

Message from Director General, NIELIT on SHS 2024 for NIELIT Employees

My Dear NIELIT Team,

We are all aware that on August 15, 2014, from the historic imparts of the Red Fort, the Hon'ble Prime Minister of India made an appeal to all the countrymen for cleanliness to become a national priority which led to the launch of the Swachh Bharat Mission on October 2, 2014. Since then, it has been observed widely across the country each year. What began as a campaign has evolved into a powerful movement, uniting communities in their commitment to uphold and advance the principles of cleanliness and hygiene.

As we approach Swachhata Hi Seva 2024, let us take a moment to reflect on the importance of our collective effort towards a cleaner and more sustainable environment. This initiative is not just a government campaign, but a call to action for all of us to take personal and professional responsibility in fostering cleanliness and hygiene in our surroundings.

This year, the Swachhata Hi Seva Campaign 2024 is built on three fundamental pillars, each designed to drive our collective efforts towards a cleaner and healthier environment:

The first pillar is **Swachhata Ki Bhaagidari** – this is about mass participation, widespread engagement with citizens to raise awareness and involvement of staff and officers towards cleaner environment. **Small steps leads to a big results.**

The second pillar is **Sampoorna Swachhata through Shramdaan including Swachhata Lakshit Ekayi**, through this our major objective is to identify difficult to clean areas 'Black Spot' as cleanliness target unit (CTU) and transforming them into clean and aesthetically beautiful.

And ultimately, the third pillar is **Safai Mitra Suraksha** Shivir – in order to honour our sanitation staff and office peons, health and welfare camps shall be arranged, consisting of preventive health care treatments, checkups, etc. They shall also be made aware on various welfare schemes of Central and state government like PM Awas, Atal Mission, PM Jan Arogya, PM Bijli Sarvodaya, etc.

At NIELIT, we pride ourselves on our commitment to excellence, not only in our work but also in our workplace environment. This year, let us further enhance our efforts by actively participating in the Swachhata Hi Seva 2024 campaign. We will be organizing a series of activities aimed at promoting cleanliness within our office spaces and the broader community.

I appeal to all the Officers and staff of NIELIT to make this campaign a remarkable success and work towards a brighter, cleaner future for all.

(Dr. M.M.Tripathi)
Director General
NIELIT