CIRCULAR

To All Vice Chancellors of Technical Universities and All Directors/ Principals of AICTE Approved Institutions,

Subject: Celebration of Swachhata Pakhwada (1st to 15th September 2023).

Respected Sir/Madam,

Please refer to the enclosed letter received from Under Secretary, Dept. of Higher Education, Ministry of Education dated 14.08.2023 on the afore-said subject. As you are aware, Swacchta Pakhwadas are being organized since April, 2016 with the objective of bringing a fortnight of intense focus on the issues and practices of swachhata. It's an occasion to pledge the support of the higher educational institutions for spreading the message of cleanliness not only among the students but also in the surrounding areas.

This year Swacchta Pakhwada will be observed from 1st to 15th September 2023. Higher Educational Institutions have a crucial role in shaping the public view about cleanliness (Swacchta). Hence, all the higher educational institutions should formulate and implement Swachhata Pakhwada plans during the period from 1st to 15th September 2023 following the guidelines enclosed as Annexure-A to MoE letter dated 14.08.2023. Swachhata Pakhwada plans are required to furnish detailed date-wise activities. These plans should identify innovative practices that will be undertaken during the fortnight with various social media platforms being effectively leveraged to create awareness on such Swachhata related practices.

You are accordingly requested to constitute a Committee of teachers and students for organizing these events and ensure highest participation from the student community to make the “Swachhata Pakhwada 2023” a grand success. A document of the activities may be maintained at the University/ Institutional level, which needs to be uploaded on the http://swachhbharatmission.gov.in/SwachhSamiksha and myGov portals.

Government of India is also arranging various competitions in this connection with the Swachh Bharat Abhiyan. For detailed information in this regard, please visit www.mygov.in website.

Yours sincerely,

[Signature]

(Dr. Mamta Rani Agarwal)