



ज्ञान-विज्ञान विभुक्तये

आचार्य मनिष र. जोशी  
सचिव

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सत्यमेव जयते



विश्वविद्यालय अनुदान आयोग  
University Grants Commission  
(शिक्षा मंत्रालय, भारत सरकार)  
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**Subject: Observation of Swachhata Hi Seva Campaign, 2024**

आदरणीय महोदया/महोदय,

As you are aware, the Swachhata Hi Seva Campaign in 2023 witnessed tremendous response from all quarters of society, bringing together diverse stakeholders, especially Higher Education Institutions (HEIs), in contributing to the goal of Garbage Free India. Continuing this tradition, Swachhata Hi Seva 2024 (SHS 2024) to be observed from 14<sup>th</sup> September, 2024 to 1<sup>st</sup> October, 2024 with the theme of '**Swabhav Swachhata - Sanskaar Swachhata**', which will culminate in the Swachh Bharat Diwas celebrations on 2nd October, 2024.

The SHS 2024 will have the following 3 main pillars:

- Swachhata Ki Bhaagidari** - with emphasis on Public Participation, Awareness & Advocacy; activities such as pledges, competitions, walkathons, plantation drives (Ek Ped Maa Ke Naam), clean street food challenge, waste to art, sale of recycled products, Swachh Bharat Cultural Fests etc. may be organised.
- Sampoorna Swachhata through Shramdaan including Swachhata Lakshit Ekayi** - Mega cleanliness drives with shramdaan focussing on general cleanliness across urban and rural areas with focus on community assets like water bodies, roads, railway stations, garbage dumps, nallahs, etc will be undertaken. Each of the cities will also be transformed with beautification, plantation, waste to art installations by communities etc. As a special initiative this year, emphasis will be given to time bound transformation of 'black spots' or **Cleanliness Target Units (CTU)** i.e. difficult to clean, neglected spots posing environmental, health and hygiene risk- through partnership with local bodies, civil society, industry and local community. While CTUs are being identified by urban local bodies (ULBs), HEIs are encouraged to identify their own CTUs where holistic and sustainable transformation can be achieved through design thinking, use of cutting-edge technology, process re-engineering and Jan Bhagidari.
- SafaiMitra Suraksha Shivirs** - Single-window health and welfare camps may be conducted for SafaiMitras for preventive health care screening/ check-ups and to enable linkages with various welfare schemes of Central and State Government which could benefit them. Such Shivirs will also be planned at district or block level by the District Administration, HEIs may coordinate with the administration to facilitate participation by Safai Mitras in these Shivirs to avail entitlements under welfare schemes. If any potential beneficiary is left out from any scheme, s/he will be covered by district administration as per their entitlement by **2nd October 2024**.

These activities are to be organised in active collaboration with ULBs, lead banks, PSUs and civil society. For heightened community engagement and wider amplification, social media may be effectively leveraged by tagging official twitter handles- @SwachhBharatGov, @SwachhBharat, @MoHUA\_India, @MoJSDDWS) and using Campaign Hashtags- SHS2024, SwabhavSwachhata, SanskaarSwachhata, Swachhata Hi Seva2024.

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## CONTINUATION SHEET

All efforts and endeavours made during SHS 2024 will culminate in the Swachh Bharat Diwas celebration on 2nd October, 2024 which may include events such as Celebration of transformed CTU sites, felicitation of SafaiMitras, awards to best performers, etc.

The final logo for SHS 2024 in Hindi and English to be used for the purpose of branding and communication, final Campaign Guidelines and poster indicating key dates pertaining to SHS 2024, a short AV on broad components of SHS 2024 which could be used for various preparatory activities may be accessed at

<https://drive.google.com/drive/folders/15gfahmNBsThTs7ogobb3oHqjPICU1ACy>

The video for the presentation made by Department of Drinking Water and Sanitation detailing key features and objectives of SHS 2024, process for execution of activities and expectations from all stakeholders may be accessed at

<https://www.youtube.com/live/tHpOsNoNbm4?si=Lw9b8mceERNrqGBV>

All the higher education institutions are urged to provide unwavering cooperation and meaningful contribution to realize the noble theme of SHS 2024 'Swabhav Swachhata - Sanskaar Swachhata'; by leading and being at the forefront of this campaign.

In case of any query, HEIs may get in touch with the concerned officials from Department of Drinking Water and Sanitation - Mr. Binay Jha, Director, SBM Urban (Mob. 9958293615), Mr. Rahul Singh, NPMU (Mob. 9650010704) and Mr Ashish, NPMU – (Mob. 9350008338).

सादर,

भवदीय,

(मनिष जोशी)

सेवा में,

सभी विश्वविद्यालयों के कुलपति।

सभी महाविद्यालयों के प्राचार्य।