



सावित्रीबाई फुले पुणे विद्यापीठ

(पूर्वीचे पुणे विद्यापीठ)



प्रो. (डॉ.) सदानंद भोसले

एम्.ए., पीएच.डी.

संचालक (अतिरिक्त कार्यभार)

राष्ट्रीय सेवा योजना

गणेशखिंड, पुणे - ४११ ००७

कार्यालय क्र. : ०२०-२५६२२६८८/८९
: ०२०-२५६२२६९०/९१
: ०२०-२५६२२६९२
: ०२०-२५६९७३४९

स्वातंत्र्याचा अमृत महोत्सव

संदर्भ : रासेयो/२०२३-२४/४६३

दि. ०८/११/२०२३

प्रति,
मा.प्राचार्य/संचालक,
रासेयो संलग्नित सर्व महाविद्यालये परिसंस्था,
पुणे, अहमदनगर व नाशिक जिल्हा,
सावित्रीबाई फुले पुणे विद्यापीठ.

विषय : “दि. ०६ ते १२ नोव्हेंबर २०२३ दरम्यान, स्वच्छ दिवाळी शुभ दिवाळी” मोहिमेच्या
आयोजनाबाबत

महोदय,

मा. क्षेत्रीय संचालक, क्षेत्रीय संचालनालय, युवा व खेल मंत्रालय, भारत सरकार, पुणे यांच्या पत्रानुसार युवा व खेल मंत्रालय, नवी दिल्ली, भारत सरकार यांच्या निर्देशानुसार “दि. ०६ ते १२ नोव्हेंबर २०२३ दरम्यान, स्वच्छ दिवाळी शुभ दिवाळी” मोहिमेचे आयोजन करण्यात यावे. त्यानिमित्त आपल्या महाविद्यालयामध्ये पुढील उपक्रमांचे आयोजन करावे.

१. कचऱ्याचे स्रोत विलगीकरण करणे.
२. सिंगल युजर प्लास्टिकच्या (SUP) वापरापासून दूर राहणे.
३. पर्यावरण पुरक(इको फ्रेंडली) साहित्यांचा वापर करणे.
४. वोकल फॉर लोकल चा प्रचार करणे.

तसेच My Gov Portal वरती ऑनलाईन स्वाक्षरी मोहिमेची संकल्पना मांडण्यात आली आणि स्वाक्षरी मोहिमेसाठी खालील लिंक दिली आहे. आपल्या महाविद्यालयात रासेयो स्वयंसेवकांमार्फत उपक्रमांचे आयोजन करून या उपक्रमाना ट्विटर, फेसबुक, व्हाट्सअप व इतर सोशल मिडीयाच्या माध्यमातून प्रसिध्दी द्यावी. या उपक्रमाचा सविस्तर अहवाल व छायाचित्रे nss_student_list@pun.unipune.acin या मेलवर “स्वच्छ दिवाळी शुभ दिवाळी” या विषयासह पाठवावा. कळावे, ही विनंती.

सोशल मिडीया टॅग : #SwachhDiwali and tagging @sbmurbangov

My Gov वेबसाईट आणि लिंक :

१. <https://pledge.mygov.in/swachh-diwali-shubh-diwali/>
२. <https://drive.google.com/drive/folders/122i6W3iSTVHxHxagQHEwY5QJZRkoDIK>

संचालक
राष्ट्रीय सेवा योजना

अधिक माहितीकरिता : मा. क्षेत्रीय संचालक, क्षेत्रीय संचलनालय, भारत सरकार, पुणे यांचे पत्र

To,

NSS Programme Coordinators

(Maharashtra & Goa)

Sir/ Madam,

Please find attached herewith letter from Directorate of NSS Ministry of Youth Affairs and Sports New Delhi regarding conduct of Swachh Diwali Shubh Diwali Campaign from 6th-12th November 2023 to adopt eco-friendly celebrations. (copy attached)

2. The aim of the campaign is to engage with NSS volunteers to prioritize cleanliness of not just homes but also of their neighbourhoods, practice source segregation of waste, promote waste to wealth, abstain from use of single user plastic (SUP), adopt eco friendly materials and promote 'Vocal for Local'.

3. For this an online Signature Campaign has been conceptualized on My Gov Portal and to sign up for Swachh celebrations for the Signature Campaign. The swachh Diwali Signature campaign is now live on the **MyGov website** and link is:-

<https://pledge.mygov.in/swachh-diwali-shubh-diwali/>

The sample creatives of this campaign are attached for dissemination among NSS Units under your jurisdiction with a request to maximum participation of NSS volunteers through Signature Campaign on My Gov Portal and other creatives/ activities by NSS volunteers may be forwarded to this Directorate through whatsapp/ email and may be tagged as mentioned below on various social media sites.

<https://drive.google.com/drive/folders/122i6W3iSTVHxHxagQHEwY5QJZRkoDIK>

Social Media Tag:-

#SwachhDiwali and tagging @sbmurbangov

Warm regards,

AJAY B SHINDE
Regional Director (Maharashtra & Goa)
Regional Directorate of N.S.S. - PUNE

F. No. P. 32-1/NSS/DTE/2023 /1622-1639
Government of India
Ministry of Youth Affairs & Sports
Directorate of NSS
Shivaji Stadium, New Delhi – 110001

07th November, 2023

To,

All Regional Directors,
Regional Directorate of NSS

Sub: Swachh Diwali Shubh Diwali campaign from 6th-12th November 2023 - Reg.

Sir/Madam,

With reference to D.O. letter No. 2/10/2023-SBM-IV dated 03rd October received from Secretary, Ministry of Housing and Urban Affairs regarding the taking forward the journey of 'Swachhata' a campaign on 'Swachh Diwali Shubh Diwali from 6th-12th November 2023 to adopt eco-friendly celebrations. **(Attached)**

The aim of this campaign is to engage with public to prioritize cleanliness of not just homes but also of their neighborhoods, practice source segregation of waste, promote waste to waste to wealth, abstain from use of Single Use Plastics (SUP), adopt ecofriendly materials and promote 'Vocal for Local'.

For this an **online Signature Campaign** has been conceptualized on My Gov Portal and to sign up for Swachh celebrations for the Signature Campaign.

The Swachh Diwali Signature Campaign is now live on the MyGov website and link is <https://pledge.mygov.in/swachh-diwali-shubh-diwali/>.

In this regard you are requested to disseminate creatives of this campaign (attached) to all NSS Units. Link for Swachh Diwali Shubh Diwali creatives:- [https://drive.google.com/drive/folders/122i6W3iSTVHxFhxagQHEwY5QJZRkoDIK?usp=drive link](https://drive.google.com/drive/folders/122i6W3iSTVHxFhxagQHEwY5QJZRkoDIK?usp=drive_link) and also requested to update daily social media engagement during the campaign period from 6th-12th November 2023.

Hastag for social media is:-

#SwachhDiwali and tagging @sbmurbangov.

Encl: As above

Yours faithfully

For,  27/11/2023
Deputy Programme Adviser

Copy to:-

1. Director, NSS, Ministry of Youth Affairs, Shastri Bhawan, New Delhi.
2. Under Secretary (NSS Section), Ministry of Youth Affairs, Shastri Bhawan, New Delhi.



सत्यमेव जयते
Ministry of Housing and Urban Affairs
Government of India



‘Swachh Diwali Shubh Diwali’ Campaign

6th– 12th November 2023

Diwali, the festival of lights, is a time of joy, celebration, and togetherness. Most importantly, it is a festival of swachhata. Swachh Bharat Mission under the aegis of the Ministry of Housing and Urban Affairs, is set to launch the **‘Swachh Diwali Shubh Diwali’** campaign from 6th - 12th November 2023. The campaign aims at invoking the cultural significance of Diwali with the journey of Swachh Bharat and the principles of Lifestyle for Environment (Mission LiFE). It is designed to engage with public to prioritize cleanliness of not just homes but also of their neighborhoods, practice source segregation of waste to convert waste to wealth, abstain from Single Use Plastics (SUP) to ecofriendly materials and promote ‘Vocal for Local’ so as to have clean and eco-friendly celebrations.

The campaign components are:

a) Swachh Diwali Signature Campaign

Citizens are encouraged to sign for clean, green, SUP free Diwali in the Signature Campaign on MyGov portal. Their commitment can be demonstrated by joining the Signature Campaign.

b) Swachh Diwali Video Reels

Citizens will be encouraged to showcase unique ways of their Swachh Diwali celebrations by making short video reels (30-60 seconds) and sharing the same on social media platforms.

Campaign Operationalization

Central Ministries, State Govt, UTs, all Govt. offices, District administration, and local bodies are requested to connect with the below mentioned stakeholders to popularize the Signature Campaign and the Reels Initiative.

The following citizen stakeholders must be invited to discuss the same:

- All relevant field offices
- Market Associations
- Trade Associations, Business bodies
- Resident Welfare Associations
- Ward Committees
- Self Help Groups
- NGOs and CSOs
- Youth Clubs
- Various Citizen groups

Local bodies will facilitate participation of citizens via the MyGov platform for the Signature Campaign to pledge their resolve to celebrate a clean, green, SUP free Diwali, while championing the cause of 'Vocal for Local'. Additionally, social media platforms such as Facebook, Instagram, Twitter, & YouTube will be leveraged by citizens to share their plans on social media, in the form of 30 second long videos, for a clean and green Diwali.

Local bodies are encouraged to leverage mid media methods for popularizing the 'Swachh Diwali Shubh Diwali' campaign such as social media platforms, radio, influencer outreach, as well as community engagement initiatives.

Calendar of Activities

Sr. No.	Date	Activity
1	6 th Nov	Roll out of 'Swachh Diwali Shubh Diwali' campaign.
2	7 th - 12 th Nov	Local bodies to utilize social media, community groups, influencer networks, RWAs as well as SHGs to popularize the campaign and spread awareness regarding clean, green and Single Use Plastic free Diwali.
3	13 th Nov	Special cleanliness drives across local bodies

Amplification Details (to be shared by MoHUA)

1. 'Swachh Diwali Shubh Diwali' banner – to be used as display on relevant websites, on social media pages and display in high footfall public places
2. 'Swachh Diwali Shubh Diwali' standee designs – to be used at all Govt. offices, district offices, all field units and high footfall prominent locations
3. AV on 'Swachh Diwali Shubh Diwali' – to be amplified on websites, social media, as well as used on LED screens across relevant public places
4. Audio spot – to be disseminated via radio channels

Measurable Outcomes

The campaign will have the following two measurable outcomes:

- Total number of citizen signatures via MyGov platform
- Social media impressions of the #SwachhDiwali hashtag & overall social media outreach of the 'Swachh Diwali Shubh Diwali' campaign.

मनोज जोशी
सचिव
Manoj Joshi
Secretary

75
आज़ादी का
अमृत महोत्सव



भारत सरकार
आवासन और शहरी कार्य मंत्रालय
निर्माण भवन, नई दिल्ली-110011
Government of India
Ministry of Housing and Urban Affairs
Nirman Bhawan, New Delhi-110011

D.O. No. 2/10/2023-SBM-IV

3rd November, 2023

Dear *Secretary*

Taking forward the journey of 'Swachhata' a campaign on 'Swachh Diwali Shubh Diwali' from 6th -12th November 2023 is being rolled out. The campaign aims at invoking the cultural significance of Diwali with the journey of Swachh Bharat by encouraging clean and ecofriendly celebrations. It is designed to engage with public to prioritize cleanliness of not just homes but also of their neighborhoods, practice source segregation of waste, promote waste to wealth, abstain from use of Single Use Plastics (SUP), adopt ecofriendly materials and promote 'Vocal for Local'.

2. The campaign elements are as under-

- a) **Swachh Diwali Signature Campaign** - Citizens are encouraged to sign for clean, green, SUP free Diwali. Their resolve can be demonstrated by joining the Signature Campaign on MyGov portal.
- b) **Swachh Diwali Video Reels** -Citizens will be encouraged to showcase unique ways of their Swachh Diwali celebrations by making short video reels (30-60 seconds) and sharing the same on social media platforms.

3. Awareness drives are being taken up for participation of public to sign up for Signature Campaign on MyGov portal and for uploading Swachh Diwali video reels on social media platform. All Govt. employees & officers of attached field offices may be requested to participate in the Signature Campaign. It is also requested that the campaign creatives may be used as website banners, posters, hoardings, standees & social media banners & web posts, display platforms. Daily social media engagement during the campaign period must be done using #SwachhDiwali and tagging @sbmurbangov.

4. For facilitating the awareness drive, i) creatives for banner/ poster / hoardings/ webpage display, ii) audio-visual for digital/ social/display platforms iii) audio track for campaign are being shared by MoHUA.

5. Necessary adherence to the model code of conduct to be done in all the election bound States.

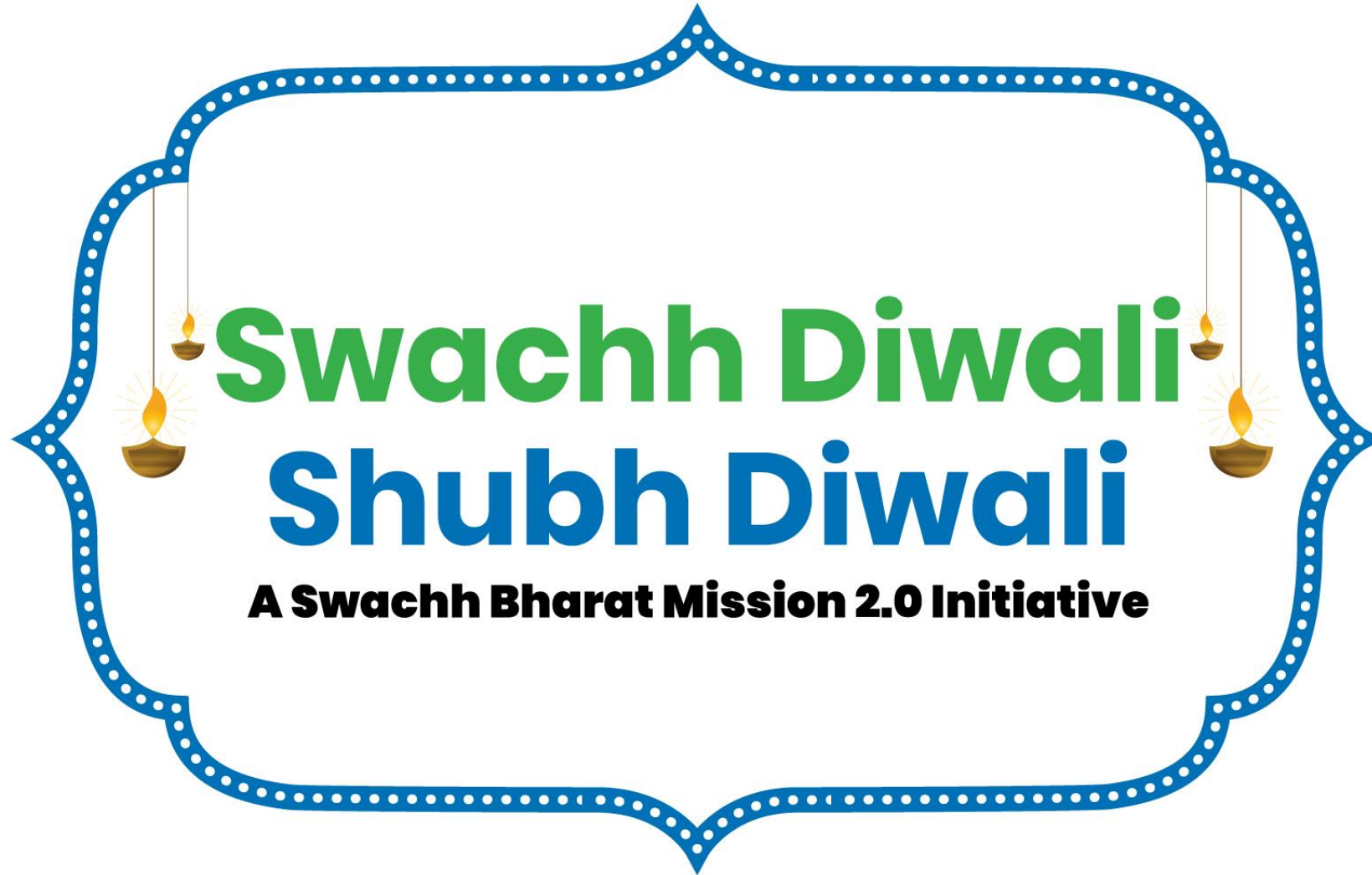
Looking forward for a fruitful collaboration.

Yours sincerely,

Manoj Joshi

(Manoj Joshi)

All Secretaries



Swachh Diwali

Shubh Diwali

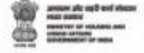
A Swachh Bharat Mission 2.0 Initiative



स्वच्छ दिवाली

शुभ दिवाली

स्वच्छ भारत मिशन 2.0 की पहल



Swachh Diwali Shubh Diwali

A Swachh Bharat Mission 2.0 Initiative

- 🪔 **Vocal for Local**
- 🪔 **No Single Use Plastic**
- 🪔 **Green Diwali**

Let us celebrate a Swachh Diwali
and join the Digital Signature Campaign.

To know more scan the QR code
or visit **myGOV**
मेरी सरकार



Capture your clean green Diwali moments in a 30 second video and share it on social media with #SwachhDiwali



स्वच्छ दिवाली शुभ दिवाली

स्वच्छ भारत मिशन 2.0 की पहल

- 🔥 वोकल फॉर लोकल
- 🔥 नो सिंगल यूज़ प्लास्टिक
- 🔥 ग्रीन दिवाली

आइये स्वच्छ दिवाली मनाने का संकल्प लें
और डिजिटल सिग्नेचर कैंपेन से जुड़ें.

अधिक जानकारी के लिए स्कैन करें QR कोड
या विज़िट करें **myGov**
मेरी सरकार



साथ ही, अपने स्वच्छ प्रयासों पर 30 सेकंड का वीडियो बनाकर सोशल मीडिया पर #SwachhDiwali के साथ साझा करें