

Celebration of National Sports Day – 29th August, 2025

SwachhJunoon

Jahan Khel, Wahan Swachhata!

Objective:

The initiative seeks to blend the spirit of sportsmanship with civic responsibility by promoting cleanliness and sustainability through engaging, community-driven activities such as the Swachh Run and various sports competitions. The goal is to emphasize the vital link between environmental hygiene and physical well-being, as both Sports and Swachhata share a common objective - ensuring a healthy life.

Proposed Activities & Execution Plan:

S. No	Activity	Details	Timeline	Responsibility
1	Pre-Event Publicity	<ul style="list-style-type: none"> Daily 01 post on the ULB social media handles inviting youth to join the swachhata initiative and sports activities. Dissemination of invitation messages through D2D collection vehicles. 	16th August to 28th August	ULB: <ul style="list-style-type: none"> Ensure daily social media posts on all social media handles and other means of dissemination
2	Registration of Youth/sports persons	<ul style="list-style-type: none"> Ensure online registration of youth through a Google Link/QR Code 	20th August to 25th August	ULB: <ul style="list-style-type: none"> Ensure Registration of youth (200+) Swaaha: <ul style="list-style-type: none"> Mechanism for registration
3	Finalization of Teams to participate in the Sports activity	<ul style="list-style-type: none"> Check the online registration of youth Coordinate with District Sports Officer to finalize the teams (Game will be finalized also- cricket/Football). 	By 27th August	ULB: <ul style="list-style-type: none"> Coordination with Sports Department for finalization of Teams.
3	Invitations	<ul style="list-style-type: none"> Invite VIPs, Civil 	By 27th	ULB

S. No	Activity	Details	Timeline	Responsibility
		Society Members, Sports Persons, Media, Swachhata Ambassadors, Influencers, Local NGOs, Educational Institutions, NSS & NCC Volunteers.	August	
4	Branding	<ul style="list-style-type: none"> For visibility, outdoor publicity and awareness, sufficient number of banners and hoardings to be installed across the ULB regarding the event. Standeeds and banners to be installed at the venue. Uniform for the two teams with Swachhata messages & Name of the ULB 	25th to 29th August	<p>ULB:</p> <ul style="list-style-type: none"> Printing and installation of Banners and standees Preparation of Uniforms (for two teams) and t-shirts for youth participating in the Swachhata initiative. <p>Swaaha: Designing of Creatives for the Playground (Standeeds and Banners) Uniform design</p>
5	Swachh Run/ Plog Run	A 1-2 km community run where participants (including registered youth) collect litter along the route. Gloves and collection bags to be provided. Two D2D vehicles will ply along and collect the trash collected.	29th August	<p>ULB:</p> <ul style="list-style-type: none"> Publicity of the event. Invite VIPs, Sports Personal, Local NGOs and Volunteers <p>Swaaha:</p> <ul style="list-style-type: none"> Designing of banner and placards.
6	Sports Activity (Cricket/Football Match)	Organize a friendly match to draw participation from youth and sports clubs. Safaimitras who are good at playing the game will also be given an opportunity to play in	29th August	<p>ULB:</p> <ul style="list-style-type: none"> To tie up with Sports Department, School Admins <p>Swaaha:</p> <ul style="list-style-type: none"> Swaaha IEC Team

S. No	Activity	Details	Timeline	Responsibility
		the match.		
7	Cleanliness Awareness & Pledge	Before the commencement of the match, an awareness talk on the importance of Swachhata and Sports for a healthy life will be held, followed by a Swachhata pledge.	29th August	ULB: • To ensure participation of Schools/ NSS/ NCC Units
8	Green Awards Distribution	Distribution of eco-friendly items (jute bags, cloth bags, saplings, sustainable kits) to winners/participants.	29th August	ULB: • To arrange Jute bags, cloth bags, saplings/sustainable kits Swaaha: • Arrangement of sustainable kits
9	Coverage of the event	All activities will be covered and disseminated through Mass Media & Social Media		ULB: • Press Release Swaaha: Coverage & Reel/Success story uploading on Social Media Handles on MD SBM-U.

Note: *Minute-to-Minute of the activity day will be prepared by the ULB after coordination with DULBJ and District Sports Officer.*

Expected Outcomes

- Improved public awareness about Swachhata and environmental responsibility.
- Increased citizen engagement in local cleanliness initiatives.
- Youth engagement in sustainable practices through sports.
- Promotion of behavioral change via pledges and IEC outreach.
