

Website-www.smcg-up.org  
Phone No. 2838108

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

Letter No. 168 /0-486-C/SMCG/OI

Dated: February 04 / 03/2022

To  
The District Magistrate/Chairman, District Ganga Committee-  
Agra, Aligarh, Ambedkarnagar, Amroha, Auraiya, Ayodhya, Azamgarh, Badaun, Baghpat,  
Baharaich, Ballia, Balrampur, Banda, Barcilly, Basti, Bijnore, Bulandshahar,  
Chandauli, Chitrakoot, Deoria, Etawah, Farrukhabad, Fatehpur, Firozabad,  
Gautambudh Nagar (NOIDA) , Ghazipur, Hamirpur, Hapur, Hardoi, Hathras, Jalaun,  
Jaunpur, Jhansi, Kannauj, Kanpur, Kanshi Ram Nagar (Kashganj) , Kaushambi,  
Kushinagar, Mathura, Meerut, Mirzapur, Moradabad, Muzaffarnagar, Pilibhit,  
Pratapgarh, Prayagraj, Rae Bareli, Saharanpur, Sambhal, Sant Ravidas Nagar  
(Bhadohi) Sant Kabir Nagar, Shahjahanpur, Shamli, Siddharth Nagar Sitapur,  
Sonebhadra, Sultanpur , Unnao and Varanasi.

Re : IEC activities on the occasion of Ganga Swachhta Pakhwada from  
16.03.2022 to 31.03.2022.

Sir,

National Mission for Clean Ganga, New Delhi, is organizing "Ganga Swachhta Pakhwada in the month of March-2022 between 16<sup>th</sup> to 31<sup>st</sup> this year. The main focus of this event is "Water Conservation and River Rejuvenation". The event is planned to be organized at all locations where District Ganga Committees are in existence and at all important towns/cities situated along the river Ganga and its tributaries. District Ganga Committee is Nodal Agency for implementing these activities on behalf of NMCG in close coordination with the State Mission for Clean Ganga in their jurisdiction.

The suggestive activities to be taken up for the Ganga Swachhta Pakhwada are:

1. Shramdaan at Ghats (Ghat Cleaning and beautification work)
2. Padyatra/Jhanda Yatras
3. Nukkad Nataks
4. Ganga Swachhta Shapath (Pledge)
5. Ganga Aarti etc.

It is advised that for successful implementation of the event, active participation of the associated organizations may also be engaged like Ganga Vihar Manch, Ganga Praharis, Nehru Yuva Kendra, Ganga Mitras, Ganga Task Force, NGOs and other organizations for participation and to organize activities in their respective locations/ areas. Renowned and eminent personalities may also be involved in the campaign to propagate the message related to "Swachhta Pakhwada" for wider reach and better publicity.

The requirement of funds and activity schedule may be shared with SMCG-UP at the earliest. It is requested for successful organization of the activities/events during the "Swachhita Pakhwada" in adherence to the schedule of NMCG. An action plan may be chalked out and submitted to SMCG-UP for deputing officials of SMCG-UP to monitor the program in your District. Program may be organized excluding the holidays falling on the occasion of Holi i.e. 17<sup>th</sup> and 18<sup>th</sup> March, 2022.

Keeping above in view, all DGCs are requested to prepare and submit the action plan to SMCG-UP latest by 05.03.2022 so that necessary action for releasing funds be initiated by SMCG-UP timely.

Further, all DGCs notified recently (list annexed) are required to open their Bank Account in the Union Bank of India and share the bank details with the SMCG-UP to enable transfer of funds for this program. The Account will be opened in the name of "Zila Ganga Samiti-Name of the District" and jointly operated by the Chairman/District Magistrate and DFO /Convener of the concerned District Ganga Committee.

With best wishes for successful organization of Ganga Swachhita Pakhwada.

Yours sincerely,

  
(Anurag Srivastava)  
Project Director

- Encl.1. Schedule released by NMCG;  
2. List of DGCs required to open Joint Account in Union Bank of India.

Copy to :

1. Addl. Project Director, State Mission for Clean Ganga-UP, Lucknow.
2. Divisional Forest Officer (Concerned)
3. Mohd. Najeeb Ahsan, Sr., Communication Manager, NMCG, New Delhi.

  
Project Director