



सत्यमेव जयते

अशोक ठाकुर

सचिव

ASHOK THAKUR

SECRETARY

भारत सरकार

मानव संसाधन विकास मंत्रालय

उच्चतर शिक्षा विभाग

Government of India

Ministry of Human Resource Development

Department of Higher Education

21-9-2014

Dear *Sir,*

In the Independence Day address to the nation this year, the Hon'ble Prime Minister announced the launch of Swachcha Bharat Abhiyan on 2 October, 2014, the birth anniversary of Mahatma Gandhi, the Father of the Nation. You will agree that a campaign of the magnitude envisioned by the Prime Minister requires societal mobilization and participation and that educational institutions, especially the institutions of higher learning, can play a major catalytic role in achieving this laudable goal.

The Department of Higher Education, Ministry of Human Resource Development would like each and every institution to actively participate in this national endeavour. I suggest that though some preliminary activities can be initiated from 25 September, 2014, the formal launch with a function be scheduled on 2 October, 2014 and that activities continue for the entire month of October and even beyond so that sustainable solutions are put in place to attain the goal of Swachcha Bharat.

An indicative list of activities that could be undertaken by your university or college is as follows :

- 1) Formal launch of the Swachcha Bharat Abhiyan on 2 October, 2014.
- 2) Awareness building i.e. organize debates, essay competition, photo exhibition and project work on the theme of sanitation, public hygiene and waste management from 25 September to 30 October 2014 and beyond.
- 3) Ensuring cleanliness not only within the institution but also in its environs. Students, including National Service Scheme (NSS) volunteers and the National Cadet Corps (NCC), faculty and other staff could adopt a village/cluster of villages or an urban locality in the vicinity of your institution to undertake a cleanliness drive with the support of Panchayats / Nagar Parishads/ district administration. Students volunteering to clean streets and educating the public about public sanitation including the campaign against open defecation and waste management would be a powerful social message that could help in changing the mindset of communities. Before and after snap shots of the project areas could be an effective tool in documenting and assessing the nature of progress made.

- 4) Above all, universities and colleges being thought leaders of society could play a leadership role in chalking out long term sustainable action plans in collaboration with other stakeholders for cleanliness.

Dealing with this important societal health and sanitation issue is a great opportunity for all institutions of higher learning to demonstrate their commitment to bringing about change both in attitudes and in practice and to lead by example.

I look forward to the cooperation of each and every institution in this important national endeavour.

With regards,

Yours sincerely,



[Ashok Thakur]

To
All Centrally Funded Institutions