry of Skill Development,  
Entrepreneurship, Youth Affairs and Sports  
NPYAD Section

Room No.13, Ground Floor,  
'C' – Wing, Shastri Bhawan

New Delhi, the 22<sup>nd</sup> September, 2014

To

AILO

Sub: "Swachh Bharat" as a mass movement to realize Gandhiji's dream of a Clean India by the 150<sup>th</sup> birth anniversary of Mahatma Gandhi in 2019 – an Intensive National Cleanliness Campaign by undertaken beginning from 25<sup>th</sup> September, 2014.

Sir,

I am directed to enclose herewith a copy of the letter from Cabinet Secretary, Government of India addressed to Secretary (Youth Affairs) about a nation-wide campaign with the participation of all sections of society to bring about mass awareness and a lasting behavioural change to achieve the goal of "Swachh Bharat" by the 150<sup>th</sup> birth anniversary of Mahatma Gandhi in 2019. In this context, it has been proposed that an intensive national cleanliness campaign be undertaken beginning from 25<sup>th</sup> September, 2014.

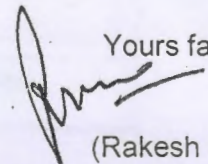
2. I am further directed to inform that as you are a grantee organization under Ministry of Skill Development, Entrepreneurship, Youth Affairs and Sports for a campaign of this nature to be successful, there is a need to create massive public awareness and to ensure participation with variety of activities planned such as pledge-taking, marches, marathons, cleaning drives and other community activities to focus attention of climbers, young trainees during the course of expeditions. At every stage of climbing, members of expedition should collect non-degradable garbage and ensure pollution free environment in the surrounding environment.

3. The campaign activities should begin on 25<sup>th</sup> September, 2014 onwards throughout the year with special programme on 2<sup>nd</sup> October, 2014, where "Swachhta Shapath" (pledge) be administered to all functionaries of Institute as well as trainees/climbers. The text of the pledge will be sent to you separately or available in this Ministry's website ([www.yas.nic.in](http://www.yas.nic.in)).

4. I would, therefore, urge you to take effective action in this regard and participate wholeheartedly in this campaign to spread this message within your organization.

5. It is requested that a respect of the details of the programmes organized in this regard be intimated to this Ministry at the earliest.

Yours faithfully,



(Rakesh Kumar)

Under Secretary to the Govt. of India

Tel.23386416

AS  
Admin

Need  
today  
11/10/2014