



ज्ञान-विज्ञान विमुक्तये

प्रो. रजनीश जैन
सचिव

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Secretary



सत्यमेव जयते

विश्वविद्यालय अनुदान आयोग
University Grants Commission

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7 September, 2022

Subject: Celebration of Swachhata Pakhwada from 1st to 15th September 2022-reg.

Respected Madam/Sir,

As you are aware, Swachhata Pakhwadas are being organized since April, 2016 with the objective of bringing a fortnight of intense focus on the issues and practices of swachhata. This is the 7th consecutive year of "Swachhata Pakhwada" implementation. The proposed calendar, along with the guidelines of Swachhata Pakhwada, for the year 2022 is enclosed as **Annexure-1**.

In view of above, all the Higher Educational Institutions (HEIs) and their affiliated colleges/institutions are requested to formulate and implement their plans during 1st to 15th September, 2022 of 'Swachhata Pakhwada' and give wide publicity to the same.

The consolidated report of the activities may kindly be shared at ebsbmhrd19@gmail.com so that the same may be timely uploaded on 'Swachhata Samiksha Portal' of Ministry of Drinking Water and Sanitation, Govt. of India.

With kind regards,

Yours sincerely,

(Rajnish Jain)

To
The Vice-Chancellors of all Universities
The Principals of all Colleges/Institutes

Annexure-I

Guidelines shared by D/o Drinking Water and Sanitation, M/o Jal Shakti for observation of Swachhta Pakhwada by D/o Higher Education during 1-15 September, 2022

In view of the COVID-19 situation in the country, d/O Higher Education may organise Swachhta Pakhwada, keeping in mind all the instructions and guidelines issued by the M/o Home Affairs and M/o Health and Family Welfare, from time to time.

In addition to the planned activities, the Department may potentially undertake the following suggested activities during the fortnight:-

- Organize a “Webinar” on Swachhata
- Organize a VC/meeting with field formations for the dissemination of information and to review the preparedness, in between and at the end of the Pakhwada
- Display Swachhata message on the website(s)
- Curb the use of Single-Use Plastic (SUP) and discourage the use of plastic in the office
- Organize online competitions
- Develop Information, Education and Communication (IEC) dissemination on better hygiene related to COVID-19
- Use of Social Media (Facebook, Twitter, Instagram, YouTube etc.) to generate awareness
- **Please tag the Swachh Bharat handles when posting over Social Media**
 - **Twitter: @Swachhbharat**
 - **Facebook: SBMGramin**
 - **Instagram: Swachhbharatgrameen**
- Distribution of Mask, Sanitizers, Soap and other safety-related products