

CSU/SHS-2024/2024/1695
CENTRAL SANSKRIT UNIVERSITY
56-57, Institutional Area, Janakpuri
New Delhi - 110058

Dated :09.09.2024

CIRCULAR

With the approval of the Competent Authority, Sh. Rohtas Singh, Deputy Controller (Examination) [Mob: 9718426176 Email : rohtas1969@gmail.com] & will act as Nodal Officer for Special Campaign 4.0 - Swachha Hi Seva 2024 culminating with Swachh Bharat Diwas on 2nd October, 2024, as per directives contained in SHS 2024 scheduled from 14th September to 1st October, 2024(copy enclosed).

- Theme - Swabhav Swachhata - Sanskaar Swachhata. This will culminate in the Swachh Bharat Diwas celebration on 2nd October 2024. D.O letter in this regard is enclosed.
- SHS 2024 campaign is to be carried out suing the "Whole Government approach and will have three main pillars of activities-
 - Swachhata ki Bhaagidari
 - Sampoorna Swachhata through Shram daan including Swachhata Lakshit Ekayi
 - Safai Mitra Suraksha Shivirs
- Suitable directions may also be issued to all the Officers of all Institutions attached University including Headquarter office/Campuses/ ASMs for strict compliance in this regard.
- To Coordinate and monitor the activities planned under SHS 2024 may be communicated at ebsb-edu@gov.in
- A report/ PPT/ Videos of University for onward submission to MoE.
- To follow the instructions received form MoE, from time to time.
- All activities taken by the University on social media platform provided by Institutions in coordination with PRO, CSU, Delhi.

The following Faculty/ Staff will assist Sh. Rohtas Singh, Nodal Office (SHS 2024) for Swachhata Hi Sewa during 14th September to 1st October, 2024 culminating with Swachh Bharat Diwas on 2nd October for coordinating, uploading and keeping records, in all related works: -

- | | |
|---|---------------|
| 1. <u>Sh. Rohtas Singh, Nodal Officer (Spl.Campaign 4.0)</u>
Mob: 9718426176 Email: rohtas1969@gmail.com | -Chairman |
| 2. All Directors/Principals- Campuses/ Adarsh Institutions | -Member |
| 3. Sh. Anil Nautiyal, Assistant Director | - Coordinator |
| 4. Sh. Ramji Lal Meena, Assistant Director | -Member |
| 5. Sh. Ashish, Section Officer (ASM) | -Member |
| 6. Sh. Manish Lohani, Section Officer | -Member |
| 7. Sh. Kashi Nath Dwivedi, Assistant | -Member |
| 8. Sh. Ram Niwas, Assistant | -Member |
| 9. Sh. Manish Gupta, UDC | -Member |

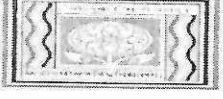
All Officers are requested to kindly participate in this noble endeavour in compliance of the above instructions received from MoE and also shared activities conducted in university including Headquarters office, Campuses, Adarsh Institutions to Ministry. Nodal Officer /Officials will be available for providing any clarification with respect to the above Campaign.

Encl: As stated above


[Prof.R.G. Murali Krishna]
Incharge- Registrar

To:

1. All Deans of the Faculties/ DSW CSU, Delhi
2. All Directors of the Campuses, CSU, Delhi
3. All Directors/ Principals of ASMs/ ASSs
4. Smt. Shilpa Dahiya, Section Officer, EBSB Cell, D/o HE, Ministry of Education
5. All Head of Sections/Unit/Cells, CSU, Headquarters office, Delhi
6. All members of Committees
7. Nodal Officer/ Coordinator
8. PS to V.C. for information of the Hon'ble Vice Chancellor, CSU, Delhi
9. Registrar's office
10. Finance Officer
11. P.O is requested kindly upload this in University Website.
12. PRO for upload activities taken by the University on social media platform provided by Institutions.
13. Guard file



ADMINISTRATION SECTION CSU <admin@csu.co.in>

Fwd: URGENT || DO Letter from Secretary (HE) regarding observation of Swachhata Hi Seva Campaign 2024 (Cetral universties) - reg.

2 messages

Vice Chancellor CSU <vc@csu.co.in>

Fri, Sep 6, 2024 at 8:48 PM

To: Registrar CsU <registrar@csu.co.in>, ADMINISTRATION SECTION CSU <admin@csu.co.in>

With warm regards
Office of the Vicechancellor

Prof Shrinivasa Varakhedi
Vicechancellor
Central Sanskrit University
New Delhi - (India) Bharat

Former VC of KK Skt Uni Nagpur
Former VC of Gondwana Uni MH
Former VC of Karnataka Skt Uni Bengaluru
Member in GB of ICPR New Delhi, IASS Shimla.

Visitor nominee for Vishwabharati Shantiniketan University WB

----- Forwarded message -----

From: SHILPA DAHIYA <ebsb-edu@gov.in>

Date: Fri, 6 Sep 2024 at 8:59 PM

Subject: Re: URGENT || DO Letter from Secretary (HE) regarding observation of Swachhata Hi Seva Campaign 2024 (Cetral universties) - reg.

To: vc <vc@csu.co.in>, vcslbsrsv <vcslbsrsv@yahoo.co.in>, vice_chancellor <vice_chancellor@nsktu.org>, msvvpujn <msrvvpujn@gmail.com>

Cc: Neeta Prasad <neetaprasad@pib.gov.in>, Anusree Raha <anusree.raha@gov.in>, Navin Kumar <navin.kumar.nacwc@nic.in>, ebsbmhrd19 <ebsbmhrd19@gmail.com>, ebsbypmhrd <ebsbypmhrd@gmail.com>

Sir/ Madam

Please find attached DO letter dated 5th September, 2024 from Secretary (HE) along with enclosures regarding the observation of Swachhata Hi Seva from 14th September-1st October, 2024 with the theme of '**Swabhav Swachhata - Sanskaar Swachhata**', to culminate in the Swachh Bharat Diwas celebrations on 2nd October, 2024.

In this regard, the following **materials** can be found in the **Google Drive** link <https://drive.google.com/drive/folders/15gfahmNBsThTs7og0bb3oHqjPICUIACy> :

1. Open File for Logo of SHS 2024 (Hindi and English)

2. JPEG for Logo of SHS 2024 (Hindi and English)
3. Campaign Guidenlines for SHS 2024
4. SHS 2024 AV on broad themes & activities
5. PPT for SHS 2024 to be used by States
6. Key Dates poster for SHS 2024

The **video for the presentation** made by D/o DW&S detailing key features and objectives of **SHS 2024**, process for execution of acivities and expectations from all stakeholders may be accessed at <https://www.youtube.com/live/tHpOsN0Nbm4?si=Lw9b8mceERNrqGBV>

You are also requested to **nominate a senior official** to coordinate and monitor the activities planned under SHS 2024 at ebsb-edu@gov.in or ebsbmhrd19@gmail.com by 5:30 pm today, i.e. 6th September, 2024 in the enclosed doc format.

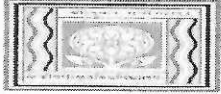
Regards
Shilpa Dahiya
Section Officer
EBSB Cell
D/o HE, M/o Education

Follow us on
Twitter: https://twitter.com/EBSB_Edumin
Facebook: <https://www.facebook.com/EBSB.EDUMIN>
Instagram: https://www.instagram.com/ebsb_edumin

REGISTRAR CSU <registrar@csu.co.in>
To: ADMINISTRATION SECTION CSU <admin@csu.co.in>, rohtas1969@gmail.com

Sat, Sep 7, 2024 at 2:51 PM

[Quoted text hidden]



ADMINISTRATION SECTION CSU <admin@csu.co.in>

Fwd: 'Swachhata Hi Seva 2024' (SHS 2024) campaign, scheduled from 14th September to 1st October, 2024, culminating with Swachh Bharat Diwas on 2nd October, 2024

1 message

REGISTRAR CSU <registrar@csu.co.in>

Sat, Sep 7, 2024 at 2:48 PM

To: ADMINISTRATION SECTION CSU <admin@csu.co.in>

Circulate all Campuses and Adarsh institutes

----- Forwarded message -----

From: **Vice Chancellor CSU** <vc@csu.co.in>

Date: Fri, 6 Sep, 2024, 10:13 pm

Subject: Fwd: 'Swachhata Hi Seva 2024' (SHS 2024) campaign, scheduled from 14th September to 1st October, 2024, culminating with Swachh Bharat Diwas on 2nd October, 2024

To: Registrar CsU <registrar@csu.co.in>, ADARSH SECTION CSU <adarsh@csu.co.in>

With warm regards
Office of the Vicechancellor

Prof Shrinivasa Varakhedi
Vicechancellor
Central Sanskrit University
New Delhi - (India) Bharat

Former VC of KK Skt Uni Nagpur
Former VC of Gondwana Uni MH
Former VC of Karnataka Skt Uni Bengaluru
Member in GB of ICPR New Delhi, IASS Shimla.

Visitor nominee for Vishwabharati Shantiniketan University WB

----- Forwarded message -----

From: **BHAGWAN SAWRUP** <bhagwanswaroop.edu@nic.in>

Date: Fri, 6 Sep 2024 at 11:01 PM

Subject: 'Swachhata Hi Seva 2024' (SHS 2024) campaign, scheduled from 14th September to 1st October, 2024, culminating with Swachh Bharat Diwas on 2nd October, 2024

To: vc <vc@efluniversity.ac.in>, vc <vc@manuu.edu.in>, vc <vc@rgu.ac.in>, vc <vc@tezu.ernet.in>, vc <vc@cub.ac.in>, vc <vc@ggu.ac.in>, vc <vc@aus.ac.in>, vc <vc@uohyd.ac.in>, vc <vc@pondiuni.edu.in>, vc <vc@mgcub.ac.in>, vc <vc@du.ac.in>, vc <vc@jmi.ac.in>, vc <vc@mail.jnu.ac.in>, vc <vc@cug.ac.in>, vc <vc@cuh.ac.in>, vc <vc@hpcu.ac.in>, vc <vc@cuja.ac.in>, vc <vc@cukashmir.ac.in>, vicechancellor <vicechancellor@cukerala.ac.in>, vc <vc@cuk.ac.in>, vc <vc@cujaammu.ac.in>, vc <vc@curaj.ac.in>, vc <vc@cutn.ac.in>, vice-chancellor <vice-chancellor@visva-bharati.ac.in>, vc <vc@igntu.ac.in>, vc <vc@dhsgsu.edu.in>, vcmgahv <vcmgahv@hindivishwa.ac.in>, vcoffice <vcoffice@manipuruniv.ac.in>, vcnehu <vcnehu@nehu.ac.in>, vc <vc@mzu.edu.in>, vc <vc@nagalanduniversity.ac.in>, vc <vc@cuo.ac.in>, vc <vc@cup.edu.in>, vcamu <vcamu@amu.ac.in>, vcoffice <vcoffice@allduniv.ac.in>, vc <vc@bbau.ac.in>, vc <vc@bhu.ac.in>, vc <vc@cus.ac.in>, vc <vc@tripurauniv.in>, vc <vc@hnbgu.ac.in>, vccuap <vc.cuap@gmail.com>, vc <vc@ctuap.ac.in>, vc <vc@csu.co.in>, vc <vc@slbsrsv.ac.in>, vice_chancellor <vice_chancellor@nsktu.org>, vco <vco@ignou.ac.in>

Cc: Partha Kansabanik <pkansabanik.ndma@nic.in>, AMARJIT SETIA <amarjitsetia.edu@nic.in>, PARVESH KUMAR <parveshkr.edu@nic.in>

Madam/Sir

I am reaching out to request your support and participation in the upcoming 'Swachhata Hi Seva 2024' (SHS 2024) campaign, scheduled from 14th September to 1st October, 2024, culminating with Swachh Bharat Diwas on 2nd October, 2024. This year, the campaign will focus on the theme 'Swabhav Swachhata - Sanskaar Swachhata,' and aims to bring together all stakeholders, especially Higher Educational Institutions (HEIs), to contribute to the vision of a Garbage-Free India.

SHS 2024 will be driven by three key pillars:

1. **Swachhata Ki Bhaagidari** – This focuses on public participation and advocacy. Activities such as cleanliness pledges, competitions, walkathons, plantation drives (e.g., "Ek Ped Maa Ke Naam"), clean street food challenges, Swachh Bharat Cultural Fests, and the promotion of recycled products are encouraged to engage communities.
2. **Sampoorna Swachhata through Shramdaan** – A major component involves mega cleanliness drives focusing on neglected areas like water bodies, roads, railway stations, and garbage dumps. **A key feature this year is the transformation of 'black spots' or Cleanliness Target Units (CTUs) that pose environmental, health, and hygiene risks.** These sites will be revitalized through partnerships with local bodies, civil society, and communities. **HEIs are encouraged to identify their own CTUs and apply innovative solutions like design thinking and cutting-edge technology to achieve sustainable results.**
3. **Safai Mitra Suraksha Shivirs** – Special health and welfare camps will be organized for SafaiMitras, focusing on preventive health screenings and connecting them with welfare schemes of both Central and State Governments. HEIs are encouraged to facilitate participation in these camps to ensure SafaiMitras benefit from their entitlements.

Central Universities, along with other stakeholders, are expected to adhere to the following actionable and monitoring points to ensure tangible contributions towards the campaign:

1. **Identification and Transformation of CTUs (Cleanliness Target Units):**
Universities are expected to identify specific 'black spots' or areas that require cleaning and transformation. These should be areas posing health and environmental risks, and universities should monitor the progress of their cleanup efforts through community involvement and innovation.
2. **Mega Cleanliness Drives:**
Conduct shramdaan and cleanliness drives across campuses and surrounding areas, focusing on general cleanliness, waste management, and beautification projects like plantation drives and waste-to-art installations.
3. **Public Participation and Awareness Activities:**

Organize campaigns, competitions, and events to raise awareness about cleanliness among students and staff, such as walkathons, Swachh Bharat Cultural Fests, and sale of recycled products. Encourage students to take pledges and engage on social media using campaign hashtags #SHS2024, #SwabhavSwachhata, #SanskaarSwachhata and **official twitter handles**

@SwachhBharatGov,
@SwachhBharat,
@MoHUA_India,
@MoJSDDWS

Collaboration with Urban Local Bodies (ULBs), civil society, and industry will be crucial in carrying out these activities. **To ensure smooth execution, I request you to nominate a senior official to coordinate and monitor these efforts, including the identification and transformation of CTUs. Kindly share the details of the nominated official at [email: ebsb-edu@gov.in or ebsbmhrdl9@gmail.com] and same may kindly be shared with us.**

We look forward to your active participation in this noble cause as we work towards a cleaner and healthier India.

More Resource Material can be accessed using below links

In this regard, the following **materials** can be found in the **GoogleDrive** link

<https://drive.google.com/drive/folders/15gfahmNBsThTs7og0bb3oHqjPICUIACy> :

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The **Video tutorial for the SHS 2024 Portal** shared by MoHUA is available at <https://www.youtube.com/watch?v=q17TwP5PBnk>

With regards

Bhagwan Sawrup
Asstt. Section Officer
CU.Cdn Section
Ministry of Education
Shastri Bhawan, New Delhi
Mobile No.9958216146

3 attachments

-  **Letter to CFHEIs and Bureau Heads_SHS 2024.pdf**
2168K
-  **DO letter Ministry of DWS and MoHUA.pdf**
2495K
-  **PPT for SHS 2024.pdf**
3652K



ADMINISTRATION SECTION CSU <admin@csu.co.in>

Fwd: 'Swachhata Hi Sewa 2024' (SHS 2024) campaign to be observed from 14th September to 1st October,2024

1 message

Vice Chancellor CSU <vc@csu.co.in>

Fri, Sep 6, 2024 at 9:31 AM

To: Registrar CsU <registrar@csu.co.in>, ADMINISTRATION SECTION CSU <admin@csu.co.in>

With warm regards
Office of the Vicechancellor

Prof Shrinivasa Varakhedi
Vicechancellor
Central Sanskrit University
New Delhi - (India) Bharat

Former VC of KK Skt Uni Nagpur
Former VC of Gondwana Uni MH
Former VC of Karnataka Skt Uni Bengaluru
Member in GB of ICPR New Delhi, IASS Shimla.

Visitor nominee for Vishwabharati Shantiniketan University WB

----- Forwarded message -----

From: BHAGWAN SAWRUP <bhagwanswaroop.edu@nic.in>

Date: Fri, 6 Sep 2024 at 11:45 AM

Subject: 'Swachhata Hi Sewa 2024' (SHS 2024) campaign to be observed from 14th September to 1st October,2024

To: vc <vc@efluniversity.ac.in>, vc <vc@manuu.edu.in>, vc <vc@rgu.ac.in>, vc <vc@tezu.ernet.in>, vc <vc@cub.ac.in>, vc <vc@ggu.ac.in>, vc <vc@aus.ac.in>, vc <vc@uohyd.ac.in>, vc <vc@pondiuni.edu.in>, vc <vc@mgcub.ac.in>, vc <vc@du.ac.in>, vc <vc@jmi.ac.in>, vc <vc@mail.jnu.ac.in>, vc <vc@cug.ac.in>, vc <vc@cuh.ac.in>, vc <vc@hpcu.ac.in>, vc <vc@cuja.ac.in>, vc <vc@cukashmir.ac.in>, vicechancellor <vicechancellor@cukerala.ac.in>, vc <vc@cuk.ac.in>, vc <vc@cujaammu.ac.in>, vc <vc@curaj.ac.in>, vc <vc@cutn.ac.in>, vice-chancellor <vice-chancellor@visva-bharati.ac.in>, vc <vc@igntu.ac.in>, vc <vc@dhsgsu.edu.in>, vcmgahv <vcmgahv@hindivishwa.ac.in>, vcoffice <vcoffice@manipuruniv.ac.in>, vcnehu <vcnehu@nehu.ac.in>, vc <vc@mzu.edu.in>, vc <vc@nagalanduniversity.ac.in>, vc <vc@cuo.ac.in>, vc <vc@cup.edu.in>, vcamu <vcamu@amu.ac.in>, vcoffice <vcoffice@allduniv.ac.in>, vc <vc@bbau.ac.in>, vc <vc@bhu.ac.in>, vc <vc@cus.ac.in>, vc <vc@tripurauniv.in>, vc <vc@hnbgu.ac.in>, vccuap <vc.cuap@gmail.com>, vc <vc@ctuap.ac.in>, vc <vc@csu.co.in>, vc <vc@slbsrsv.ac.in>, vice_chancellor <vice_chancellor@nsktu.org>, vco <vco@ignou.ac.in>

Cc: Subrat Kumar Pradhan <subrat.pradhan@gov.in>, SUBHASH SHARU <subhashchand.sharu@nic.in>, Vishwajeet Kumar <vishwajeet.kumar@nic.in>, SHREYA BHARDWAJ <shreyabhardwaj@ord.gov.in>, Partha Kansabanik <pkansabanik.ndma@nic.in>, AMARJIT SETIA <amarjitsetia.edu@nic.in>, PARVESH KUMAR <parveshkr.edu@nic.in>

Madam/Sir,

Please find enclosed a copy of D.O. letter No.11014/04/2024-EBSB dated 05.09.2024 along with DO letter from Secretary, D/o Drinking Water and Sanitation (D/o DWS) and Secretary, M/o Housing & Urban Affairs (MoHUA) enclosed for ready reference regarding 'Swachhata Hi Sewa 2024' (SHS 2024) campaign to be observed from 14th September to 1st October,2024 .

2. The SHS 2024 campaign is to be carried out using the 'Whole of Government' approach and will have three main pillars of activities:

- Swachhata Ki Bhaagidari.
- Sampoorna Swachhata through Sfiramdaan including Swachhata Lakshit Ekayi

iii. SafaiMitra Suraksha Shivirs.

3. It is requested you to nominate a senior official to coordinate and monitor the activities planned under SHS 2024, including identification and transformation of CTUs, at the earliest. Details of nominated official may be communicated at ebsb-edu@gov.in or ebsbmhrdlg@gmail.com in the enclosed format urgently under intimation to this section.

With regards

Bhagwan Sawrup
Asstt. Section Officer
CU.Cdn Section
Ministry of Education
Shastri Bhawan, New Delhi
Mobile No.9958216146

3 attachments



Letter to CFHEIs and Bureau Heads_SHS 2024.pdf
2168K



PPT for SHS 2024.pdf
3652K



SHS 2024 Nodal Officer format.docx
13K

के. संजय मूर्ति, भा.प्र.से.

सचिव

K. SANJAY MURTHY, IAS

Secretary

Tel. : 011-23386451, 23382698

Fax : 011-23385807

E-mail : secy.dhe@nic.in



सत्यमेव जयते



आज़ादी का
अमृत महोत्सव

भारत सरकार

Government of India

शिक्षा मंत्रालय

Ministry of Education

उच्चतर शिक्षा विभाग

Department of Higher Education

127 'सी' विंग, शास्त्री भवन, नई दिल्ली-110 001

127 'C' Wing, Shastri Bhawan, New Delhi-110 001

D.O. No. 11014/04/2024-EBSB

Dated: 5th September, 2024

The Swachhata Hi Seva Campaign in 2023 witnessed tremendous response from all quarters of society, bringing together diverse stakeholders, especially HEIs, in contributing to the goal of Garbage Free India. Continuing this tradition, I am writing to seek your whole-hearted support and enthusiasm in organising the 'Swachhata Hi Sewa 2024' (SHS 2024) campaign to be observed from 14th September to 1st October, 2024 with the theme of '**Swabhav Swachhata – Sanskaar Swachhata**'. This will culminate in the Swachh Bharat Diwas celebrations on 2nd October, 2024. A DO letter from Secretary, D/o Drinking Water and Sanitation (D/o DWS) and Secretary, M/o Housing & Urban Affairs (MoHUA) in this regard is enclosed for perusal.

2. The SHS 2024 campaign is to be carried out using the 'Whole of Government' approach and will have three main pillars of activities-

i. **Swachhata Ki Bhaagidari** – with emphasis on Public Participation, Awareness & Advocacy; activities such as pledges, competitions, walkathons, plantation drives (Ek Ped Maa Ke Naam), clean street food challenge, waste to art, sale of recycled products, Swachh Bharat Cultural Fests etc. may be organised.

ii. **Sampoorna Swachhata through Shramdaan including Swachhata Lakshit Ekayi** - Mega cleanliness drives with shramdaan focussing on general cleanliness across urban and rural areas with focus on community assets like water bodies, roads, railway stations, garbage dumps, nallahs, etc will be undertaken. Each of the cities will also be transformed with beautification, plantation, waste to art installations by communities etc.

As a special initiative this year, emphasis will be given for timebound transformation of 'black spots' or **Cleanliness Target Units (CTU)** i.e. difficult to clean, neglected spots posing environmental, health and hygiene risk– through partnership with local bodies, civil society, industry and local community. While CTUs are being identified by urban local bodies (ULBs), CFHEIs/ ABs are encouraged to identify their own CTUs where holistic and sustainable transformation can be achieved through design thinking, use of cutting-edge technology, process re-engineering and Jan bhagidari.

iii. **SafaiMitra Suraksha Shivirs** - Single-window health and welfare camps may be conducted for SafaiMitras for preventive health care screening/ check-ups and to enable linkages with various welfare schemes of Central and State Government which could benefit them. Such Shivirs will also be planned at district or block level by the District Administration, HEIs may coordinate with the administration to facilitate participation by Safai Mitras in these Shivirs to avail entitlements under welfare schemes. If any potential beneficiary is left out from any scheme, s/he will be covered by district administration as per their entitlement by 2nd October 2024.

3. These activities are to be organised in active collaboration with ULBs, lead banks, PSUs and civil society. For heightened community engagement and wider amplification, social media may be effectively leveraged by tagging official twitter handles- @SwachhBharatGov, @SwachhBharat, @MoHUA_India, @MoJSDDWS) and using Campaign Hashtags- #SHS2024, #SwabhavSwachhata, #SanskaarSwachhata, #SwachhataHiSeva2024.

4. All efforts and endeavours made during SHS 2024 will culminate in the **Swachh Bharat Diwas celebration on 2nd October, 2024** which may include events such as Celebration of transformed CTU sites, felicitation of SafaiMitras, awards to best performers, etc.

5. A presentation prepared by D/o DW&S detailing key features and objectives of SHS 2024, process for execution of activities and expectations from all stakeholders is enclosed herewith for guidance. The presentation can also be seen at the link; <https://www.youtube.com/live/tHpOsN0Nbm4?si=Lw9b8mceERNrqGBV>.

6. Additionally, the final logo for SHS 2024 in Hindi and English to be used for the purpose of branding and communication, final Campaign Guidelines and poster indicating key dates pertaining to SHS 2024 are enclosed herewith for ease of reference. A short AV on broad components of SHS 2024 which could be used for various preparatory activities may be accessed at <https://drive.google.com/file/d/18cMVD7f8X55brCkj92gf095614O-gp20/view?usp=sharing>

In case of any query, you may get in touch with the concerned officials from D/oDW&S - Mr. Binay Jha, Director, SBM Urban (Mob. 9958293615), Mr. Rahul Singh, NPMU (Mob. 9650010704) and Mr Ashish, NPMU —(Mob. 9350008338).

7. In order to familiarise participating stakeholders with the workflow in the IT portal for SHS 2024, DoDWS and MoHUA will be conducting training sessions in the coming days and link for the same will be communicated shortly. Meanwhile, I would request you to nominate a senior official to coordinate and monitor the activities planned under SHS 2024, including identification and transformation of CTUs, at the earliest. Details of nominated official may be communicated at ebsb-edu@gov.in or ebsbmhrd19@gmail.com in the enclosed format.

8. As always, I look forward to your unflinching cooperation and meaningful contribution in realising the noble theme of SHS 2024 '**Swabhav Swachhata – Sanskaar Swachhata**'; by leading and being at the fore-front of this campaign.

Yours sincerely,


Encl: As above.

Sd/-

(K. Sanjay Murthy)

Heads of all CFHEIs as per the list enclosed.

Copy to: All BHs for taking necessary follow up from HEIs/ ABs under their administrative control


(K. Sanjay Murthy)

Format for sharing details of Nodal Officer for Swachhata Hi Seva 2024

S. No.	Name of the Institute	State	District	Name of the Nodal Officer	Designation	E Mail ID	Contact No. (Mobile)

के. संजय मूर्ति, भा.प्र.से.
सचिव

K. SANJAY MURTHY, IAS
Secretary

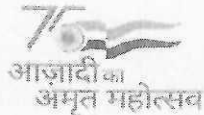
Tel. : 011-23386451, 23382698

Fax : 011-23385807

E-mail : secy.dhe@nic.in



सत्यमेव जयते



आज़ादी का
अमृत महोत्सव

भारत सरकार
Government of India
शिक्षा मंत्रालय

Ministry of Education
उच्चतर शिक्षा विभाग

Department of Higher Education

127 'सी' विंग, शास्त्री भवन, नई दिल्ली-110 001
127 'C' Wing, Shastri Bhawan, New Delhi-110 001

D.O. No. 11014/04/2024-EBSB

Dated: 5th September, 2024

The Swachhata Hi Seva Campaign in 2023 witnessed tremendous response from all quarters of society, bringing together diverse stakeholders, especially HEIs, in contributing to the goal of Garbage Free India. Continuing this tradition, I am writing to seek your whole-hearted support and enthusiasm in organising the 'Swachhata Hi Seva 2024' (SHS 2024) campaign to be observed from 14th September to 1st October, 2024 with the theme of '**Swabhav Swachhata – Sanskaar Swachhata**'. This will culminate in the Swachh Bharat Diwas celebrations on 2nd October, 2024. A DO letter from Secretary, D/o Drinking Water and Sanitation (D/o DWS) and Secretary, M/o Housing & Urban Affairs (MoHUA) in this regard is enclosed for perusal.

2. The SHS 2024 campaign is to be carried out using the 'Whole of Government' approach and will have three main pillars of activities-

i. **Swachhata Ki Bhaagidari** – with emphasis on Public Participation, Awareness & Advocacy; activities such as pledges, competitions, walkathons, plantation drives (Ek Ped Maa Ke Naam), clean street food challenge, waste to art, sale of recycled products, Swachh Bharat Cultural Fests etc. may be organised.

ii. **Sampoorna Swachhata through Shramdaan including Swachhata Lakshit Ekayi** - Mega cleanliness drives with shramdaan focussing on general cleanliness across urban and rural areas with focus on community assets like water bodies, roads, railway stations, garbage dumps, nallahs, etc will be undertaken. Each of the cities will also be transformed with beautification, plantation, waste to art installations by communities etc.

As a special initiative this year, emphasis will be given for timebound transformation of 'black spots' or **Cleanliness Target Units (CTU)** i.e. difficult to clean, neglected spots posing environmental, health and hygiene risk– through partnership with local bodies, civil society, industry and local community. While CTUs are being identified by urban local bodies (ULBs), CFHEIs/ ABs are encouraged to identify their own CTUs where holistic and sustainable transformation can be achieved through design thinking, use of cutting-edge technology, process re-engineering and Jan bhagidari.

iii. **SafaiMitra Suraksha Shivirs** - Single-window health and welfare camps may be conducted for SafaiMitras for preventive health care screening/ check-ups and to enable linkages with various welfare schemes of Central and State Government which could benefit them. Such Shivirs will also be planned at district or block level by the District Administration, HEIs may coordinate with the administration to facilitate participation by Safai Mitras in these Shivirs to avail entitlements under welfare schemes. If any potential beneficiary is left out from any scheme, s/he will be covered by district administration as per their entitlement by 2nd October 2024.

3. These activities are to be organised in active collaboration with ULBs, lead banks, PSUs and civil society. For heightened community engagement and wider amplification, social media may be effectively leveraged by tagging official twitter handles- @SwachhBharatGov, @SwachhBharat, @MoHUA_India, @MoJSDDWS) and using Campaign Hashtags- #SHS2024, #SwabhavSwachhata, #SanskaarSwachhata, #SwachhataHiSeva2024.

4. All efforts and endeavours made during SHS 2024 will culminate in the **Swachh Bharat Diwas celebration on 2nd October, 2024** which may include events such as Celebration of transformed CTU sites, felicitation of SafaiMitras, awards to best performers, etc.

5. A presentation prepared by D/o DW&S detailing key features and objectives of SHS 2024, process for execution of activities and expectations from all stakeholders is enclosed herewith for guidance. The presentation can also be seen at the link; <https://www.youtube.com/live/tHpOsN0Nbm4?si=Lw9b8mceERNrqGBV>.

6. Additionally, the final logo for SHS 2024 in Hindi and English to be used for the purpose of branding and communication, final Campaign Guidelines and poster indicating key dates pertaining to SHS 2024 are enclosed herewith for ease of reference. A short AV on broad components of SHS 2024 which could be used for various preparatory activities may be accessed at <https://drive.google.com/file/d/18cMVD7f8X55brCkj92gf095614O-gp20/view?usp=sharing>

In case of any query, you may get in touch with the concerned officials from D/oDW&S - Mr. Binay Jha, Director, SBM Urban (Mob. 9958293615), Mr. Rahul Singh, NPMU (Mob. 9650010704) and Mr Ashish, NPMU —(Mob. 9350008338).

7. In order to familiarise participating stakeholders with the workflow in the IT portal for SHS 2024, DoDWS and MoHUA will be conducting training sessions in the coming days and link for the same will be communicated shortly. Meanwhile, I would request you to nominate a senior official to coordinate and monitor the activities planned under SHS 2024, including identification and transformation of CTUs, at the earliest. Details of nominated official may be communicated at ebsb-edu@gov.in or ebsbmhrd19@gmail.com in the enclosed format.

8. As always, I look forward to your unflinching cooperation and meaningful contribution in realising the noble theme of SHS 2024 '**Swabhav Swachhata – Sanskaar Swachhata**'; by leading and being at the fore-front of this campaign.

Yours sincerely,


Encl: As above.

Sd/-

(K. Sanjay Murthy)

Heads of all CFHEIs as per the list enclosed.

Copy to: All BHs for taking necessary follow up from HEIs/ ABs under their administrative control


(K. Sanjay Murthy)

Vini Mahajan
Secretary
Government of India
Department of Drinking Water & Sanitation
Ministry of Jal Shakti



Srinivas R Katikithala, IAS
Secretary
Government of India
Ministry of Housing and Urban Affairs

D.O.No.13/7/2024-SBM-IV

Date:28th August, 2024

Dear Secretary,

As you are aware, 2nd October is observed as Swachh Bharat Diwas as a tribute to the Father of the Nation, on his Jayanti. As a prelude, a fortnight of 'Swachhata Hi Sewa' (SHS) has been observed since 2017 to strengthen voluntarism and collective action for swachhata. This year, we also commemorate the 10th anniversary of the launch of Swachh Bharat Mission. To honour this milestone, SHS 2024 campaign will be observed from 14th September to 1st October with the theme of 'Swabhav Swachhata - Sanskaar Swachhata' (स्वभाव स्वच्छता - संस्कार स्वच्छता) with Swachh Bharat Diwas celebration on 2nd October. The campaign will facilitate large-scale advocacy and citizen participation for swachhata, mega cleanliness drives with focus on clearing of dirty and difficult garbage spots (black spots), recognize the contribution of sanitation workers, celebrate the achievements over the past decade, and also reaffirm our commitment to Sampoorna Swachhata.

2. This campaign will be carried out in a 'Whole of Government Approach' with its emphasis on people's participation making 'Sanitation everyone's business' and will be jointly organized by SBM-Grameen & SBM-Urban under the Department of Drinking Water and Sanitation (DDWS) and the Ministry of Housing and Urban Affairs (MoHUA). The SHS 2024 campaign will have three main pillars of activities-

- **Swachhata Ki Bhaagidari** – Widespread engagement with citizens, communities, and organizations to raise awareness and trigger involvement through various activities like pledges, competitions, walkathons, plantation drives etc. During the campaign, innovative activities like clean street food challenge, waste to art, sale of recycled products, Swachh Bharat Cultural Fests may be organised. Events would include engagement of influencers and brand ambassadors to drive the campaign message, etc.
- **Sampoorna Swachhata through Shramdaan** including including **Swachhata Lakshit Ekayi** – Mega cleanliness drives with peoples shramdaan focussing on general cleanliness across urban and rural areas with focus on community assets like water bodies, roads, railway stations, garbage dumps, nallahs, etc. As a special

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initiative this year, emphasis will be given for timebound transformation of difficult and dirty spots (Cleanliness Target Units (CTU) - स्वच्छता लक्षित एकाई) through partnerships. Each of the cities will also be transformed with beautification, plantation, waste to art installations by communities etc.

- **SafaiMitra Suraksha Shivirs** – Single-window health and welfare camps for SafaiMitras for preventive health care treatment and linkages with various welfare schemes of Central and State Government.

3. In view of the same, it is requested that all States/ UTs and local bodies celebrate SHS 2024 by:

- i. **planning for intensive cleanliness drives through Shramdaan during SHS 2024,**
- ii. **conducting Swachh Bharat Cultural Fest**
- iii. **identification and mapping and eventual transformation of 'Cleanliness Target Units' by 1st October 2024,**
- iv. **mobilizing partnerships** with Ministries/Departments, PSUs, private sector organizations, NGOs, CSOs, CSR funds, philanthropies etc. for SHS 2024
- v. **planning innovative advocacy activities to promote स्वभाव स्वच्छता - संस्कार स्वच्छता**

In the States/UTs/Constituencies where Election Code of Conduct is in force the SHS guidelines will not be applicable. Also, States affected by flooding/natural calamities may take up SHS activities based on ground conditions.

4. National launch of SHS 2024 will be on the 14th September, 2024 with participation of Hon'ble Union Ministers of Housing and Urban Affairs, Jal Shakti and Panchayati Raj in a hybrid mode with States, districts, partner organizations etc. Details for the same will be shared separately. It is expected that the State and District launches are carried out immediately after the National launch programme. A detailed guideline for SHS 2024 is enclosed herewith.

5. All activities during SHS-2024 are to be uploaded on the specially curated IT Portal for SHS 2024. Details and login credentials will be shared subsequently, followed by IT trainings for local bodies, PSUs and Central Ministries.

6. All Central Ministries are requested to assign a nodal officer of the rank of Joint Secretary (JS) to coordinate efforts of the Ministry/Department. The contact details of the nodal officer should be communicated by 30th August 2024 to Shri Jitendra Srivastava, JS&MD SBM-Grameen (js-sbm@gov.in) & Ms. Roopa Mishra, JS& MD SBM-Urban (js.sbm-mohua@gov.in). For smooth coordination and dissemination of SHS 2024

guidelines, a meeting will be held shortly (date to be intimated separately) through video-conferencing. All Nodal Officers of Central Ministries may be requested to attend the meeting. Details for the meeting will be communicated separately.

7. At the Ministry level, care maybe taken to sensitize all the lower formations (including that of subordinate and attached offices, PSUs and autonomous organizations under the Ministry/Department) to take part in SHS 2024 with full vigour and in a spirit of Jan Andolan to make this campaign a success. Special attention will need to be paid to the dovetailing of the activities of the Central Government Ministries and Departments with other state actors at the district level so that the Dignity Camps, Shramdaan and Advocacy activities envisioned under this campaign catalyse the movement towards Sampoorna swachata. Active reporting of the activities on the IT portal and an effective 360 degree media plan that effectively utilizes digital, social as well as mainstream media will be the other major activities that will need monitoring and guidance from your level.

We look forward to your personal leadership and support in making this campaign a resounding success.

With regards,



(Vini Mahajan)
Secretary, DDWS



(Srinivas R Katikithala)
Secretary, MoHUA

To,
All Secretaries of Central Govt Ministries