

Grams: "TECHNOLOGY"
Email: registrar@jntuk.edu.in

Phone: Off: 0884-2300900
Fax: 0884-2300901

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY KAKINADA
Kakinada – 533003, Andhra Pradesh, India.
(Established by Andhra Pradesh Act No. 30 of 2008)

Lr. No: JNTUK/NSS/Plastic Waste Free Campaign/2019/01

Date: 07-09-2019

Prof. V.V. Subba Rao
B.Tech., M.E., Ph.D.
REGISTRAR

To
The Principals and NSS Programme Officers of
Constituent and Affiliated Colleges,
J.N.T. University Kakinada, A.P.

Sub:- JNTUK - NSS Cell - Plastic Waste Free Campaign (Swachhata Hi Seva 2019) from
11th September to 27th October, 2019 – Reg

Department of Drinking Water and Sanitation, Ministry of Jal Shakthi, Govt. of India has desired that Plastic Waste Free Campaign (Swachhata Hi Seva 2019) be observed from 11th September to 27th October, 2019 in all the Higher Educational Institutions. The campaign will run as per the following timeline.

| | |
|---|---|
| 11 th September to 1 st October, 2019 | Preparation and awareness generation |
| 2 nd October, 2019 | Nationwide shramdaan and national pledge |
| 3 rd October to 27 th October, 2019 | Recycling and effective disposal of collected plastic waste |

In this connection, all the Principals and NSS Programme Officers under JNTUK are informed to undertake the following activities during Swachhata Hi Seva (SHS) 2019.

- **Special plastic waste awareness generation activities for students**
- **Shramdaan in and around the institutions on 2nd October, 2019**
- **Essay competitions among the students on Plastic Waste Free India**

A brief report giving the details of activities carried out, number of volunteers participated along with the photographs, paper/video clippings, etc may be sent to the NSS Programme Coordinator, JNTUK immediately after the completion of activities.


NSS Programme Coordinator
Dr. K. VENKATA REDDY
NSS Programme Coordinator
J. N. T. University Kakinada
Kakinada - 533003, A.P, India


REGISTRAR
REGISTRAR
J.N.T. University Kakinada
Kakinada-533003

URGENT

**F.No. M.11018/09/2019-EBSB(Pt.-1)
Government of India
Ministry of Human Resource Development
Department of Higher Education
EBSB Cell**


534 C-Wing, ShastriBhawan, New Delhi
Dated the 4th September, 2019

OFFICE MEMORANDUM

Subject: Plastic Waste Free Campaign (Swachhata Hi Seva 2019) from 11th September to 27th October, 2019 – reg.

The undersigned is directed to enclose a copy of DO letter no. 2/2/S(DWS)/19 dated 24th August, 2019 received from Secretary, Department of Drinking Water and Sanitation regarding Plastic Waste Free Campaign (Swachhata Hi Seva 2019) from 11th September to 27th October, 2019 and to request all the Heads of the Universities and Colleges to undertake the activities suggested during Swachhata Hi Seva 2019.

Encl.: As above


4/9/2019
(Pandey Pradeep Kumar)
Under Secretary (EBSB)

To:

The Heads of all Universities/ Higher Educational Institutions

परमेश्वरन अय्यर
Parameswaran Iyer



भारत सरकार
भारत सरकार
पेयजल एवं स्वच्छता विभाग
मंत्रालय
Secretary
Government of India
Department of Drinking Water & Sanitation
Ministry of Jal Shakti
4th Floor, Pt Dindayal Antodaya Bhawan, N D-
110003
Tel: 24361011, 24362715,
e-Mail: parameswaran@gov.in
D.O. No. 2/2(S/DWS)/19
24th August 2019

Dear *Subra*,

Sub: Plastic Waste Free Campaign (Swachhata Hi Seva 2019) from 11th September to 27th October, 2019

Further to the Prime Minister's call to action for plastic waste management during his Independence Day speech on 15th August 2019, this year's Swachhata Hi Seva (SHS) will be focused on Plastic Waste Management as its main theme. The Department of Drinking Water and Sanitation is the nodal department for this campaign.

2. With a firm focus on shramdaan for plastic waste collection on 2nd October, the campaign seeks to re-energize the Swachh Bharat jan andolan and accelerate plastic waste management in villages, Urban Local Bodies (ULBs) and public places including religious places, schools, railway stations, hospitals, mandis, etc. The campaign will run as per the following timeline -

| | |
|------------------------------|---|
| 11th September - 1st October | Preparation and awareness generation |
| 2nd October | Nationwide shramdaan and national pledge |
| 3rd October - 27th October | Recycling and effective disposal of collected plastic waste |

3. Following the presentation made on the campaign at the meeting chaired by the Principal Secretary to the Prime Minister on 22nd August 2019, the Department of Higher Education is requested to lead the campaign for awareness generation, collection and segregation of Plastic waste at institutions across the country. For this, your Department is requested to undertake the following during SHS 2019 -

- All colleges may have special plastic waste awareness generation activities for students
- All colleges may perform shramdaan in and around their institutions on 2nd October
- Arrange for collection and transport to nearest collection hub (one in each ULB/Panchayat)
- National level essay competition among students on Plastic Waste Free India
- The Ministry is also requested to examine other possibilities through which they can contribute to the success of the campaign.

4. I request that you may nominate a nodal officer from your Ministry, not below Joint Secretary level, to join us for the first meeting for the campaign at 09.30 AM on 27th August 2019 at the Conference Hall, 4th Floor, Pt. Deendayal Antyodaya Bhavan, CGO Complex, Lodhi Road, New Delhi. A draft plan of action for this campaign may also be prepared by your Department in preparation for the meeting.

Regards,

Yours Sincerely

Parameswaran Iyer

Shri R. Subrahmanyam
Secretary
Department of Higher Education
Ministry of Human Resource Development

Copy to :- Shri Nripendra Misra, Principal Secretary to PM, PMO, South Block, N, Delhi
Shri P.K. Sinha, Cabinet Secretary, Cabinet Sect., N. Delhi.