



केन्द्रीय विद्यालय संगठन(मुख्य०)  
शिक्षा मंत्रालय भारत सरकार के अधीन स्वायत्त संस्थान  
18 संस्थागत क्षेत्र, शहीद जीत सिंह मार्ग, नई दिल्ली-110016.  
**KENDRIYA VIDYALAYA SANGATHAN (HQs)**  
*An Autonomous Body under Ministry of Education, Govt. of India*  
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Date: 12.09.2024

F.11029/64-1/2024/KVS (HQ)/Acad/C-20827/Misc.

The Deputy Commissioner,  
Kendriya Vidyalaya Sangathan  
All Regional Offices

**Subject: Observing Swachhata Pakhwada from 1st to 14th September, 2024 & Swachhata Hi Seva (SHS) 14th September to 02nd October, 2024- reg.**

Madam/Sir,

In continuation to this office letter no. F.110336/01/2024/KVS (HQ)/Acad./C-19493 dated 23.07.2024 on the subject cited above, Swachhata Hi Seva (SHS) 2024 will be observed from 14<sup>th</sup> September to 02<sup>nd</sup> October, 2024 by Department of Drinking Water & Sanitation, Ministry of Jal Shakti and Ministry of Housing & Urban Affairs to pay tribute to Father of the Nation, on his Jayanti on 02<sup>nd</sup> October 2024.

Theme of SHS- 2024 is "Swabhav Swachhata- Sanskaar Swachhata" 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 Sampurn Swachhata.

In this regard, KVS has been requested to observe Swachh Bharat Diwas (SBD) in all KVs across the country by organizing an intensive Swachhata Hi Sewa (SHS) campaign- 2024 from 14<sup>th</sup> September 2024 to 02<sup>nd</sup> October 2024 with the following activities :-

1. Swachhata Shapath by the students and teachers on Swabhav Swachhata -Sanskaar Swachhata.
2. Cleanliness drive in the schools, hostels and educational institutions to remove the garbage/ waste with the help of teachers.
3. Essay/ Poem/ Debate/ slogan writing/ Quiz and Painting on 'Swabhav Swachhata - Sanskaar Swachhata', importance of Waste Management and Elimination of Single Use plastic etc.
4. A selfie point may be installed at entry points of schools on the theme of Swachhata Hi Sewa encouraging engagement of students/ teacher /school staff/ parents to pride in cleanliness through interactive Photo opportunities.
5. Human chain may be organized where students/ teachers/ people from community join hands to raise awareness and demonstrate commitment to cleanliness and sanitation.
6. Street Play/ Nukkad Natak may be performed in schools or nearby areas to educate and entertain while promoting cleanliness initiatives.
7. Plantation of saplings in schools, hostels and educational institutions areas on the lines of hugely popular Ek-Ped-Maa-Ke-Naam.

8. Awareness rallies/ Prabhat Pheri with students/ teachers/ school staff with slogans on Swachhata Hi Sewa" and 'Swabhav Swachhata - Sanskaar Swachhata' theme to create awareness in the community.
9. School level Cultural events promoting the sanitation journey of the country
10. Swachhata Classes/ Swachhata Ki Pathshaala/ Swachhata Samvad/ Educational Sessions/ workshops for students/teachers about cleanliness, sanitation and hygiene practices.
11. Health check-up camps may be organized for Safai Mitra/ Sanitation workers and their dependents at Block/ District level.

Therefore, it is requested to disseminate this information to the Principals under the Region and instruct them to conduct the Swachhata Hi Sewa (SHS) 2024 in a befitting manner with the following guidelines given in attached circular laid down by the Government. Further all the Regional offices will upload the day wise activities on the Google Tracker (Data) and Google Drive (Photos & Videos). The details of google tracker and drive will be shared separately. All KVs/ROs to actively use the tagline' "Swabhav Swachhata - Sanskaar Swachhata" to promote the SHS campaign on their social media handle.

This is for your information and further necessary action at your end please.

Yours sincerely,



(L.B. Sharma)

Assistant Commissioner (Vig. & Acad.)

Encl: - as above