



प्रो. रजनीश जैन
सचिव

Prof. Rajnish Jain
Secretary



विश्वविद्यालय अनुदान आयोग
University Grants Commission

(मानव संसाधन विकास मंत्रालय, भारत सरकार)
(Ministry of Human Resource Development, Govt. of India)

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D.O. No. 14-1/2015 (CPP-II)

11th September, 2018

Dear Sir / Madam,

As a precursor to the launch of the 150th birth year celebrations of Mahatma Gandhi and in the run up to the 4th anniversary of Swachha Bharat Mission, it has been decided to observe **Swachhata Hi Seva 2018** (SHS) from 15th September to 2nd October, 2018. SHS aims at accelerating the Jan Andolan for realizing the Hon'ble Prime Minister's vision of a clean India, further reinforcing the belief that 'Sanitation is everyone's business'. The launch of SHS 2018 may be organized on the morning of 15th September 2018, encouraging students to initiate Swachhata Drives.

In this context, I request you to lead a special segment of this campaign and direct all the youth organizations (NSS) of your institution to organize SHS campaign through Voluntary Swachhata Activities on a pan-India basis. As a part of the SHS Campaign the following activities may be undertaken:

- Toilet pit-digging exercise and other toilet construction activities
- Organize cleaning of streets, drains and back alleys through awareness drives
- Organize Waste collection drives in households and common or shared spaces
- Conduct door to door meetings to drive behaviour change with respect to sanitation behaviours
- Organize awareness campaigns around better sanitation practices like using a toilet, hand washing, health and hygiene awareness, etc.
- Perform Swachhata related Nukkad Nataks / street plays, folk song and dance performances
- Conduct Village or School-level Rallies to generate awareness about sanitation
- Make wall paintings in public places on the theme of swachhata
- Volunteer for segregation of solid waste into non-biodegradable and biodegradable waste
- Mobilize community to build compost pits, where organic matter decomposes to form manure.

You are requested to kindly ensure that these activities are undertaken in your university and in the colleges affiliated with your esteemed university. A report with regard to the action taken including photographs of the events and the number of faculty & students who have participated in the above activities may be uploaded on the University Activity Monitoring Portal of UGC at www.ugc.ac.in/uamp.

With kind regards,

Yours sincerely,

(Rajnish Jain)

To the Vice Chancellors of all Universities.

Copy to:

The Publication Officer, UGC, New Delhi for posting on the UGC website.

(Rajnish Jain)