

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

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

New Delhi, the 29th September, 2015

To

The AILO/SLO(NGOs)

Sub: "Swachh Bharat" as a mass movement to realize Gandhiji's dream of a Clean India by the 150th birth anniversary of Mahatma Gandhi in 2019 – an Intensive National Cleanliness Campaign by undertaken during the period from 25th September, 2015 to 31 October, 2015.

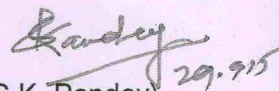
Sir/Madam

As you are aware, the Prime Minister has announced "Swachh Bharat Mission" on 2nd October, 2014 to achieve a clean India by the 150th birth anniversary of Mahatma Gandhi in 2019. As the first year of the mission draw to a close; there is a need to reiterate our commitment and reinvigorate our efforts towards this national endeavors In this context, it has been decided to once again undertake an intensive Swachhta Abhiyan (National Cleanliness Campaign) during the period from 25 Sep to 31st Oct 2015.

2. The Non-Government Organization (NGOs) would have to take a lead in this campaign, so that an example set for the society at large. Completion of one year of Shachh Bharat Mission in an occasion to reviews the implementation to the progress and boost the campaign by taking further concrete action towards cleaning public places such as, hospitals, bus terminals, schools, roads, markets, Statues/mementoes, river/ponds, parks etc.

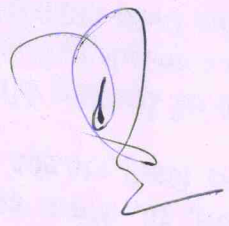
I, would, therefore, urge you to take active participation in making the Swachhta Abhiyan a success. It is also requested that the details of various activities/programmes organized in this regard be intimates to this Ministry.

Yours faithfully,


(S.K. Pandey)

Under Secretary to the Govt. of India
Tel.23386580

Sbno M-01
07-10-15


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