Dear Sir/Madam,

In order to realize our collective dream of a "Clean and Sanitized India", we are partnering with the Ministry of Urban Development to launch a National Student Engagement Campaign, for the purpose of making all students an active stakeholders in making India clean.

In this regard, you are requested to take up the following activities:

1. Between 26th-31st January, 2016, please organize a gathering of all students and administer a swachhata pledge at your institution (the content of the pledge is attached with this letter).

2. Please register your institution on swachhbharat.mygov.in and upload video of the pledge taking activity, and photographs/scanned copy of a certificate from your side stating the number of students who have taken the pledge.

   (google swachhbharat.mygov.in -> click on link -> click on ‘register’ button -> register your email and password -> login with registered id -> click on the Swachh Bharat logo on left top corner -> click on “take a mass pledge” on bottom right hand corner of page -> fill up your institution’s details as per the form which opens -> upload photograph of pledge taking by students -> press “save”)

3. Please maintain a record form with signature of students of each class that have taken a pledge and maintain these forms with you for record purposes (sample form attached).

4. It is also requested that a Swachhata Ambassador Committee (SAC) of students and teachers be set up, for overseeing and monitoring the cleanliness and hygiene status of the institution. Please keep a record of the SAC that has been set up, with members’ details and composition. In an subsequent mail, we will share with you a toolkit of instructions for the SAC which can work as a guidelines for its functioning.

5. Please encourage every student to register individually on swachhbharat.mygov.in and upload pictures of cleanliness activities they undertake.

6. Please encourage the SAC to upload on swachhbharat.mygov.in the pictures of their monthly cleanliness activities.

We look forward to your cooperation in making the dream of Swachh Bharat a reality.

With kind regards,

Sincerely yours,

(Jaspal S. Sandhu)

End.: As stated above.

The Vice-Chancellors of all Universities.

Copy to:

The Publication Officer, UGC, New Delhi for uploading on UGC website.

(Jaspal S. Sandhu)