



D.O. No.15 / 38 / 2015-SBM

Date: 28/10/2015

Dear Sir / Madam,

As you are aware, as part of the first anniversary celebrations of the launch of Swachh Bharat Mission, the Ministry of Urban Development has started an Intensive National Sanitation Drive across the country. A key feature of this sanitation drive is a series of theme-based cleanliness drives across various sectors to be undertaken in a phased manner, in order to reenergise and reinforce the nation's commitment to Swachh Bharat Mission.

During 1<sup>st</sup> – 15<sup>th</sup> November 2015, the theme for the cleanliness drives is the education sector. Kindly also refer the circular no. Q-16019/1/2014-CPHEEO dated 22<sup>nd</sup> Sept'15 sent in this regard. As part of this cleanliness theme, the MHRD is advising all educational institutions (including all government and private schools, universities, and autonomous institutions) to plan for and take up in a focused manner various initiatives as part of Swachh Bharat Mission during this fortnight. In addition to the activities that they had taken up last year, they are also being advised to take up wall paintings and murals by school students, on the theme of 'swachhata', on compound walls and other public spaces in their respective cities.

You are requested to facilitate this drive by the schools and colleges by providing for the paint and other necessary materials to them, from your IEC funds. You may also utilise the IEC funds to announce inter-school and inter-college competition awards on 'best swachhata murals' among the educational institutions in your city.

We look forward to your help and support in making this Mission and the thematic drive a success.

With regards,

Yours sincerely,

(Praveen Prakash)

To:

All Mission Directors / PS-UD / Municipal commissioners of 53 million plus cities plus capital cities