

संजय कुमार, भा.प्र.से
सचिव

Sanjay Kumar, IAS
Secretary



भारत सरकार
शिक्षा मंत्रालय
स्कूल शिक्षा और साक्षरता विभाग
Government of India
Ministry of Education
Department of School Education & Literacy
5th September, 2024

D.O.No.F.27-2/2024-IS-9

Kindly refer to this Department's communications of even no. dated 9th July 2024 and 2nd August 2024 regarding observing of Swachhata Pakhwada, 2024 from 1st to 15th September, 2024 (copy enclosed).

2. As you are aware 2nd October is observed as **Swachh Bharat Diwas (SBD)** as a tribute to Father of the Nation, on his Jayanti. As a prelude to SBD-2024, the annual Swachhata Hi Sewa (SHS) fortnight is being jointly organized by the Department of Drinking Water & Sanitation, Ministry of Jal Shakti and Ministry of Housing & Urban Affairs, **w.e.f. 14th September – 2nd 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 Sampurna Swachhata.

3. Ministry of Housing & Urban Affairs and Department of Drinking Water & Sanitation, Ministry of Jal Shakti has advised all states/ UTs and local bodies to celebrate SHS 2024 by:

- (i) Planning for intensive cleanliness drives through Shramdaan during SHS 2024
- (ii) Conducting Swachh Bharat Culture 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 'Swabhav Swachhata –Sanskhaar Swachhata'

4. Considering the significance of Swachhata in schools and to sensitize the children and community members about the cleanliness through school and community-based initiatives, it has been decided to observe Swachh Bharat Diwas (SBD) in all the schools across the country by organizing an intensive Swachhata Hi Sewa (SHS) campaign - 2024 from 14th September to 2nd October wherein the schools will conduct the following suggestive activities:

- (i) Swachhata Shapath by the students and teachers on Swabhav Swachhata –Sanskhaar Swachhata;
- (ii) Cleanliness drive in the schools, hostels and educational institutions to remove the garbage/ waste with the help of teachers;
- (iii) Essay/ Poem/ Debate/ Slogan writing/ Quiz and Painting on '**Swabhav Swachhata – Sanskaar Swachhata**', Importance of Waste Management and Elimination of Single Use plastic etc.
- (iv) A selfie point may be installed at entry points of schools on the theme of Swachhata Hi Sewa encouraging engagement of students/ teachers/ school staff/ parents to pride in cleanliness through interactive photo opportunities;
- (v) Human chain event may be organized where students/ teachers/ people from community join hands to raise awareness and demonstrate commitment to cleanliness and sanitation;
- (vi) Street play/ Nukkad natak may be performed in schools or nearby areas to educate and entertain while promoting cleanliness initiatives;
- (vii) Plantation of saplings in schools, hostels and educational institutions' areas; on the lines of hugely popular Ek-Ped-Maa-Ke-Naam
- (viii) 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;
- (ix) School level Cultural events promoting the sanitation journey of the country;
- (x) Swachhata Classes/ Swachhata ki Pathshaala/ Swachhata Samvad/ Educational sessions/ workshops for students/ teachers about cleanliness, sanitation and hygiene practices;

Contd...2/-

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- (xi) Health check-up camps may be organized for SafaiMitra/ Sanitation workers and their dependents at Block/ District level.

5. Further, in order to give adequate social media outreach to the Swachhata Hi Sewa (SHS) 2024 campaign, including Shramdaan activity, each activity must be well documented and backed up with high resolution photography and videography. Pictures of on-ground activities are to be uploaded on the link given below. States/UTs may widely use a tagline '**Swabhav Swachhata – Sanskaar Swachhata**' on social and print media while promoting the campaign and may also share the participation details of the students and schools with the Ministry on the link given below:

6. Hon'ble Ministers of Housing & Urban Affairs, Jal Shakti and Panchayati Raj, will be jointly launching the SHS-2024 on 14th September 2024 in hybrid mode with states, districts, partner organizations etc. Details for the same shall be shared via email shortly.

7. In view of the above, I urge you to direct all your respective schools to proactively participate in the Swachhata Hi Sewa (SHS) 2024 campaign and turn it into a huge success and also share the participation status with this department regularly through the above mentioned link.

Yours sincerely,
Sd/-
(Sanjay Kumar)

To,

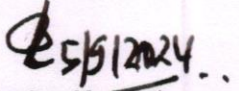
Additional Chief Secretary/ Principal Secretary/ Secretary (School Education), all States/ UTs.

Copy for similar action to:

1. Chairman, CBSE
2. Chairman, CISCE
3. Commissioner, KVS
4. Commissioner, NVS
5. Director, NCERT
6. Chairman, NIOS

Copy for information to:

1. PS to Shiksha Mantri
2. PPS to Secretary (SE&L)
3. Secretary, Ministry of Jal Shakti, Department of DWS.
4. Secretary, Ministry of Housing & Urban Affairs
4. NIC cell – for uploading on the website.


(Sanjay Kumar)