

No.M.11014/02/2016-CDN(Pt.I)  
Government of India  
Ministry of Human Resource Development  
Department of Higher Education  
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Shastri Bhavan, New Delhi  
Dated the 17<sup>th</sup> August, 2017

To,

1. 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 (1<sup>st</sup> to 15<sup>th</sup> 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 1<sup>st</sup> September to 15<sup>th</sup> 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 8<sup>th</sup> 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](mailto:param.iyer@gov.in))



सत्यमेव जयते

**Swachhata Pakhwada**  
**1<sup>st</sup> - 15<sup>th</sup> September 2017**

Day	Date	Activity	Detail
Day 1	01-Sep	Clean campus day	All students to participate
Day 2	02-Sep	Clean hostel day	Hostel students to participate
Day 3	03-Sep	Green Campus day	All students to participate
Day 4	04-Sep	Clean Mess Day	All hostel students to participate
Day 5	05-Sep	Essay contest on "Innovative ways for spreading the message of hygiene"	Give wide publicity for participation
Day 6	06-Sep	Clean surroundings day: Roads leading to the institution	Action to be done in coordination with the municipal body
Day 7	07-Sep	Care for the surroundings: Study of garbage cleaning systems in public spaces	Action to be done in coordination with the municipal body
Day 8	08-Sep	Care for the surroundings: Visit to slum/villages to explain the concepts of cleanliness; wall writing on cleanliness and health	All NSS units to participate
Day 9	09-Sep	Care for the surroundings: Visit to markets nearby to study the systems for cleaning	All NSS units to participate
Day 10	10-Sep	Care for the surroundings: Visit to Govt hospital to study the hygiene and systems for disposal of garbage and hospital wastes	All NSS units to participate
Day 11	11-Sep	Care for the surroundings: Visit to institutions for the poor (orphanages etc)	All NSS units to participate
Day 12	12-Sep	Care for the surroundings: Debriefing session with the Commissioner Local Body about the systems for cleanliness	Selected student volunteers to participate
Day 13	13-Sep	"Cleanest Hostel room" contest	Parameters for judging to be finalised and made public
Day 14	14-Sep	Elocution contest on health and hygiene is the real wealth	Judging system to be set up.
Day 15	15-Sep	Closing ceremony for distribution of prizes and certificates for participants	To be organised by the Heads of institutions