



**GONDWANA UNIVERSITY, GADCHIROLI**  
(Established by Government of Maharashtra Notification No. MISC -2007/(322/07) UNI -4  
Dated 27<sup>th</sup> Sept. 2011 State University Governed by Maharashtra University Act, 1994 )



## National Service Scheme

**Dr. Naresh M. Madavi**  
Director (I/C)  
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पत्र क्र. No.GU/NSS/168/2017

Dt: 28/08/2017

प्रति,

मा. प्राचार्य,  
सर्व संलग्नित रासेयो महाविद्यालये,  
गोंडवाना विद्यापीठ, गडचिरोली.

विषय : “स्वच्छ संकल्प से स्वच्छ सिध्दी” अभियानांतर्गत विविध स्पर्धांचे आयोजन करणे बाबात.

संदर्भ : D.o.no.2/2/s (Ministry of Drinking Water&Sanitation)/2017, Date 14<sup>th</sup> August 2017

महोदय/महोदया,

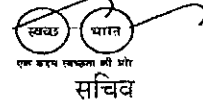
उपरोक्त संदर्भांकीत विषयानुषंगाने आपणांस कळविण्यात येते की, रासेयो अंतर्गत “स्वच्छ संकल्प से स्वच्छ सिध्दी” उपक्रम राबवायचा आहे. या अभियानांतर्गत सोबत जोडलेल्या सहपत्राप्रमाणे 1)Essay Competition. 2)Film Competition. 3) Painting Competition या सारखे उपक्रम राबवुन. “स्वच्छ संकल्प से स्वच्छ सिध्दी” कार्यकृती अहवाल राष्ट्रीय सेवा योजना विभाग, गोंडवाना विद्यापीठ गडचिरोली, या कार्यालयास कार्यक्रमानंतर लगेच त्याच दिवशी निवडक फोटोसह [nssdsw.gug@gmail.com](mailto:nssdsw.gug@gmail.com) या ईमेलवर पाठवावा, हि विनंती.

धन्यवाद!

संचालक (प्र.)  
राष्ट्रीय सेवा योजना  
गोंडवाना विद्यापीठ, गडचिरोली

परमेश्वरन अय्यर

Parameswaran Iyer



भारत सरकार

पेयजल एवं स्वच्छता मंत्रालय

Secretary

Government of India

Ministry of Drinking Water & Sanitation

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D.O. No. 2/2/S(DWS)/2017

14<sup>th</sup> August 2017

Dear Dr. Dubey,

The Hon'ble Prime Minister has given the clarion call to achieve a new India by 2022 under "Sankalp Se Siddhi", a mass resolve to make all dirt and filth quit India. In pursuit of this vision, the Ministry of Drinking Water & Sanitation plans to organise countrywide **Film, Essay and Painting Competition** between 16<sup>th</sup> August and 15<sup>th</sup> September as another major step towards making Swachhta a people's movement. The core objective is to generate mass involvement in SBM and related issues.

The themes of the aforesaid competitions, to be held under the overall banner of Swachh Sankalp Se Swachh Siddhi, are:

- **Essay Competition:** "मैं स्वच्छता के लिए क्या करूँगा / करूँगी?" / "What will I do for cleanliness?"
- **Film Competition:** "भारत को स्वच्छ बनाने में मेरा योगदान" / "My Contribution to make my country clean" (2-3 minutes duration)
- **Painting Competition (only for primary schools):** "मेरे सपनों का स्वच्छ भारत" / "The Clean India of my dreams"

Based on the aforesaid competitions, the **National Swachh Bharat Awards** shall be presented on 2<sup>nd</sup> October 2017. There shall be district and then consequently state-level awards. The exercise needs to be completed latest by 11<sup>th</sup> September 2017.

I am writing to you to seek your cooperation in enlisting maximum participation from the youth of the country. Your support will be of great booster to this people's movement 'Swachh Sankalp se Swachh Siddhi.'

Such a massive mobilisation will be successful with your active leadership and close monitoring. In this regard I would request you to kindly issue appropriate instructions need to be conveyed to the youth organizations like NSS, NCC, NYKs, National Youth Corps and Scouts & Guides for enlisting the maximum number of entries. Their entries can be submitted through Gram Panchayats, BDO/District Collector, MyGov.in and NewIndia.in.

As discussed today I look forward to the opportunity of coming to your office to meet you and your colleagues at 1430 hrs on 17<sup>th</sup> August. My team and I will be happy to make a presentation and interact with you and your colleagues. I will be grateful for your cooperation.

With regards,

Yours sincerely,

  
Parameswaran Iyer

Dr. A.K. Dubey

Secretary



# SWACHH SANKALP SE SWACHH SIDDHI



पेयजल और स्वच्छता मंत्रालय  
Ministry of Drinking Water and Sanitation



## Introduction

- Responding to the PM's clarion call of 'Sankalp Sey Siddhi' on Quit India anniversary (9<sup>th</sup> May), of which a leading resolve is to attain a clean India by making all dirt and filth to quit India.
- Organising a countrywide **Film, Essay and Painting Competition** between 16th August and 8th September as another major step towards making Swachhta a people's movement.
- Active participation of Youth is crucial for making this movement to be successful.
- Youth Participation is considered crucial even for the overall SBM goals of Swachh Bharat
- MOYAS is already a strong partner of SBM



# SWACHH SANKALP SE SWACHH SIDDHI

New India Movement (2017-2022)

As part of the united resolve to create a New and Clean India  
Swachh Bharat Mission  
invites all to compete in

(Topic - "What can I do for a Clean India")

(2-3 minutes duration)  
(Topic - "My contribution towards making India Clean")

(Topic - "Clean India of my dreams")  
Only for Class I to V School Students

Entries close on : September 8, 2017

For details Contact your School, or the Parishayak BPO District Collector  
or login at MyGov.in, NewIndiaIn.mca.gov.in

National Awards will be presented by Govt. of India, 2017  
Awards also at State and District level



Let us together  
pledge to make a  
Clean India



# Proposal

- Department of Youth Affairs to organise maximum participation and entries from within their youth outreach
- Organisations are: NSS, NYKS,, Scouts and Guides & National Youth Corps (?)

And NCC

- Format :
  - Competitions held among all units of these youth organizations
  - Best 3 entries consolidated at each level
  - Local prizes from Department of Youth Affairs and Sports may be given to the winning entries at District or State Level or any other level as deemed fit. Inter-organization awards can be decided at Department level.
  - 3 best entries (per category/per organization) to be forwarded to MDWS along with three top most inter-organizational entries (for award & films on it)
  - National Swachh Bharat Awards on Oct 2 2017



## Proposal

### Expectation

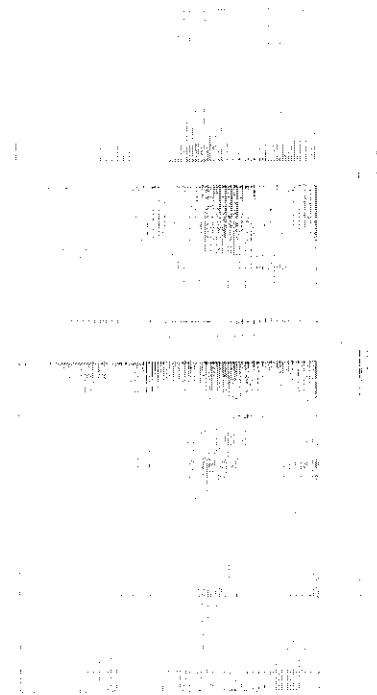
- Pro-active involvement of top leadership
- Issue appropriate instructions
- Maximum Participation from Youth Organizations
- Monitoring for qualitative participations
- Judging entries at various levels to arrive at the final 3 National Entries
- Related Logistics





## Proposal (For Swachh Sankalp Se Swachh Siddhi)

Example : NCC



3 best entries selected to enter the HQ Level

3 best entries selected to enter the Directorate Level

3 best entries selected to enter the Group Level

Competitions in each category held

3 best entries to be  
sent to the MDW

**National Swachh B**  
Awards will be given  
2nd October 2013



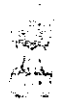
## SBM- MOYAS collaboration

- MDWS to engage with youth groups (NSS, NCC, NYKS, National Youth Corps, Scouts and Guides) under the aegis of Ministry of Youth Affairs and Sports
- Engaging them in nation building movement on swachhta
- Youth volunteers are expected to deliver on measurable indicators of demand generation and sustained usage of toilets across villages in India, through customised local interventions and solutions.
- Specific focus on UP, Bihar, Odisha, J&K, Telengana, Jharkhand, Andhra Pradesh, Karnataka
- MDWS will consider funding support against listed IFC activities
- Request the organisations to come with proposals along with funding requirement if any.





Thank You



पेयजल और स्वच्छता मंत्रालय  
Ministry of Drinking Water and Sanitation

