



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
Voluntary Consumer organisations /
NGO's working in the field of Consumer Welfare
(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. Your organization should actively participate in this national endeavour and undertake cleanliness and awareness campaign by adopting activities such as:

- (a) by taking responsibility of cleanliness of one toilet in a girls school for the entire year
- (b) by mobilizing the people for Swachhata Abhiyan and organize Swachha Pledge on 02/10/2014.
- (c) organizing debate, essay and poster competitions among consumers in particular and people in general.

3. It is requested that compliance report on the action taken in this regard may please be sent to this Ministry urgently.

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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