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संयुक्त सचिव एवं मिशन निदेशक
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भारत सरकार
आवासन और शहरी कार्य मंत्रालय
निर्माण भवन
GOVERNMENT OF INDIA
MINISTRY OF HOUSING AND URBAN AFFAIRS
NIRMAN BHAWAN

नई दिल्ली-110011, तारीख 20
New Delhi-110011, dated the 20

D.O. Number: 13/1/2019-SBM-II

Date: 16 April, 2019

Dear *Mission Director,*

Since the launch of the Swachh Bharat Mission in 2014, children have been at the forefront of the Swachhata journey which has today truly turned into a Jan Andolan with participation of over 40 crore urban Indians. Quick to learn and eager to make a difference, children have been one of the biggest changemakers for the Mission.

2. In order to further encourage the active participation with this group of stakeholders, an intensive engagement is proposed with students during the summer vacation period (approximately May- July 2019). This engagement, to be overseen by the Ministry of Housing and Urban Affairs (MoHUA), Government of India will seek to channelize the enthusiasm of students (from Standard IV to XII) in designing and implementing Swachhata initiatives in their respective areas thereby contributing to Bapu's dream of a Swachh Bharat by October 2019. Simultaneously, the engagement will also aim to create interlinkages between classroom learning and the practical components of Swachhata through mentorship from schools and Urban Local Bodies (ULBs) and inculcate Swachh habits in these children from an early age.

3. In this regard, you are requested to roll out the Swachh Bharat Mission Summer Engagement in close collaboration with government and private schools in your respective States/ Union Territories.

4. The details of the engagement including proposed activities by ULBs and students, mode of execution and criteria for evaluation are provided in **Annexure 1 and 2** of the document.

5. We look forward to your support in harnessing the collective energies of students in creating a truly Swachh Bharat.

Encl: As Stated

Yours sincerely,


(V.K.Jindal)

All State Mission Directors of States/ UTs

Copy To: All Municipal Commissioners

Swachh Bharat Mission – Urban (SBM-U) Summer Engagement with School Students

1. Objective: Strengthening the Swachh Bharat movement by engaging with students (from Standard IV-XII) from schools on Swachhata during the period of summer vacation/breaks (approximately May – July) with support from ULBs.

2. Stakeholders:

- ULBs
- Students
- Teachers

3. Suggested activities to be organized by ULBs for school students:

- a. Organize painting competitions (on paper or city walls) on the theme of Swachhata
- b. Organize plays/ skits/ song and other such performances for students on the theme of Swachhata
- c. Screen films and documentaries on the issue of sanitation, solid and liquid waste management
- d. Organize visits to waste processing facilities/ FSTP facilities/ MRF and recycling facilities for students and encourage students to document the learnings from the visit and take their suggestions for improvement
- e. Organize plogging drives in neighborhoods and public places such as parks, bus stations, playgrounds, sea beach, etc for students from Group 2 (Standard IX-XII)
- f. Organize creative workshops on 'Waste to Wealth' for children with experts and waste entrepreneurs
- g. Organize a 'Waste to Wealth' exhibition to showcase products made by children from waste products
- h. Organize workshops on home and community composting
- i. Undertake city beautification drives such as wall paintings with messages on Swachhata with students from Group 2 as volunteers
- j. Use print and/ or social media to organize a Swachh song/ Swachh video competition

The above is a suggested list of activities. ULBs may organize any other activity/ event to engage students during the summer vacation which will improve the overall cleanliness, encourage segregation of waste at source, composting at home or at community level, 3R (Reduce, reuse, recycle) activities and inculcate good hygiene practices.

Activities may be funded by ULBs from their IEC/ capacity building funds or through funds raised from CSRs or through philanthropists.

4. Suggested activities for School Students:

4.1 Group 1: Standard IV-VIII

As part of their Summer Project, students may:

- a) Create models and items out of waste material such as discarded toys, packaging materials, etc. The project may culminate in a 'Waste out of Wealth' exhibition during the new session post vacations to be organized by the school
- b) Organize weekly source segregation and anti-littering drives in neighbourhood with support from RWA members
- c) Adopt a public place such as garden/ park/ playgrounds/ sea-beach, etc near the school and 'Keep it Clean' through IEC interventions such as nukkad natak, puppetry show etc to spread awareness on Swachhata among visitors
- d) Design a project to collect all discarded plastic used by residents in a particular neighbourhood/ complex while simultaneously spreading awareness on the ill-effects of using plastic. All collected plastic may be handed over to schools who, in turn, may hand it over to ULB for proper recycling
- e) Spread awareness in one's own/ nearby residential complexes and neighbourhood community markets to promote the use of eco-friendly reusable bags
- f) Write and develop an original play on the theme of Swachhata and perform the same in at least five key locations with support from the community
- g) Compose an original song/ poem on the issue of Swachhata and record the same, if possible
- h) Write articles on Swachhata for school magazines/ other publications

4.2 Group 2: Standard IX-XII

As part of their Summer Project, students may:

- a) Pilot a waste management project in the neighbourhood/ near school and raise awareness on various methods of composting
- b) Visit slums and low-income housing societies, EWS (economically weaker section) areas with the help of school / ULB authorities - create awareness and conduct activities on overall cleanliness, door-to-door campaigns on source segregation, proper solid and liquid waste management and safe sanitation

- c) Undertake an assessment of public toilet facilities in areas near the school/ resident and suggest methods of improving the facility along with posting the feedback on Google Maps
- d) Form Swachh Clubs with other students in the neighbourhood and undertake regular bi-weekly/ weekly activities to address various components of Swachhata such as source segregation of waste, anti-littering, home composting, etc
- e) Conduct an assessment of door-to-door segregation in their residential complexes, address gaps, if any, through awareness sessions and meetings with RWA members and residents
- f) Participate in a cleaning drive with Swachhata workers/ Safai Karmacharis along with support from ULBs
- g) Write articles on Swachhata for school magazines/ other publications
- h) Compose an original song/ poem on the issue of Swachhata and record the same, if possible
- i) Speak in public forums on various issues of Swachhata and motivate peers to do the same
- j) Organize discussion forums in neighbourhoods or on online platforms about better Swachhata practices and scope for entrepreneurship in this field
- k) Leverage social media such as Facebook, Instagram, You Tube, Twitter, etc to develop and discuss issues of Swachhata through memes, GIFs, videos, photos, blogs, etc

The above is a suggested list of activities/ projects. Students in consultation with their mentors are free to design and implement any other project that address the key components of Swachhata in the area of either sanitation or waste management.

5. Points to Note:

- a) Activities may be undertaken individually or in a group comprising a maximum of 4 students
- b) Schools may organize a '**Swachhata Pledge Taking**' among students after reopening of schools post vacations
- c) All students/ student groups must be assigned a **Swachhata Mentor** from the school faculty (schools to decide on the number of Swachhata mentors as per their own discretion)
- d) The Swachhata Mentor will also act as a nodal officer during the Summer Engagement. The nodal officer shall be responsible for coordination with the ULBs for necessary assistance and regular reporting
- e) All schools should make a detailed report of the projects/ undertaken by students and share the same with the nodal officer of the ULB within ten days of school reopening after summer vacations

- f) All ULBs are to submit a detailed report of the Swachhata projects undertaken by school students in their respective areas to MoHUA within **30 days** of schools reopening after summer vacations
- g) Students from **Group 1** and **Group 2** are required to contribute a minimum of **50 and 60 hours** respectively towards Swachhata during their summer vacation for them to become eligible for a '**Bal Swachhagrahi**' certificate
- h) ULBs are free to distribute any memento, souvenir, etc for students during any event, the cost of which shall be borne by the ULB
- i) All ULBs and schools are required to mandatorily upload details including photos and videos of activities conducted by schools/ ULBs during this period on Swachh Manch (www.swachhmanch.in)
- j) ULBs can, at their discretion, cover the logistical/ transportation costs borne by schools while attending events organized by ULBs
- k) Both government and private schools may be encouraged to undertake these activities

6. Recognition and Rewards

- a) All students who complete the required number of hours will be recognized with a Bal Swachhagrahi certificate issued by the Urban Local Body jointly signed by Municipal Commissioner/ Executive Officer and Mayor/ Chairperson. The certificate will be designed by MoHUA. ULBs are required to incorporate their state logo in the certificate design.
- b) Schools, at their discretion, may allocate a certain weightage from the Swachhata engagement to be included as part of a student's internal assessment.
- c) Schools are requested to recognize and award the best projects/ initiatives in order to encourage students to actively participate in the Swachh Bharat movement.
- d) ULBs are requested to organize a program/ event at the beginning of the new session (post summer vacations) to award the Bal Swachhagrahi trophy to the Best and Runner Up School in their respective ULBs. The trophy may be funded through IEC/ Capacity Building funds of the respective ULBs. The evaluation for the same shall be the responsibility of the ULB through a set of criteria as mentioned in **Annexure 2**
- e) ULBs are requested to further identify and recognize a maximum of **5 best students** in each category and one group (if activities are undertaken by a group of students) and **5 best teachers** (Swachhata Mentors) through the Swachh Bharat Mission trophy. States/ ULBs are to send these details to MoHUA for evaluation and subsequent recognition at the national level by Swachh Bharat Mission (Urban).
- f) Basis the nominations received from the States/ ULBs, SBM-U will evaluate and felicitate the top 5 schools at the national level on 2 October, 2019 on the 5th anniversary of Swachh Bharat Mission. States and Union Territories may, on similar lines, felicitate the top 5 schools at their levels.

Annexure -2

ULBs may use the following suggested set of criteria in their assessment of the best schools in their respective areas:

- a) Number of students who have undertaken Swachhata related projects/ activities as part of the Swachh Bharat Mission (Urban) Summer Engagement
- b) Number of students who have attended ULB led events during the period
- c) Innovativeness of Swachhata activities undertaken by students
- d) Effectiveness and impact of activities conducted and monitored by school
- e) Total number of hours contributed by all students from one school
- f) Regularity in uploading details of all activities undertaken by their students on Swachh Manch
- g) Smooth coordination of school with ULB