

**OFFICE OF THE PROJECT DIRECTOR
STATE MISSION FOR CLEAN GANGA
PLOT NO.18, SECTOR-7, GOMTI NAGAR EXTENSION
LUCKNOW-226010**

Letter No.265/486-C/Vol-I/SMCG/02

Dated: March 11, 2021

To
The District Magistrate/Chairman,
District Ganga Committee,
Badaun/Ballia/Bijnore/Bulandshahar/Chandauli/Farrukhabad/Fatehpur/
Gazipur/Hapur/Hardoi/Jyotibaphule Nagar (Amroha)/Kannauj/Kanpur (City)
/Kanshiram Nagar (Kasganj), Kaushambi/Meerut/Mirzapur/Pratapgarh/
Prayagraj/Rae Bareli/Mathura/Sant Ravidas Nagar (Bhadohi)/
Shahjahanpur/Sambhal/Unnao/Varanasi/Muzaffarnagar/Etawah.

Sub: Organization of Swachhta Pakhwada-16.03.2021 to 31.03.2021.

Dear Sir,

National Mission for Clean Ganga vide Office Memorandum No.Co-14/2/2021-NMCG dated 2nd March, 2021 has informed State Mission for Clean Ganga-UP to organize "Ganga Swachhta Pakhwada" from 16.03.2021 to 31.03.2021.

The main objective of "Ganga Swachhta Pakhwada" is to create awareness about importance of keeping the river Ganga clean and to develop a sense of pride and ownership among citizens for the river Ganga and to support the ongoing initiatives of the Namami Gange Programme through creating a mass movement.

Since the District Ganga Committee is the Nodal Agency for implementing various initiatives effectively in the districts, it is expected that all the possible activities of "Swachhta Pakhwada" may be implemented. The list of activities is attached with this letter. However, District Ganga Committee may modify the activities as per the expediency of availability of resources and other local conditions.

In this regard, you are requested to submit the plan for Swachhta Pakhwada as the senior officers of NMCG & SMCG-UP would be visiting your district during the campaign.

The budget for carrying out the activities would be transferred to District Ganga Committee by the SMCG-UP shortly.

The creatives received from NMCG is annexed herewith which may be modified further as per the local relevance and necessity.

All the activities of the campaign should properly be documented. High resolution photographs, media reports, News articles of the events related to Ganga Swachhta Pakhwada should be submitted to NMCG within three days of the concluding ceremony.

You are also requested to take necessary action for organization of activities/events during the Swachhta Pakhwada in accordance with the enclosed schedule and tentative activities received from NMCG.

It will be highly appreciated if you could confirm your plan to SMCG-UP through email to cleangangaup@gmail.com at the earliest.

Sincerely yours,

(Rajesh Kumar Pandey)
Addl. Project Director

Encl. Schedule & activities and creatives
received from NMCG.

Copy to :

1. P.S. to Project Director, SMCG-UP, Lucknow.
2. Mohd. Najeeb Ahsan, Sr. Social Management Specialist, NMCG,
New Delhi.

3. Divisional Forest Officer, J. Convent D.H.C.
(Anand)

Addl. Project Director

Co-14/2/2021- NMCG
National Mission for Clean Ganga
Ministry of Jal Shakti
Government of India

1st Floor, MDC National Stadium
India Gate, New Delhi - 110002
Dated: 02.03.2021

Office Memorandum

Subject: Reg. Ganga Swachhta Pakhwada-2021

National Mission for Clean Ganga, Ministry of Jal Shakti has been organizing Ganga Swachhta Pakhwada annually in various cities/towns across 5 Ganga Basin States. The main objective of the Ganga Swachhta Pakhwada is to create awareness about the importance of keeping the river clean and to develop a sense of pride and ownership among citizens for the river Ganga and to support the ongoing initiatives of the Namami Gange Programme through creating a mass movement. The Ganga Swachhta Pakhwada-2021 is scheduled to be held from 16th to 31st March 2021.

2. State Missions for Clean Ganga may plan to organize the Ganga Swachhta Pakhwada in all Districts and other important cities/towns through the District Ganga Committees or Urban Local Bodies.

3. The Ganga Swachhta Pakhwada may be organized based on the stated guidelines:

Action Plan: Detailed date-wise action plan of every district for the Pakhwada should be submitted to NMCG latest by 5th March 2021.

Special Events: Mega events may be planned for the dates as mentioned in the annexed event schedule (Refer-Annexure-I). Special activities may also be planned for the inaugural & closing ceremony and on the World Water Day.

Activities: SMCGs may undertake innovative initiatives and activities with special focus on engaging the school children and youth groups in the campaign.

Funds Allocation: SMCGs may utilize already allocated funds for organizing Ganga Swachhta Pakhwada. SMCGs will ensure that funds are transferred to District Ganga Committee or Urban Local Bodies.

Nodal Officer: Nodal officers from SMCGs may be deputed to liaise with district administration and for better coordination with NMCG. Details of nominated officer from SMCG may be conveyed to NMCG.

Coordination for Participation of Stakeholders: Coordination with Ganga Vihar Manch, Ganga Praharis, Nehru Yuva Kendra Sangathan, Ganga Mitras, Ganga Task Force, NGOs and other associated organizations for participation and to organize activities in their respective areas may be ensured.

Regular Updates: SMCGs should ensure daily reporting and sharing of updates of the events & activities including the event brief, selective photographs & videos. The details should be shared on Jan Ganga app under the head of 'Ganga Swachhta Pakhwada'. The link for Jan Ganga App is: <http://12.234.71.86:8080/janganga.apk>. Shri Anshul Shrivastava (7898915999) and Ms. Salehi Khurana (9560622270) may be contacted for further information in this regard.

Creatives: The creatives will be provided by NMCG, which may be modified further as per the local relevance and necessity. The SMCGs may also develop the creatives and get them approved from NMCG before release.

Documentation & Reporting: All the activities of the campaign should be properly documented. SMCGs should ensure submission of the comprehensive campaign report of the Ganga Swachhta Pakhwada along with high resolution photographs, media reports/news articles of the events with NMCG within three days of the concluding ceremony.

4. The event schedule and tentative activities are enclosed for your ready reference.
5. This may be given utmost priority.

Encl.: As Above

AS Singh
(Ashok Kumar Singh)
Executive Director-Projects

Copy to:

1. Project Director, SMCG-Uttarakhand, 117, Indira Nagar, Dehradun-248001 (Uttarakhand)
2. Project Director, Uttar Pradesh-SPMG, Plot No-18, Sector-7, Gomti Nagar Extension, Lucknow 226010
3. Project Director, SMCG-Bihar, Vikas Bhawan, Bailey Road, Patna- 800001, Bihar
4. Project Director, SMCG-Jharkhand, Room no. 403, 4th Floor, Project Bhawan, Dhurwa, Ranchi- 834004 Jharkhand
5. Project Director, SMCG-West Bengal, Unnayan Bhawan, 3rd Floor, Block-A, KMDA, Kolkata - 700091

Copy for information: -

1. PS to Director General, NMCG
2. PS to all Executive Directors, NMCG

NAMAMI GANGE
Ganga Swachhata Pakhwada- 16th to 31st March 2021
Tentative Schedule

S. No	Tentative Event Dates	Location
1.	16 th March (Tuesday)	Haridwar Uttarakhand
2.	17 th March (Wednesday)	Kanpur Uttar Pradesh
3.	18 th March (Thursday)	Amrpushahr Uttar Pradesh
		Patna Bihar
4.	19 th March (Friday)	Unnao Uttar Pradesh
		Sahibganj Jharkhand
5.	20 th March (Saturday)	Fatehpur Uttar Pradesh
6.	21 st March (Sunday)	Bhagalpur Bihar
7.	22 nd March (Monday) World Water Day Celebrations	Budge Budge West Bengal
		Bijnor Uttar Pradesh
		Hajipur Bihar
		Rishikesh Uttarakhand
		Bithoor Uttar Pradesh
8.	23 rd March (Tuesday)	Mirzapur Uttar Pradesh
9.	24 th March (Wednesday)	Rudraprayag Uttarakhand
		Buxar Bihar
		Kolkata West Bengal
10.	25 th March (Thursday)	Sultan Ganj Bihar
		Hooghly West Bengal

11.	26 th March (Friday)	Varanasi Uttar Pradesh
		Barackpore West Bengal
		Munger Bihar
12.	27 th March (Saturday)	Halishahr West Bengal
		Kannauj Uttar Pradesh
		Chamoli Uttarakhand
13.	28 th March (Sunday)	Garhmukteshwar Uttar Pradesh
		Ghazipur Uttar Pradesh
		Mathura-Vrindavan Uttar Pradesh
14.	29 th March (Monday)	HOLI
15.	30 th March (Tuesday)	Narora Uttar Pradesh
		Uttarakashi Uttarakhand
		Farrukhabad Uttar Pradesh
16.	31 st March (Wednesday)	Raj Mahal Jharkhand
		Nabadwip West Bengal
		Prayagraj Uttar Pradesh