



D.O. SB / SBM / 13 / 2016

Date: 21<sup>st</sup> January'16

Respected Sir,

At the outset, I would like to thank you for deputing your representative Shri N C Ragtah to meet with the Swachh Bharat Mission team and discuss about the proposed national student engagement campaign, on 20<sup>th</sup> January 2016.

The minutes of the meeting is being attached here as Annexure 1. As discussed during the meeting, a representative draft of communication that may please be sent on your behalf to the institutions under your jurisdiction, is attached for your reference in Annexure 2.

We would like to request your further help in the following activities please:

- A formal letter (in line with Annexure 2) to be sent to all institutions under your jurisdiction
- Wide publicity for the campaign on national radio / TV / paper
- Monitoring swachhbharat.MyGov.in for pledges taken, and activities undertaken by institutions.
- Institute a 'swachhata rating' for all your schools / colleges / institution
- Announce reward for best performing school / college / institution

We request you to kindly let us know on 3<sup>rd</sup> February'16 the number of schools / colleges that have taken the pledge in this period.

We look forward to your cooperation in making Swachh Bharat Mission a success.

With sincere regards,

  
(Praveen Prakash)

To:  
Shri Vinaysheel Oberoi,  
Secretary-MHRD (Higher Education)

### **Annexure 1:**

#### Minutes of Meeting of Joint Secretary (Swachh Bharat Mission - Urban) MoUD: on National School Engagement Campaign

*Date of meeting:* 20<sup>th</sup> January 2016

*Venue:* Office of Joint Secretary (SBM), MoUD, Nirman Bhawan

*Meeting attended by:*

- Shri Praveen Prakash, JS and Mission Director (SBM)
- Smt Sugandh Sharma (CBSE)
- Shri B L Rama (AICTE)
- Shri N C Ragtah (MHRD-Higher Education)
- Shri B K Singh (Navodaya Vidyalaya Samiti)

*Record of discussions:*

- The Mission Director (SBM) began the discussions by welcoming the invitees to the meeting. He then proceeded to set the overall perspective by highlighting that while Twitter has 1 billion followers globally, the corresponding number in India is nominal, despite India being perceived to be a 'digital' nation by the world. He also reminded the gathering about the Prime Minister setting up the mygov.in portal as a citizen engagement portal as one of his first actions after taking charge.
- He then said that in an effort to increase the student traffic on mygov, the MoUD has planned to launch a national student engagement initiative, through which all schools and colleges in India would be encouraged to take mass pledges and upload the pledge photos on mygov.in. The JS also demonstrated to the participants the process of registering on mygov.in, clicking on "take a mass pledge" button, and filling up the blank form that opens up with the required institutional details, number of pledges and photos.
- Mission Director (SBM) informed the meeting that the mass pledge would be held from 26<sup>th</sup> – 31<sup>st</sup> January'16. Each department was requested to track the number of institutions taking the mass pledge and reporting back to MoUD, for presentation during the Prime Minister's meeting on 4<sup>th</sup> February'16, where one slide would be presented on the 'mass pledge campaign'.

- While Navodaya and AICTE promised to launch the mass pledge in its schools and institutions from 26<sup>th</sup> Jan itself, CBSE informed that the pledge taking for their schools would happen between 27<sup>th</sup> - 31<sup>st</sup> Jan'16.
- On the question of monitoring, AICTE was asked to create an MIS system for tracking the number of institutions taking the mass pledge, and sharing the data with MoUD. It was then decided that each department would track the progress till 3<sup>rd</sup> February'16 and mail back to MoUD, for the presentation on 4<sup>th</sup> Feb'16.
- The Mission Director (SBM) requested each department to have a system of "swachata rating" or "swachhata index" for each institution; the criteria for the rating could be decided by each department and shared with the institutions beforehand. He also gave the example of the ongoing City Sanitation ranking survey in terms of the parameters for the rating.
- CBSE mentioned that they already have a system of sanitation rating for all their 70000 schools (schools are rated green, blue, black based on their cleanliness levels)
- NVS mentioned that Swachh Bharat and regular cleanliness has always been an integral part of their schools. NVS also committed to share all the information regarding mass pledges, as well as the 'swachhata rating' of its 600 schools, by 3<sup>rd</sup> Feb'16.
- The meeting ended with Mission Director (SBM) informing that a draft letter and detailed instructions will be shared by MoUD with each of the departments, regarding the communication to be sent out to the institutions under their jurisdiction.

## **Annexure 2:**

Draft letter to be sent to institutions under your jurisdiction

Dear Sir / Madam,

In order to realize our collective dream of a "clean and sanitized India", we are partnering with Ministry of Urban Development to launch a national student engagement campaign, in order to make all students an active stakeholder in making India clean.

In this regard, we request you to take up the following activities with your students:

- Between 26<sup>th</sup> – 31<sup>st</sup> January 2016, please organise a gathering of all students, and administer a 'swachhata pledge' (the content of the pledge is attached with this letter) at your institution
- Please register your institution on [swachhbharat.mygov.in](http://swachhbharat.mygov.in) and upload a video of the pledge taking activity, and photograph / scanned copy of a certificate from your side stating the number of students who have taken the pledge  
( google [swachhbharat.mygov.in](http://swachhbharat.mygov.in) -> click on link -> click on 'register' button -> register your email and password -> login with registered id -> click on the Swachh Bharat logo on left top corner -> click on "take a mass pledge" on bottom right hand corner of page -> fill up your institution's details as per the form which opens -> upload photograph of pledge taking by students -> press "save". )
- Please maintain a record form (sample form attached) with signatures of signatures of students of each class that have taken a pledge, and maintain these forms with you for record purposes.
- Immediately after the pledge-taking ceremony, please set up a Swachhata Ambassador Committee (SAC) of students and teachers, for overseeing and monitoring the cleanliness and hygiene status of the institution. Please keep a record of the SAC that has been set up, with member details and composition. In a subsequent mail, we will share with you a toolkit of instructions for the SAC which can work as a guideline for its functioning.
- Please encourage every student to register individually on [mygov.in](http://mygov.in) and upload pictures of cleanliness activities they undertake.
- Please encourage the SAC to upload on [MyGov.in](http://MyGov.in) pictures of their monthly cleanliness activities

We look forward to your cooperation in making the dream of Swachh Bharat a reality.

With sincere regards,

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Form for registering students' attendance during pledge taking

[illegible]

### Content of pledge to be taken

*(this may be translated into local language as required)*

#### स्वच्छता शपथ-----

- मैं शपथ लेता हूँ कि स्वयं स्वच्छता के प्रति सजग रहूँगा और उसके लिए समय दूँगा।
- मैं शपथ लेता हूँ कि हर सप्ताह २ घंटे श्रमदान करके स्वच्छता के इस संकल्प को चरितार्थ करूँगा।
- मैं शपथ लेता हूँ कि मैं न गंदगी करूँगा न किसी और को करने दूँगा।
- मैं शपथ लेता हूँ कि सबसे पहले मैं स्वयं से, मेरे परिवार से, मेरे मूँहहले से, मेरे शहर से एवं मेरे विद्यालय से शुरुआत करूँगा।
- मैं शपथ लेता हूँ कि मैं शहर - शहर और गली - गली स्वच्छ भारत मिशन का प्रचार करूँगा।
- मैं शपथ लेता हूँ कि मैं स्वच्छता शपथ अन्य १०० व्यक्तियों से भी करवाऊँगा।
- मैं शपथ लेता हूँ कि स्वच्छता की तरफ बढ़ाया गया मेरा एक कदम पूरे भारत देश को स्वच्छ बनाने में मदद करेगा।
- जय स्वच्छ भारत

जय हिंद

#### SWACHHTA PLEDGE-----

- I take the pledge, that I will remain committed towards cleanliness and devote time to clean India.
- I pledge, to devote 2 hours per week to voluntary work for cleanliness.
- I pledge, to neither litter nor let others litter.
- I pledge, to initiate the quest for cleanliness with myself, my family, my locality, my city, and my school.
- I pledge, to propagate the message of Swachh Bharat Mission in cities, villages and towns.
- I pledge, to encourage 100 other persons to take this pledge which I am taking today.
- I pledge, to take every step towards cleanliness that will help in making my country clean.

JAI SWACHH INDIA, JAI HIND