



प्रो. वेद प्रकाश
अध्यक्ष

Prof. Ved Prakash
Chairman



विश्वविद्यालय अनुदान आयोग
University Grants Commission

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

बहादुरशाह ज़फ़र मार्ग, नई दिल्ली-110002

Bahadur Shah Zafar Marg, New Delhi-110002

दूरभाष Phone : कार्यालय Off : 011-23234019, 23236350

फैक्स Fax : 011-23239659, e-mail : cm.ugc@nic.in | web: www.ugc.ac.in

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Dear Vice-Chancellor/Director

Cleanliness and healthy environment are the most important factors for a society to achieve wholesome progress in all spheres of life. Both these factors are intertwined and support each other. In a vast and diverse country like ours, we need a more committed and dedicated approach to realise these goals. The Prime Minister of India has very rightly announced the initiation of a nationwide campaign '**Swachh Bharat and Swasth Bharat**' with the participation of all sections of society to bring about mass awareness and a lasting behavioural change to achieve this goal. Very aptly it is slated to be initiated on 2nd October, the birth anniversary of Mahatma Gandhi Ji. Higher Education Community can play a pivotal role in the success of this campaign. The UGC has already formulated a scheme **Swachh Bharat Swasth Bharat** details of which can be accessed from UGC's website www.ugc.ac.in

I am writing this letter to request you to launch a massive campaign, not only on the campus of your esteemed institution but also on the campuses of the affiliated institutions, on October 2, 2014. Further, I would like to request you to engage the NCC cadets and the NSS volunteers and other such forums in your institutions to carry out exercises that may involve plantation of trees, effective waste management, plastic free environment, rain water harvesting, smoke and drugs free campuses, etc. May I also request you to organize outreach programmes, such as adoption of colonies for cleanliness, creating awareness among the general public on the necessity for cleanliness and healthy living, etc.

It pleases me to **enclose** herewith a copy of the brochure brought out by the UGC on this occasion. I am sure you would lend your wholehearted support for making this campaign a grand success.

With regards,

Yours sincerely,

(Ved Prakash)

To

THE VICE CHANCELLORS/DIRECTORS OF ALL THE –

- (i) CENTRAL UNIVERSITIES,
- (ii) STATE UNIVERSITIES,
- (iii) DEEMED TO BE UNIVERSITIES,
- (iv) PRIVATE UNIVERSITIES AND
- (v) INSTITUTES OF NATIONAL IMPORTANCE