In continuation of my earlier letters on Swachh Bharat Abhiyan, I wish to inform you that Swachh Bharat Mission has now entered a very crucial phase and requires concerted efforts by all stakeholders to achieve the objective on a mission mode. In this endeavour, the entire student fraternity of India can become our ambassadors of social change. You are, therefore, requested to kindly conduct mass pledges of students within 29th February, 2016 in your esteemed University and affiliated colleges and also encourage the students to take up cleanliness activities to honour their pledges. A copy of the Swachhta Pledge is attached herewith. I also request you to kindly upload the details of the pledge on the "mass pledge" section of swachhbharat.mygov.in portal.

With kind regards,

Yours sincerely,

(Jaspal S. Sandhu)

To: The Vice-Chancellor of all Universities.

Copy to:

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

(Jaspal S. Sandhu)