



Dated 31st December, 2015

Dear Sir,

This is in reference to our meeting held on 31st December at your office to discuss youth engagement under the Swachh Bharat Mission (Urban) and seek your support to implement key initiatives through various institutions affiliated under AICTE.

1. I thank you for your guidance on the proposed ideas and your offer of help to take this initiatives forward. I feel that youth engagement will be one of the most important impetus that the mission needs. Listed below are the key points that we discussed along with the action items for your kind reference.
 - a. **Engaging the Youth at college-level to join hands to support the Swachh Bharat Mission** activities, starting with activities to be undertaken by the administration and students at their respective colleges. For the same, an advisory may be released by AICTE to the institutions to not only ensure proper sanitation and waste management facilities within and around the campuses, but also for staff and students to engage in volunteering, communication and behavioral change activities, by working closely with their municipal corporations, NGOs etc. Additionally, AICTE will leverage its social media platform to motivate its stakeholders to contribute actively to Swachh Bharat Mission activities.
 - b. The advisory will include a comprehensive executable action-plan youth engagement in each institution, through a campus Swachh Ambassador program instituted in every institution. A tool kit will be provided to help institutionalize this program in each college / university, alongwith a monitoring and evaluation framework. Additionally, the students need to be encouraged to take pledges for volunteering hours for Swachh Bharat mission on the www.swachhbharat.mygov.in. MoUD team will share various IEC material developed for Educational Institutions with AICTE to be further disseminated to the institutions (the same are attached with this letter).

- c. Execution of a **Pan-India college-level Innovation Competition** among affiliated institutions with focus on ICT and Sanitation / Waste Management solutions that can be implemented under Swachh Bharat Mission. It was agreed that the modalities for the same need to be finalized and both MoUD and AICTE should reconvene and finalize the same. It was also agreed that the competition should be completed and winners announced before 2nd October 2016.
- d. **Self-Declaration by the institutions** on the measures undertaken at local levels under Swachh Bharat Mission. It was agreed that the monitoring of cleanliness initiatives undertaken by the institutions may be difficult to implement, the process through which institutions will showcase their commitment and efforts towards the mission will need to be defined by AICTE. The same may be finalized by AICTE shortly and discussed with MoUD.
2. MoUD is also working on a more comprehensive Communication and Citizen Engagement strategy, which will allow the Mission team to plan its engagements with various stakeholders more effectively.

We look forward to your support in this endeavor, so that collectively we can take a deterministic step towards making our cities 'Open Defecation Free' and litter-free, engaging our nation's youth to make this mission a 'Jan Andolan'.

With Regards,

Yours Sincerely,


(Praveen Prakash)

To:
Chairman, AICTE
Copy To:
Director (SBM)