No.M.11014/02/2016-CDN(Pt.I)

Government of India

Ministry of Human Resource Development

Department of Higher Education

Shastri Bhavan, New Delhi Dated the 17th August, 2017

To,

 The Secretary, UGC (jssandhu.ugc@nic.in) (for communication to all Universities)

2. The Chairman, AICTE (chairman@aicte-india.org) (for communication to all technical institutions)

Sir,

Subject:

SWACCHTA PAKHWADA (1st to 15th September, 2017)

As you are aware that SWACCHTA PAKHWADA is an occasion to pledge the support of the higher educational institutions for spreading the message of cleanliness not only among the students but also in the surrounding areas. Considering that higher educational institutions have a crucial role in shaping the public view in this matter, a 15-day programme "Swacchta Pakhwada" is proposed from 1st September to 15th September, 2017. It is expected that all the higher educational institutions participate in this programme with all their might.

- 2. Already, the Swachhta Rankings of higher educational institutions is taken up in which many institutions have participated. In addition, a day-wise action plan has been proposed and is enclosed for use of all the higher educational institutions. The events mentioned are not exhaustive, and institutions can take up more innovative ways to spread the message of cleanliness.
- 3. It is requested to constitute a Committee of teachers and students for organising these events and for ensuring highest participation from the student community. A documentation of the activities may be maintained at the institutional level, which may be placed on the Facebook and publicised through Twitter.
- 4. It may also be noted that Government has announced a nationwide essay competition on "What I can do for a Clean India" and also a short films competition. Last date for entries for these competitions is 8th September. The winning entries from the institute level essay competition and members of the film clubs may be asked to participate in the competitions proposed by the Ministry of Drinking Water & Sanitation.

Yours faithfully,

(R. SUBRAHMANYAM) Additional Secretary (TE)

Copy to::

The Secretary, Ministry of Drinking Water & Sanitation

(param.iyer@gov.in)

Swachhata Pakhwada 1st – 15th September 2017

Day 1 01-Sep Clean campus day participate Day 2 02-Sep Clean hostel day Hostel students to participate Day 3 03-Sep Green Campus day participate Day 4 04-Sep Clean Mess Day Essay contest on "Innovative ways for participate Essay contest on "Innovative ways for spreading the message of hygiene" Action to be done in coordination with the municipal body Care for the surroundings: Study of garbage cleaning systems in public coordination with the municipal body O7-Sep spaces				THE RESERVE OF THE PARTY OF THE
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Day 7 07-Sep spaces garbage cleaning systems in public coordination with the municipal body		-	Care for the surroundings: Study of	Action to be done in
				coordination with the
	Day 7	07-Sep	spaces	municipal body
Care for the surroundings: Visit to			Care for the surroundings: Visit to	
slum/villages to explain the concepts of			slum/villages to explain the concepts of	
cleanliness; wall writing on cleanliness All NSS units to			cleanliness; wall writing on cleanliness	All NSS units to
Day 8 08-Sep and health participate	Day 8	08-Sep	and health	participate
Care for the surroundings: Visit to			Care for the surroundings: Visit to	
markets nearby to study the systems for All NSS units to			markets nearby to study the systems for	All NSS units to
Day 9 09-Sep cleaning participate	Day 9	09-Sep	cleaning	participate
Care for the surroundings: Visit to Govt			Care for the surroundings: Visit to Govt	
hospital to study the hygiene and			hospital to study the hygiene and	
systems for disposal of garbage and All NSS units to			systems for disposal of garbage and	All NSS units to
Day 10 10-Sep hospital wastes participate	Day 10	10-Sep	hospital wastes	participate
Care for the surroundings: Visit to All NSS units to				All NSS units to
Day 11 11-Sep institutions for the poor (orphanages etc) participate	Day 11	11-Sep	institutions for the poor (orphanages etc)	participate
Care for the surroundings: Debriefing Selected student				Selected student
			session with the Commissioner Local	volunteers to participate
Day 12 12-Sep Body about the systems for cleanliness	Day 12	12-Sep	Body about the systems for cleanliness	
Parameters for judging				Parameters for judging
to be finalised and made				to be finalised and made
Day 13 13-Sep "Cleanest Hostel room" contest public	Day 13	13-Sep	"Cleanest Hostel room" contest	public
Elocution contest on health and hygiene Judging system to be			Elocution contest on health and hygiene	Judging system to be
Day 14 14-Sep is the real wealth set up.	Day 14	14-Sep	is the real wealth	
			Closing ceremony for distribution of	To be organised by the
Day 15 15-Sep prizes and certificates for participants Heads of institutions	Day 15	15-Sep	prizes and certificates for participants	