



F.No.O-11011/55/2014-CWF

भारत सरकार
उपभोक्ता मामले, खाद्य एवं
सार्वजनिक वितरण मंत्रालय
(उपभोक्ता मामले विभाग)
कृषि भवन, नई दिल्ली-110001

GOVERNMENT OF INDIA
MINISTRY OF
CONSUMER AFFAIRS, FOOD AND
PUBLIC DISTRIBUTION
(DEPARTMENT OF CONSUMER AFFAIRS)
KRISHI BHAWAN, NEW DELHI -110001

26th September 2014

To,
Secretary/ Food Commissioner
Department of Consumer affairs/ Food & Public Distribution
(As per List)

Subject: 'Swachh Bharat' campaign

Sir,

You may be aware that Prime Minister has given a call for "Swachh Bharat" as a mass movement to realize Gandhiji's dream of a clean India by the 150th birth anniversary of Mahatma Gandhi on 2019.

2. I am sure that action is already being taken in your State for actively participating in this national endeavour and undertake cleanliness and awareness campaign.

3. I would also request you to write to those schools of your State which were funded under Consumer Club Scheme of Department of Consumer Affairs, Government of India to launch Swachh Bharat Campaign from 25th September 2014 to 2nd October 2014.

4. Various activities such as poster making competition, painting competition, quiz, essay writing, elocution, etc. may be organized in those schools to promote cleanliness. The students and the staff of the schools may also be requested to take the Swachha Shapath on 02.10.2014.

5. I would be grateful if you could apprise this Ministry of the action taken in this regard.

Yours faithfully,


(Bani Brata Roy)
Deputy Secretary
Tel. 23388317
Email: bb.roy@nic.in

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DS(P&C)



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