

INTER OFFICE MEMO

From: GM(A) HO

To: All Regional Offices/HSMI

No. F. HUDCO/ADMN/SAP/2018-19


06th September, 2018

Subject: Campaign on "Green Good Deeds" to improve the environment of the Country".

Please find enclosed herewith a copy of letter No. O-17024/141/2018-ADMN-V-UD dated 31st August, 2018, received from Ministry of Housing & Urban Affairs, on spreading awareness on "Green Good Deeds".

Green Good Deeds are small deeds that can be voluntarily adopted by an individual for preserving and protecting the environment. To spread awareness amongst the masses about Green Good Deeds, Ministry of Environment, Forest and Climate Change (MoEFCC) has prepared some Audio-visual creatives. Soft copies of the Creatives can be downloaded from the weblinks provided in the enclosure.

All the Regional Offices are requested to use these creatives wherever possible to make the campaign a great success.


Dr. D. Ravishankar
GM(A)

Computer No. 9049129
Government of India
(भारत सरकार)
Ministry of Housing and Urban Affairs
(आवासन और शहरी कार्य मंत्रालय)
(Admn. V Section)

Nirman Bhawan, New Delhi 110011
Dated: 31.08.2018

OFFICE MEMORANDUM

Subject: Campaign on "Green Good Deeds" to improve the environment of the Country.

The undersigned is directed to forward herewith a copy of D.O. No. 7/7/2018-MC dated 7th August, 2018 (enclosed) received from Ministry of Environment, Forest and Climate Change for spreading awareness about the campaign on "Green Good Deeds" and to request that these creatives prepared by MoEFCC be used wherever possible in your Organisation. Soft copies of the Creatives can be downloaded from any of the following weblink:

- <http://envfor.nic.in/content/download-green-good-deed-audio-visual-creatives>.
- <https://drive.google.com/open?id=1GYyhTuc3RmlO-9hqxtul8fCOv95w9Kr8>

Signature Not Verified
Digitally signed by RAM SINGH
Date: 2018.08.31 13:18:08 IST
Reason: Approved

(राम सिंह/Ram Singh)

अवर सचिव, भारत सरकार

Under Secretary to the Govt. of India

Tele: 011-23061530

E-mail - ram.singh72@nic.in

Enclosure: - As above.

To,

1. All HOOs of Attached/Subordinate/Autonomous/Statutory bodies/PSUs of MoHUA (through e-mail).
2. SO (IT Cell) for uploading on e-office.





D.O.No.7/7/2018-MC

Dated: 7th August, 2018

Dear Shri Dharmendra,

Ministry of Environment, Forest and Climate Change (MoEFCC) is the nodal agency in the administrative structure of the Central Government for implementation of environmental, forestry and biodiversity conservation programs and policies. The Ministry's main activities include prevention and control of pollution, protection of the environment, conservation and survey of forests and wildlife, afforestation and regeneration of degraded areas, ensuring welfare of animals and research related to these activities.

2. In this context, the Ministry has been taking several measures to improve the environment of the country. Since People's participation in protecting the environment is very crucial, a campaign on "Green Good Deeds" has been prepared. Green Good Deeds are basically small deeds which everyone as an individual has to adopt and thereby voluntarily join the cause of preserving and protecting the environment.

3. To spread awareness amongst the masses about Green Good Deeds, MoEFCC has prepared some Audio-visual creatives (2 video spots: GGD plea and GGD montage + 3 audio jingles: No to Plastic, Air Pollution and Save Water). To ensure that people are made aware of their responsibility towards the environment, the urgency towards environment related issues and the impact that the current environment crisis has already had on their lives and livelihood, it is imperative that the message contained in these creatives reach every citizen of the country.

4. I would request you to air and use these creatives wherever possible in your Ministry and the various organizations under your control, so that the message contained therein reaches to the maximum people of the country. Soft copies of the Creatives can be downloaded from any of the following weblink:

- <http://envfor.nic.in/content/download-green-good-deed-audio-visual-creatives>.
- <https://drive.google.com/open?id=1GYYhTuc3RmlO-9hqxtul8fCOv95w9Kr8>

With regards,

Yours sincerely,

(Manju Pandey)



Shri Dharmendra
JS (Admn.)
Ministry of Housing and Urban Affairs
Nirman Bhawan, C - Wing,
Dr. Maulana Azad Road,
New Delhi, 110011



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