

No: 26011/22(1)/2017-Coord.
Government of India
Ministry of Chemicals & Fertilizers
Department of Fertilizers

Shastri Bhawan, New Delhi
Dated the 30th August, 2018

To

**MD/CMDs of
All Fertilizer PSUs.**

Subject: Campaign on "Green Good Deeds".

Sir(s)

The undersigned is directed to forward herewith a copy of D.O. letter No. 7/7/2018-MC dated 7th August, 2018 received from Ministry of Environment, Forest and Climate Change on the above cited subject for information and further necessary action.

Yashpal Arora
30/8/18

(Yashpal Arora)

Under Secretary to the Govt. of India
Tel. No.: 23381472

Encl.: As above.

Copy to:

Tech. Dir. (MC)- for uploading the creatives (which are available in the form of links in the above D.O. letter) on website of Department of Fertilizers.

Shiv
30/08/18

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30/8/18

पं०(८)/१८
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मंजु पाण्डे
Manju Pandey



संयुक्त सचिव
भारत सरकार
पर्यावरण, वन एवं जलवायु परिवर्तन मंत्रालय
Joint Secretary
Government of India
Ministry of Environment, Forest and Climate Change

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

Dated: 7th August, 2018

Dear Ms. Tiwari,

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=1GYYhTuc3RmIO-9hqxtul8fCOv95w9Kr8>

With regards,

Ms. Alka Tiwari
JS (Admn.)
Ministry of Chemicals and Fertilizers
221 A, Shastri Bhawan,
New Delhi.

Dir(A)

9.11.2018



Yours sincerely,

(Manju Pandey)

Brnhr

For

23/8/2018



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