



Shri Narendra Modi
Hon'ble Prime Minister of India



Smt. Smriti Zubin Irani
Hon'ble Union Minister for HRD

Swachh Bharat Swasth Bharat

A clean and healthy India initiative by UGC



UNIVERSITY GRANTS COMMISSION
New Delhi-110002

“Mahatma Gandhi laid great emphasis on cleanliness.
His ashrams too focused on the same.

Let us pledge we will give a 'Clean India' as a gift
to our father of the nation on his 150th birth anniversary in 2019.”

Prime Minister, Shri Narendra Modi



Date of Launch : 2nd October, 2014

Beneficiaries : All Universities/Colleges recognized under section 2(f) and 12B of the UGC Act, 1956 and receiving General Development Assistance.

स्वच्छ भारत



Plantation drives to increase the green cover and conservation of old trees

To produce energy and manure using bio-wastes



Effective waste management and recycling

To construct washrooms in the universities and colleges of international standards



To conduct outreach programs for creating awareness on Swachh Bharat through NCC, NSS, the Bharat Scouts and Guides and Women Cell

Self-sustainable units through energy production using solar panels



Plastic free environment

Development of green building concept in the society



Adoption of colonies for cleanliness

Rain water harvesting



स्वस्थ भारत



To increase the awareness of the importance of regular physical activity in a healthy lifestyle



To increase the awareness of the importance of nutrition for a healthy life style



To recognize cultural diversity and spiritual activities towards a tolerant and harmonious society



To increase awareness of the effects of substance abuse and stress on healthy life style



To encourage a community norm that is smoke free



To increase the awareness of healthy alternative to alcohol and drugs and to promote alcohol and drug free life style



To organize Yoga/meditation session for holistic well being



“Sanitation is more important than independence.”

“It does not require money to be neat, clean and dignified.”

“It is Health that is real Wealth and not pieces of gold and silver.”



ज्ञान-विज्ञान विमुक्तये

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