

FNo. ENP/61/2022  
Government of India  
Ministry of Skill Development and Entrepreneurship

3<sup>rd</sup> floor, B-wing, Shram Shakti Bhawan  
Rafi Marg, New Delhi-110016  
Date: 20.10.2022

OFFICE MEMORANDUM

**Subject: Special Campaign 2.0 from 14<sup>th</sup> Sept 2022 to 30th Sept 2022 (Phase-1) & 2<sup>nd</sup> October to 31<sup>st</sup> October, 2022 (Phase-2) with a focus on Swachhata and Reducing Pendency in Government – reg**

The undersigned is directed to refer to the subject cited above and to state that a media plan for publicity of 'Swachhata 2.0' through print, electronic and social media has been formulated to create awareness for implementation and monitoring of the campaign and creating a buzz of activities, achievements and success stories which is enclosed.

2. Accordingly, it is requested to take necessary action as per the activities mentioned in the media plan.

3. This issues with the approval of competent Authority.

*B. Gahan*  
(Bailochan Gahan)  
Assistant Director  
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To

- (i) DG(DGT)
- (ii) SEA(SM)/JS(KKD)/JS(VKS)
- (iii) All the Division head of MSDE
- (iv) All the offices under MSDE

## MEDIA PLAN FOR SPECIAL CAMPAIGN 2.0

Activity	Details	Action
Tweets by MSDE/ NSDC/ DTG handles by October 31 <sup>st</sup>	<ul style="list-style-type: none"> <li>• Before and after photographs through Social Media campaign, capturing records managed, space freed, cleanliness campaign sites etc.</li> <li>• Retweeting of the campaign activities of DARPG</li> </ul>	Media Team, MSDE MSDE offices/All Divisions/ ITI's/JSS/PMKK/Autonomous Institutes and NSDC
Short videos	<ul style="list-style-type: none"> <li>• Crowdfsource videos from students/ staff on cleanliness drives and share and reshare on Skill India handle</li> </ul>	ITI/NSTI/PMKK/JSS/NIESBUD /IIE and Media Team
<b>Friday Swachh Bharat : Special Campaign 2.0 Drive</b> Dedicated Half day on one of the Saturdays in a month Special Campaign 2.0 Drives PIB News flash Press Release of weekly drives	<ul style="list-style-type: none"> <li>• Organize special Cleanliness drives at centers involving staff, trainers and candidates</li> <li>• Pictures and related press release to be locally disseminated to media and channels to cover the drive</li> <li>• Bytes of local candidates/ staff to be captured for social media amplification</li> </ul>	MSDE/NSDC/ NCVET/JSS/ ITI/ NSTI/IIE/NIESBUD/NIMI
<b>Kaushal YuvaSamwaad – Special Campaign 2.0 Group discussions at centers</b>	<ul style="list-style-type: none"> <li>• Discussion on importance of cleanliness in personal and official space</li> <li>• Invite local administration</li> </ul>	PMKK/ ITI/ NSTI/JSS IIE/NIESBUD/ NIMI/NCVET/NSDC/MSDE
<b>Special Campaign 2.0 #Respect4Skills campaign specially for workers supporting the drive</b>	<ul style="list-style-type: none"> <li>• Recognize / contribution of local staff/workers for their support during this drive in centers/ offices</li> </ul>	PMKK/ITI/NSTI/ MSDE/ IIE/NIESBUD/NIMI/NSDC
<b>Special Campaign 2.0 Student Activities</b>	<ul style="list-style-type: none"> <li>• Innovative Collage, Waste/ Scrap innovative models / Rangoli making/ Vlog or Short video Competition on Swachh Bharat Cleanliness drives</li> </ul>	PMKK/ITI/NSTI/NIESBUD/IIE/ NIMI/ JSS/CSTAR!
<b>Swachh Bharat – Special Campaign 2.0 Awareness Walk</b>	<ul style="list-style-type: none"> <li>• Awareness drives on ensuring the message is well amplified in the rural areas</li> <li>• Pictures and media releases to be shared with local publications</li> </ul>	JSS/NIESBUD/IIE
<b>Special Issue on Swachh Bharat and Special Campaign 2.0 Drive</b>  <b>Cleanliness Circulars in offices</b>	<ul style="list-style-type: none"> <li>• Newsletter capturing the work done by MSDE and its partner organisations and sharing it with stakeholders</li> <li>• Cleanliness circulars will also be created and shared with all</li> <li>• Participation of MSDE Institutes through DD News.</li> </ul>	Media Team, MSDE