

**PROCEEDINGS OF THE COMMISSIONER OF HIGHER EDUCATION
MANGALAGIRI::A.P
PRESENT:Dr NARAYANA BHARTH GUPTA I.A.S**

Proc. No:18/CHE.AP/ECA/AC-12/2025-26

Date:08-05-2026

Sub:Higher Education- Swarna Andhra -Swachha Andhra(SASA)-
Implementation of **May** theme"**Green Entrepreneurs of Andhra**" on
16-05-2026-Instructions Issued-Reg

Ref: PPT on SASA for year 2026 shared by Swachha Andhra Corporation
dated:19-02-2026.

As per the reference cited above, the Government of Andhra Pradesh has designated the **3rd Saturday of every month as Swachhata Day** marking it as a state wide cleanliness initiative. For this month of **May 2026** theme-"**Green Entrepreneurs of Andhra**" focuses on transforming waste into wealth and promoting a circular economy by empowering students to lead sustainable environment practices with in the campus. Its a unique opportunity for students to engage with their home communities and for colleges use digital platforms to foster the "One Family- One Entrepreneur "vision.

In this regard all the Principals of Government and Private Aided Colleges and Unaided Degree Colleges are requested to organize the following theme based activities digitally:

1. Organize one state level or district level webinar for students on "Starting a Green Business from Home" (eg: Composting, terrace gardening or plastic up cycling)
2. Organize Digital Boot camps by using Whats-app/Telegram groups and LMS platforms to share instructional videos on green skills(Up-cycling waste, repair and reuse)
3. Create Awareness on Green entrepreneurship and sustainable business practices.
4. Arrange a virtual interaction of students with MSME Mentors and bank officials regarding subsidies for green startups.
5. Identify and promote of Student -led-eco-friendly business ideas.
6. Encourage students to act as SASA Ambassadors in their respective native villages/ towns for SASA related community activities.
7. Identify the students and encourage to submit a mini project on one local waste problem in their neighborhood and draft a simple business solution.
8. Encourage students to interact with Self Help Groups(SHG) to discuss waste to wealth opportunities like startups in areas such as waste management, recycling, organic products, renewable energy etc
9. Organize exhibitions or competitions showcasing innovative green business models.
10. Conduct Plantation drives and activities like environmental protection with livelihood opportunities.
11. Encourage students to submit :Green Business Ideas' via online forms
12. Upload all the activities on the respective college social media handles as well as on the official CHE Social media handles using Hashtags #APCHE, #GDCsSASA, #GDCs"Green Entrepreneurs of Andhra" .

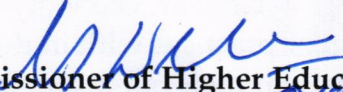
Hence all the Principals of Government and Private Aided/Un Aided Degree College are requested to encourage the students and staff to actively participate in the implementation of the May SASA activities under the theme :"**Green Entrepreneurs of Andhra**" on **16-05-2026**. The details of the activities shall be uploaded in the **SASA APP** (developed by Swachha Andhra Corporation) on or before **5:00PM on 16-05-2026** and note that the **APP** will automatically close after the deadline ie **5PM on 16-05-2026**. All the District Nodal Officers are requested to monitor the implementation of the activities in your respective districts without fail. In addition, submit the same information to

the Higher Education in the Google sheet which will be shared on by 18th May 2026.

Sd/- Dr Narayana Bharath Gupta I.A.S
Commissioner of Collegiate Education

The Principals of Government/ Private Aided/Private Un Aided Degree College in A.P
Copy to JD& RJDs of Commissionerate of Higher Education.
Copy to the Registrars of all State Universities with a request to communicate the proceedings to all affiliated colleges under its Jurisdiction.

//Attested By//


For Commissioner of Higher Education
Dr C.Krishna 81516
Joint Director, O/oCHE