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પરિપત્ર

વિષય : " સ્વચ્છતા હી સેવા " - ૨૦૧૯ ની ઉજવણી બાબત.

સંદર્ભ : (૧) રીજીયોનલ ડાયરેક્ટરશ્રીની કચેરીના તા.૩૦/૦૮/૨૦૧૯ ના ઈ-મેઈલ અન્વયે.

ઉપરોક્ત વિષય અને સંદર્ભ અન્વયે ભક્તકવિ નરસિંહ મહેતા યુનીવર્સિટી સંલગ્ન એન.એસ.એસ. યુનિટ ધરાવતી તમામ કોલેજોના આચાર્યશ્રીઓ તથા એન.એસ.એસ. પ્રોગ્રામ ઓફિસર્સ ને જણાવવાનું કે આગામી તારીખ ૨ ઓક્ટોબર, ૨૦૧૯ ના રોજ ગાંધી જયંતી નિમિત્તે "સ્વચ્છતા હી સેવા" - ૨૦૧૯, પ્લાસ્ટિક વેસ્ટ શ્રમદાન અને સિંગલ યુઝ પ્લાસ્ટિક (SUPs) સંદર્ભે આ સાથે જોડેલ પત્રમાં દર્શાવેલ વિવિધ કામગીરી કરી કામગીરીનો ફોટોગ્રાફ સહીતનો અહેવાલ તા. ૦૮/૦૧૦/૨૦૧૯ સુધીમાં અત્રેની યુનીવર્સિટી અત્રેની યુનીવર્સિટીના એન.એસ.એસ. વિભાગને nssbknmu@gmail.com પર મોકલી આપવા જણાવવામાં આવે છે. સાથે સાથે સ્વચ્છતા હી સેવા ૨૦૧૯ સંદર્ભેનો તા. ૧૮/૦૮/૨૦૧૯ નો F.NO. P.24/3/2019/NSS/DTE/2064-2080 ના પત્રની કોપી તથા વિવિધ પ્રવૃત્તિઓની વિગત તારીખ પ્રમાણે આપેલ છે જે આપ સૌની જાણ અર્થે.

પ્રો. કો-ઓર્ડિનેટર,
એન.એસ.એસ. વિભાગ,
ભક્તકવિ નરસિંહ મહેતા યુનિ.,
જુનાગઢ.

ક્રમાંક:બીકેએનએમયુ/એન.એસ.એસ./૦૩૭/ ૨૦૧૯-૨૦
ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટી,
ગવર્નમેન્ટ પોલીટેકનીક કેમ્પસ, ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટી રોડ, ખડીયા, જુનાગઢ.
તા. ૩૦/૦૮/૧૯

પ્રતિ,

-ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટી સંલગ્ન એન.એસ.એસ. યુનિટ ધરાવતી તમામ કોલેજોના આચાર્યશ્રીઓ તથા એન.એસ.એસ. પ્રોગ્રામ ઓફિસર્સ તરફ.....

બિડાણ: સંદર્ભપત્ર

નકલ સાદર રવાના:

૧) માન. કુલપતિશ્રી / કુલસચિવશ્રીના અંગત સચિવશ્રી

નકલ રવાના જાણ અર્થે:

૧) રીજીયોનલ ડાયરેક્ટરશ્રી, એન.એસ.એસ. સેલ, અમદાવાદ / ઉચ્ચ શિક્ષણ કમિશનરશ્રીની કચેરી, ગાંધીનગર

F.No.P.24/3/2019/NSS/DTE/2064-2080
Government of India
Ministry of Youth Affairs & Sports
Department of Youth Affairs
Directorate of National Service Scheme
12/11, Jamnagar House, New Delhi-110011

Dated the 18th September, 2019

To

The Regional Director
All the Regional Directorates of NSS.

Sub: **Swachhata Hi Seva-2019 – Regarding.**

Sir/Madam,

I am directed to Ministry's letter No.3/53/2014-CDN/Vol.IV dated 5th September, 2019 on the subject as cited and to inform you that this year Swachhata Hi Seva campaign of Ministry of Jal Shakti, Department of Drinking Water and Sanitation is being organized, focusing on Plastic Waste Management from 11th September, 2019 to 27th October, 2019 (copy of D.O. No.2/2/s(DWS)/19 dated 31.8.19, written to Secretary (YA) is enclosed herewith).

In this context, an Action Plan for the campaign is enclosed herewith for implementation under NSS throughout the country. It is requested to issue necessary instructions under your jurisdiction to implement the plan in a befitting manner.

Periodical reports may also be sent to this office after completion of each and every activity along with the action photographs.

Encl: u/a.

Yours, faithfully,


(Jangjilong)
Youth Officer

Copy for information to:-

1. The Under Secretary (CDN).
2. The Under Secretary (NSS).

**Action Plan for Observance of Swachhata Hi Seva 2019
(11th September, 2019 to 27th October, 2019)
Plastic Waste Management Campaign.**

National Service Scheme

The Swachhata Hi Seva 2019 – Plastic Waste Management Campaign under National Service Scheme will be carried out as per the following timeline and thrust areas. The NSS Units are advised to have contact with Panchayats/ Municipalities/ Corporation authorities to create awareness on Plastic Waste Management.

<p>11th September, 2019 – 01st October, 2019</p>	<p>All NSS Units will concentrate on the following.</p> <ol style="list-style-type: none"> 1. Capacity building/orientation of NSS volunteers on Plastic Waste Management for awareness generating activities across towns and villages. 2. The Awareness generating activities will include, <ul style="list-style-type: none"> Information regarding collection centers of plastic waste. Information regarding disposal centers of plastic waste. Details regarding civic authorities who are responsible for collection and disposal of plastic waste. Preparation for collection and disposal of plastic waste. 3. General Shramdaan activities.
<p>02nd October, 2019</p>	<ol style="list-style-type: none"> 1. Participate in the Statewide Plastic waste shramdaan and awareness on Single Use Plastic (SUP) items and appeal people not to use SUP). 2. Pledge on Swachhata Hi Seva 2019 and ensure not to use SUP in the college/school/campus and in the communities.
<p>03rd October, 2019 – 27th October, 2019</p>	<p>Effective disposal of collected plastic waste with collaboration of Panchayats/ Municipalities/ Corporation authorities.</p>

पारमेश्वरन आयर

Parameswaran Iyer



सचिव

विभाग का सचिव, भारत

सचिव

Secretary

Government of India

Department of Drinking Water & Sanitation

Ministry of Jal Shakti

4th Floor, P Dindayal Ambedkar Bhawan,

N D-110003

Tel: 24361011, 24362715,

e-Mail: param.ier@doiwat.gov.in

D.O. No. 2025/DW/S/19

31st August 2019

Dear Ms. ^{Upma}Chawdhry

As you may be aware, India is on track to be declared Open Defecation Free (ODF) this 2nd October, 2019, a befitting tribute to Mahatma Gandhi on his 150th birth anniversary. The Swachh Bharat Mission – Gramin (SBM-G), thus, is increasing its focus on sustaining the gains made under SBM-G and solid and liquid waste management (SLWM), to maintain universal sanitation coverage and ensure holistic cleanliness in the villages.

2. Responding to the Prime Minister's appeal for citizens participation in swachhata movement, Swachhata Hi Seva (SHS) campaign has been celebrated annually since 2017 mobilizing millions of people in creating awareness on the access to safe sanitation, toilets usage, triggering behaviour change on cleanliness and shramdaan at public places. Around 10 crore people in SHS 2017 and approximately 20 crore individuals in SHS 2018 came together for Swachhata, including political leaders, government officials, sports person, actors, school children, youth from NYKS/NCC/NSS and faith leaders, alike.

3. During his Independence Day speech on 15th August 2019, and then during his Mann Ki Baat later in the month, the Prime Minister made a call to action towards focused plastic waste management and towards the effective ban of Single Use Plastic (SUP). Hence, the theme of this year's SHS is Plastic Waste Management. The SHS 2019 will run from 11th September to 2nd October, Swachh Bharat Diwas - which will be focal point of the campaign with massive shramdaan for plastic waste collection to be organised in all villages and towns across the country.

4. Following this, from 3rd October till 27th October (Diwali), the collected plastic waste must be recycled and/or effectively disposed. A presentation in this regard was also made before the Council of Ministers. The PPT is being shared through e-mail.

5. It is requested that SHS 2019 activities including shramdaan may be undertaken in your Ministry/Department and all the subordinate offices in a big way during the campaign. Your Ministry is also encouraged to lead awareness campaigns and initiate innovative programs to ensure maximum activities undertaken. An action plan and a report on this may subsequently be shared with this Ministry.

With Regards

Yours Sincerely


Parameswaran Iyer

Ms. Upma Chawdhry

Secretary

Department of Youth Affairs

Ministry of Youth Affairs & Sports,



NSS BKNMUNI <nssbknmu@gmail.com>

Fwd: Swachhata Hi Seva 2019 and Massive community mobilization for Plastic Waste Shramdaan and curbing of Single Use Plastic (SUPs) on 02nd October, 2019- reg.

1 message

Regional Director, NSS Ahmedabad <nssahmedabad@gmail.com>

Mon, Sep 30, 2019 at 2:37 PM

To: Veer Narmad South Gujarat University <vnsgunss@gmail.com>, NSS HNGU <nsshngu@gmail.com>, Nss Saurashtra University <nss.saurashtrauniversity@rediffmail.com>, arunbhai gandhi <arunbhai155@gmail.com>, chirag.patel4u@yahoo.com, naren dobariya <dr.dobariya2012@gmail.com>, Jd Mungara <jdmungara11@yahoo.com>, NSS Gujarat University <nssgujaratuniversity@gmail.com>, Jagdish Solanki <jagdishsolankimsu@gmail.com>, NSS BKNMUNI <nssbknmu@gmail.com>, NSS Shri Govind Guru University Godhra <nss@srgu.ac.in>, Bharatsinh Gohil <nssmkbu@gmail.com>, Student Welfare <studentwelfare@nirmauni.ac.in>, Dr P V Patel Junagad Agri University <dsw@jau.in>, DSW Office <dswnavsari@nau.in>, dsw aau <dsw@aau.in>, Bhavik Patel <dsw@ku-guj.com>, Milan Bhatt <Milan.Bhatt@pdp.ac.in>, rathvi13@yahoo.co.in, NSS GTU <nss@gtu.edu.in>, dsw@sdau.edu.in, sports@ganpatuniversity.ac.in, Director- Board of Sports <dirbos@ayurveduniversity.com>, nssspu2015@gmail.com, chiragpatel4u@yahoo.com, Kapil Pandya <kapil.pandya@rku.ac.in>, Robertparmar.nss@charusat.ac.in, GAJANAN KALYANKAR <gkalyankar@utu.ac.in>, Anjali Thakur <anjthakur2411@gmail.com>, Nootan Sports Complex <nsc@spcevg.ac.in>, Parmar Jagruti <parmarjagruti11@gmail.com>, Sugnesh Chudasama <schudasama@gnlu.ac.in>, Munjal Rami <munjal.rami@ppsu.ac.in>, NSS CUG <nss.cug@cug.ac.in>, sheetal helaiya <helaiyasm@gmail.com>, Alpesh Dafda <sadafda@gmail.com>, info@glsuniversity.ac.in, deoand@gmail.com, "P.A. Pandya" <amrelideo@gmail.com>, Mr K A Patel <anand1deo@gmail.com>, "Dist.Education Officer Bhavnagar" <bhavdeo@gmail.com>, R J Machhi Bharuch <bharuchdeo@gmail.com>, "S. P. Chudhary" <dahoddeo@gmail.com>, N D Gondaliya <panchmahaldeo@gmail.com>, "S.M Barad" <gandhideo@gmail.com>, "Smt Jyotiben A. Solanki" <sabarkanthadeo@gmail.com>, "A.K.Rathod" <junagadhdeo@gmail.com>, "M.R.Sagarka DEO-Jam" <jamdeo@gmail.com>, deo kheda <khedeo@gmail.com>, khedadeo@gmail.com, "D.B Patel" <narmdeo@gmail.com>, "K. F. VASAVA" <navsarideo@gmail.com>, "V.R. GOSAI" <patandeo@gmail.com>, "K. N. Bamaniya" <bnsdeo@gmail.com>, DEO PORBANDAR POR <porbandardeo@gmail.com>, S V RAJSAKHA <rajkotdeo@gmail.com>, "Shri U.N. Rathod" <suratdeo@gmail.com>, DEO MEHSANA <mahedeo@gmail.com>, Tapi Deo <tapideo@gmail.com>, DEO Valsad <valsaddeo@gmail.com>, "M. N. Patel" <kutchhdeo@gmail.com>, "A.K. Rathod" <ahmcdeo@gmail.com>, "M. K. Raval" <ahmrdeo@gmail.com>, "Mr. B.K. Gavit" <dang1deo@gmail.com>, "N.M MEHTA" <vadodeo@gmail.com>, District Education Officer Bhavnagar <deobhavnagar@gmail.com>, deojamnagar@gmail.com, zalarajesh82@gmail.com, nss@gokuluniversity.ac.in, Ramesh Chand Agrawal <rcagrawal.daman@gmail.com>, RC Agrawal <nssdaman@gmail.com>, dir DADARNAGAR <dir.dadarnagar@gmail.com>, "STATE NSS OFFICER, NSS CELL DADRA NAGAR HAVELI" <nssdnh@gmail.com>

Cc: NSS GUJARAT <che.nssgujarat@gmail.com>

Sub: Swachhata Hi Seva 2019 and Massive community mobilization for Plastic Waste Shramdaan and curbing of Single Use Plastic (SUPs) on 02nd October, 2019- reg.

Sir/Madam,

Kindly see the attached information (Swachhata Hi Seva Flyer and Concept Note) received from the Swachh Bharat Mission for wide publicity among NSS units under your jurisdiction. It is also requested to give necessary directions to all the NSS Units under your jurisdiction to carry out the following programmes on 02nd October, 2019 in order to generate awareness on SUPs.


1. Massive Information, Education and Communications (IEC) campaign for awareness generation
2. Dedicated IEC campaign on Plastic Waste Management
3. Interpersonal Communication (IPC) in villages by NSS volunteers.
4. Outdoor awareness activities like wall painting, slogan writing and mobilization of children/youth through rallies etc.
5. In Urban areas – NSS activities to be undertaken in collaboration with the Municipal Corporations/Municipalities
6. In adopted villages, NSS to carry out Plastic awareness programmes such as door to door campaigns, street plays and public/community meetings, etc.
7. The collected plastic waste to be accumulated in a central location in collaboration with municipalities/corporations/panchayats.
8. District authorities to devise plans for collection and effective disposal of the plastic waste


The necessary directions in this regard to be sent to all NSS Units to carry out the above mentioned activities on 02nd October, 2019 and send consolidated reports and action photos on Swachhata Hi Seva (11th September, 2019 to 27th October, 2019) after completion of the programme to NSS Regional Director, Ahmedabad to further...

Enclosed: As Above
Regards

Regional Director
NSS Regional Directorate
Government of India
Ministry of Youth Affairs & Sports,
Ellisbridge
Ahmedabad-380006

2 attachments

 **SHSPlasticFlyer_updated.pdf**
1109K

 **HelpSwachhataHiSeva.pptx**
5933K



PM's call to the nation

Five years ago, the Prime Minister made a clarion call for Swachh Bharat, which started a Jan Andolan like no other. The launch of the Swachh Bharat Mission on 2nd October 2014 has transformed rural sanitation coverage from 39% in 2014 to almost 100% as of September 2019. India is on the verge of becoming Open Defecation Free by 2nd October 2019, a befitting tribute to Mahatma Gandhi on his 150th birth anniversary.

This Independence Day, the Prime Minister made another clarion call to the nation - to achieve a plastic waste free India.

“ इस 2 अक्टूबर पूज्य बापू की 150वीं जन्म-जयंती के अवसर पर, आइए हम सब मिलकर पूरे देश में प्लास्टिक के ख़िलाफ़ एक नए जन-आन्दोलन की नींव रखें। ”

(Mann Ki Baat, 25th Aug 2019)

India's Plastic Waste Problem



India generates

95 lakh tonnes of plastic waste per annum

38 lakh tonnes is uncollected (mainly SUP*) which ends up in dumps, rivers and even our animals

Ganga and Brahmaputra are among the 10 most plastic polluted rivers in the world

All this plastic comes back to each one of us



6,00,000 tonnes enters sea annually in India



Micro plastic particles are found in bottled water, table salt



Open burning of plastic waste causes respiratory ailments

Plastic consumption is expected to double by 2022, significantly increasing the waste

* Single Use Plastic
Source: Central Pollution Control Board

To further intensify the Swachhata Jan Andolan, Swachhata Hi Seva (SHS) has been celebrated annually since 2017 in the run up to Gandhi Jayanti. The campaign has mobilized crores of people every year to create awareness for Swachhata.

Approximately 10 crore citizens came together for Swachhata in SHS 2017 and the numbers doubled to an estimated 20 crore individuals in SHS 2018. People from all walks of life, political leaders, government officials, sportspersons, actors, corporates, school children, youth from NYKS/NCC/NSS and faith leaders, alike have joined the campaign these past few years.

स्वच्छता ही सेवा (SHS) 2019

Massive community mobilization for Plastic Waste Shramdaan and curbing of Single Use Plastic (SUPs)

SUPs, also often referred to as disposable plastics (use-and-throw items), are commonly used for plastic packaging and include items intended to be used only once, before they are thrown away or recycled. These products may include:



Plastic carry bags



Plastic cutlery including plates, plastic cups, straws, etc.



Cutlery and other decorative items made from Styrofoam (Thermocol)

Calendar: SHS 2019

11 th Sep - 1 st Oct	2 nd Oct	3 rd Oct - 27 th Oct (Diwali)
जन जागरुकता, तैयारी और स्वच्छता श्रमदान	व्यापक Plastic Waste श्रमदान	समुचित निपटान
<p>Awareness generation across towns and villages</p> <p>Preparation for collection, disposal of plastic waste</p> <p>Shramdaan for general swachhata</p>	<p>Nationwide shramdaan for plastic waste collection & Segregation</p>	<p>Recycling and effective disposal of the collected plastic waste</p>

Key Features of SHS 2019

जन जागरूकता, तैयारी और स्वच्छता श्रमदान



Preparation for collection & disposal of all plastic waste, especially from the railways and highways



Campaign for replacing plastic bags with jute/cloth bags; mobilization for mass production

व्यापक Plastic Waste श्रमदान



Massive plastic waste collection drives by all, across rural and urban areas



10,000 – 15,000 tonnes of estimated plastic waste to be collected

समुचित निपटान

3rd-7th October 2019

Transportation of collected waste from 78,000 wards/6 lakh villages to City/District collection hubs

8th-10th October 2019

Segregation into recyclables and non-recyclables

11th-27th October 2019

Transportation of industries for recycling/disposal (Road construction, cement kilns, etc.)

Route



ULBs and Aggregators
(50% of plastic waste)



Road construction
(25% of plastic waste)



Cement Kilns (25% of plastic waste)

*Based on industry consultations

Role of Key Stakeholders

A Jan Andolan, Swachhata Hi Seva 2019 is expected to be undertaken by all individuals across 6 lakh villages and 4000 towns

Government of India The Department of Drinking Water and Sanitation, Ministry of Jal Shakti, is the nodal Department for SHS 2019. All other Ministries to participate in Swachhata Hi Seva, while few will play key roles during the identified phases.

State Governments State Governments are responsible for end-to-end collection, segregation and effective disposal of plastic waste during the campaign with the help of key Ministries/Departments*. States will coordinate with District administrations to ensure maximum people's participation and preparation for all the campaign phases.

Private Sector The private sector is encouraged to support the campaign by mobilizing shramdaan, offering means for effective disposal of collected plastic waste and fund operations and awareness generation media campaigns for SHS 2019.

NGOs NGOs may support District administrations for on ground support in generating awareness and ensuring maximum participation for shramdaan, especially on 2nd October 2019.

Media All national and regional media houses are encouraged to run campaigns for Swachhata Hi Seva 2019 and ensure maximum message to curb the use of SUPs and effective plastic waste management.

*Key Ministries/Departments: M/o Jal Shakti; M/o Environment, Forest & Climate Change; M/o Housing and Urban Affairs; M/o Road Transport & Highways; D/o Promotion of Industry and Internal Trade; M/o Railways; M/o Rural Development; M/o Panchayati Raj; M/o Textiles; M/o Tourism; M/o Human Resources Development.

All Action Plans and outcomes to be uploaded on sbm.gov.in/shs2019

Plastic Waste Shramdaan: roll out plan

- 1. Massive Information, Education and Communications (IEC) campaign for awareness generation**
 - Dedicated IEC campaign on Plastic Waste Management from 9th September
 - Interpersonal Communication (IPC) in villages by trained Swachhagrahis
 - Outdoor IEC activities like wall painting, slogan writing and mobilization of children/youth through rallies etc.
 - Deployment of Swachhata Raths with focus on Plastic Waste Management Awareness
 - Felicitation of Swachhata Champions at the state and district level
- 2. Overall coordination of the campaign**
 - Urban areas – to be undertaken by the Municipal Corporations/Municipalities
 - Rural areas - to be undertaken by the District Collectors
 - The collected plastic waste to be accumulated in a central location in every district
 - District authorities to devise plans for collection and effective disposal of the plastic waste

Suggested IEC messaging

- स्वच्छ भारत का है ये नारा, प्लास्टिक कचरे से मुक्त हो देश हमारा ।
- प्लास्टिक छोड़ो, कपड़े और जूट के थैलों से नाता जोड़ो ।
- आज से संकल्प करें, प्लास्टिक थैलों का प्रयोग बंद करें ।
- प्लास्टिक कचरे को मिटाना है, स्वच्छ भारत बनाना है ।
- देश ने भरी हुंकार, प्लास्टिक कचरे का हो बहिष्कार ।



Outcome Indicators



People mobilized



Activities undertaken



Plastic waste collected



Plastic waste recycled/effectively disposed



Hours of shramdaan



पेयजल एवं स्वच्छता विभाग
जल शक्ति मंत्रालय
भारत सरकार
DEPARTMENT OF DRINKING WATER AND SANITATION
MINISTRY OF JAL SHAKTI
GOVERNMENT OF INDIA
सत्यमेव जयते



Swachhata
Hi Seva
11th September to 2nd October 2019



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