

Swachta Action Plan (SAP)

Background:

To accelerate the efforts to achieve universal sanitation coverage and to put focus on sanitation, Hon'ble Prime Minister of India had launched the Swachh Bharat Mission on 2nd October 2014. The mission was implemented as nation-wide campaign/Jan Andolan which aimed at eliminating open defecation in rural areas during the period 2014 to 2019 through mass scale behavior change, construction of household-owned and community-owned toilets and establishing mechanisms for monitoring toilet construction and usage.

Under the mission, all villages, Gram Panchayats, Districts, States and Union Territories in India declared themselves "open-defecation free" (ODF) by 2 October 2019, the 150th birth anniversary of Mahatma Gandhi, by constructing over 100 million toilets in rural India.

To ensure that the open defecation free behaviours are sustained, no one is left behind, and that solid and liquid waste management facilities are accessible, the Mission is moving towards the **next Phase II of SBMG i.e ODF-Plus**. ODF Plus activities under Phase II of Swachh Bharat Mission (Grameen) will reinforce ODF behaviours and focus on providing interventions for safe management of solid and liquid waste in villages.

In alignment with the priorities set by the government with regards to Swachhta, NYKS initiated "**Clean India**" Program in 2021. The program aimed at creating awareness, mobilization of people and ensuring their involvement in the Clean India initiative which was unique in terms of scale and participation. Overwhelming response and success of the program has inspired NYKS to make Swachta Action Plan as an integral component of Core Program.

Objectives

- To make youth aware of cleanliness, sanitation, elimination of manual scavenging and importance of maintenance of ODF+ status through voluntary efforts throughout the year.
- To conduct intensive cleaning activities under the Clean India Campaign focussing on Single Use Plastics.
- To observe **Swachhta Pakhwada** for imbibing sense of civic duty among youth and public and engage them in Swachhta activities with voluntary spirit.
- To promote a culture of cleanliness and hygiene in the society through youth.

Components of Swachhta Action Plan: Swachhta Action Plan has following two components:

- a. **Swachhata Abhiyaan** – throughout the year, with intense action and focused approach during Clean India Program (Oct 1-21).
- b. **Swachhta Pakhwada:** (1-15th August 2022)- Fortnight Celebration

Budget :

An amount of Rs. 30,000/ has been allocated as per the following-

- i. Swachhta Abhiyan@ of Rs.15000/ per District
- ii. Swachhta Pakhwara@ of Rs.15000/per District

Illustrative Details of the two components of Swachhta Action Plan follows:

1. Swachta Abhiyaan

This component of **Swachhta Action Plan** draws inspiration from the Swachh Bharat Mission (Phase I & Phase II) of Government of India and focusses on preserving and consolidating the gains of Phase I of SBM and support the new initiatives under Phase II to ensure achievement of goals. Hence, the activities of NYKS under this programme shall be aligned to the specific needs of the district under SBM. This also necessitates close coordination of NYKS with the District Administration and line departments to identify the gaps where voluntary action can be initiated to achieve the desired outcomes.

Objectives:

- To generate awareness through **Behavioural Change Communication(BCC)** to ensure that open defecation free behaviours are sustained and no one is left behind.
- To disseminate message ,IEC/Awareness that Solid and liquid waste management facilities can be adopted at household, institutional and village levels in coordination with PRIs.
- To share models of cost effective and appropriate technologies for ecologically safe and sustainable sanitation.
- To create a positive impact on gender and promote social inclusion by campaigning for improving sanitation facilities for females, especially in marginalized communities
- To inculcate the spirit of Shramdaan (voluntary labour) with Sewa Bhav, Nishkam Sewa and promotion of dignity of Manual Labour.
- To focus on water conservation, creation of soak pits, maintaining ponds, water reservoirs, check dams, and on water harvesting activities.

Implementation Strategy:

- The DDs/DYOs shall meet with the District Level Officer in charge of SBM 2.0 activities **to ascertain priority areas such as Soldi/Liquid Waste management, ODF sustaining IEC, Plastic Recycling, Behavioural Change Communication etc.** as applicable in the district.
- Support in terms of **additional funding, resource persons for IEC campaign etc** may be sought from the department and possibility for coordinated action by partnering with Youth Clubs may be explored in the meeting.

- The **tentative areas of action and list of activities** may be prepared by the DD/DYO considering the inputs provided by the line departments and identifying partner Youth Clubs for designated activities and locations.
- The year-long engagement of Youth Clubs in cleaning activities, is expected to be through **voluntary efforts by Youth Clubs and enrolled volunteers with minimal organisational support** from line department and NYKS.
- **The Clean India Campaign** for the year 2022-23 is scheduled to be conducted from 1st October to 21st October, 2022. The focus of the campaign shall be on eliminating the use of Single use plastics (SUPs), bringing a behavioural change towards using plastic alternatives and collection, recycling/disposal of plastic waste.
- The DDs/DYOs shall ensure that they prepare a list of partner Youth Clubs block-wise for participation in the Clean India Campaign well in advance, so that the campaign may be launched and conducted in an effective manner.

Year-Long Suggestive Swachta Activities by District NYK under Swachhta Abhiyaan

Sl No.	List of Suggestive Activities
1.	Cleaning of public places- Statues, Hospitals / PHCs, Office Complexes, Toilets and Garbage Places of District and State Offices, streets, other common places
2.	Collection of Polythene bags and plastic material to generate awareness and facilitate in protecting environment
3.	Adoption of community Assets by Youth Clubs for Cleaning/maintenance/beautification through Shramdaan.
4.	Water Conservation: <ul style="list-style-type: none"> • Maintenance/ repair/ improvement of existing water bodies • Cleaning, Digging, maintenance, de-silting and repair of ponds, natural drinking water resources, small irrigation channels, water tanks, etc • IEC Activities for Water Harvesting, Creation of soak pits, well recharging pits etc.
5.	Observance of 3rd Anniversary of launching of Swachh Bharat Abhiyan (25 th Sept.)
6.	Organization of Clean India Campaign – 1-21st October, 2022
7.	Observance of Gandhi Jayanti - 2nd October 2022
8.	Observance of Global Hand Washing Day - 15th October
9.	Behavioural Change IEC: Rallies , Prabhat Pheri , Plog Runs etc

10.	Knowledge Competitions: Quiz, Essay, Painting, Poster making, Slogan writing, Debating and Declamation contests etc.
11.	Behavioural Change IEC: Wall Writing, Street Plays
12.	Meeting of Mind: Lectures/Seminars/Meetings on Solid/Liquid Waste Management, Water Harvesting, Recycling, and Documentary/Short Film Shows on Swachta etc.
13.	New Technology IEC: Waste to Energy -“Gobardhan”, Portable/household/ community biogas plants, partnering with accredited agencies. Popularization of do it yourself waste management practices for household wastes (waste to manure)
14.	Any other initiatives/innovations by DD/DYO based on priorities identified for the district.

No. of Participants : Minimum 300 per District.

Outreach of the Program : Minimum 3000 people

Budget : **Rs. 15,000/-** per District NYKs

Duration : **Throughout the year with focus on Clean India Campaign**

2. Observance of Swachhata Pakhwada - Fortnight (1st to 15th August, 2021)

Swachhata Pakhwada was started in April 2016 with the objective of bringing a fortnight of intense focus on the issues and practices of Swachhata by engaging GOI Ministries/Departments in their jurisdictions. An annual calendar is circulated among the Ministries by the Swachh Bharat Mission to help plan for the Pakhwada activities. Ministry of Youth Affairs & Sports has been assigned the dates 1-15th August, 2022 for observance of Swachhta Pakhwada.

In view of the same, NYKS has planned to conduct a nation-wide intensive cleanliness & hygiene campaign under Swachhata Pakhwada from 1-15th August, 2022, to be undertaken by District Nehru Yuva Kendras by involving NY volunteers, affiliated Youth Clubs, local youth and other key stake holders in the districts.

Objective:

- To create awareness about swachhta and facilitate celebration of Pakhwada across the country as part of the National program.
- To motivate youth in taking a lead role for undertaking cleanliness & hygiene campaign.

The activities under the Pakhwada have been divided into following four components.

- 1. IEC & Behavioural Change activities (1-7th August, 2022)**
- 2. Cleaning Activities (8-12th August, 2022)**

3. Har Ghar Tiranga (13-15th August, 2022)**4. Innovative programs (1-15th August, 2022, wherever applicable)****Observance of Swachhta Fortnight -Schedule of Programs & Suggested Activities**

Sr.No	Date	Programmes/ Schemes/Activities
1.	1 st August	Pledge taking ceremony on Swachhta
2.	1 st August	Reading of Message/Appeal of Hon'ble Prime Minister of India and Hon'ble Minister of State (Independent Charge), Ministry of Youth Affairs and Sports, Govt. of India
3.	2-7 th August	IEC activities: Posters, Wall Paintings, Door to door pamphlet distribution, Seminars/Meetings, Knowledge Competitions-Quiz / Painting/ Elocution etc.
4.	8-12 th August	Cleaning Activities: Cleaning of village, Door to door plastic collection, Beautification and cleaning of Anganwadi, Panchayat Bhavan, statues, public Institutions like PHC with pre and post photos for impact recognition.
5.	13-15 th August	Har Ghar Tiranga Campaign: Display and Hoisting of National Flag of India. The Flags may be bought from the funds generated through sale of plastic collected, Dissemination of Amended Flag Code 2022, Cleaning town centers, Iconic locations, Historical Monuments/Statues etc with display of National Flag.
6.	15 th August	Independence Day Swachhta Rally: in villages with National Flag, Display of Swachhta Messages/Placards and Quotes of Mahatma Gandhi
7.	1-15 th August	Innovative Programs by District NYK.

No. of Participants : Minimum 300 per District.

Outreach/Beneficiaries of the Program: Minimum 3000 people per District.

Budget : 15,000/- per district

Implementation Strategy:

- DDs/DYO's shall convene a meeting of NYVs and task them with enrolment of Partner Youth Clubs, Member Volunteers and other Youth Volunteers in their respective blocks for participation in Swachhta Pakhwada.
- The DDs/DYO's shall meet the concerned line departments and chalk out a plan for conducting coordination programs with the involvement of multiple stakeholders.
- The schedule and location for celebration of Swachhta Pakhwada may be finalized with list of partner departments, partner Youth Clubs, enrolled Volunteers. Pakhwada Plans should contain detailed date wise activities.

- The events should be planned in such a way that there is at least one activity every day for the entire duration of the campaign.
- Public representatives viz. Hon'ble Union Ministers, MPs, State Ministers, MLAs, PRIs, Urban Local Bodies (ULBs) etc. should be involved in Pakhwada activities.
- **Logo of Swachh Bharat Mission may be used in Banners displayed at venues of programs**
- **All offices of NYKS, on 1st August, 2022 shall administer to all officials as well as NYVs "Swachhata Shapath" (pledge).** Youth Clubs affiliated with District NYKs also would be motivated to take the Swachhata Shapath (pledge) in public functions organized by them in their villages. A copy of the same in Hindi and English is given at **Annexure- 4**

Media and Publicity:

- State Directors/District Youth Officers may **issue press release** highlighting its major activities planned for the Pakhwada in the state/district. Similarly, a post event press release may also be issued after the organisation of the Pakhwada.
- **Doordarshan, AIR and leading TV Channels & Newspapers may be contacted for wide coverage** of the events.
- Social media posts with photos of activities tagging @NYKSIndia and #SwachhtaPakhwada may be made for every event conducted under the Swachhta Pakhwada.

Reporting and Formats- List of Annexures

The reports in the following formats are to be submitted as the outcome of the core program Swachhta Action Plan. It may also be noted that this is the 4th program in sequence of Core Program of NYKS. Therefore, the following annexures start with 4.

Swachhta Abhiyaan

- **Annexure 4.1** – Resource Materials
- **Annexure 4.1 (A-D)**- Reporting Formats

Swachhta Pakhwada

- **Annexure-4.2** Swachhta Pledge
- **Annexure 4.2(A -G)** Reporting Formats
- **Annexure 4.2H-** Proforma for District/State level Descriptive Report- (including media gallery, Audio-visual content)