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सत्यमेव जयते

**अखिल भारतीय तकनीकी शिक्षा परिषद्**

(भारत सरकार का एक सांविधिक निकाय)

(शिक्षा मंत्रालय, भारत सरकार)

नेल्सन मंडेला मार्ग, वसंत कुंज, नई दिल्ली-110070

**ALL INDIA COUNCIL FOR TECHNICAL EDUCATION**

(A Statutory Body of the Govt. of India)

(Ministry of Education, Govt. of India)

Nelson Mandela Marg, Vasant Kunj, New Delhi-110070

**CIRCULAR**

**To**

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

**Subject: Celebration of Swachhata Pakhwada (1<sup>st</sup> to 15<sup>th</sup> 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, 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. 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 Swachhata Pakhwada will be observed from 1<sup>st</sup> to 15<sup>th</sup> September 2023. Higher Educational Institutions have a crucial role in shaping the public view about cleanliness (Swachhata). Hence, all the higher educational institutions should formulate and implement Swachhata Pakhwada plans during the period from 1<sup>st</sup> to 15<sup>th</sup> 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](http://www.mygov.in) website.

*With regards,*

**Yours sincerely,**

*Mamta*  
**(Dr. Mamta Rani Agarwal)**

*04 Sept, 23*



सूचना का  
अधिकार