



केन्द्रीय विद्यालय संगठन

केन्द्रीय विद्यालय संगठन(मु0)
18 सांस्थागत क्षेत्र, शहीद जीत सिंह मार्ग, नई दिल्ली-110602
KENDRIYA VIDYALAYA SANGATHAN (HQ)

18, Institutional Area, S.J. Marg, New Delhi-110016.

Tel.: 26858570 Fax 26514179

Website: www.kvsangathan.nic.in

फा0 11029/12/2015-केविसंमु0(शै0)/स्वच्छता अभियान / 5614- दिनांक: 31.10.2015

उपायुक्त,
केन्द्रीय विद्यालय संगठन
समस्त क्षेत्रीय कार्यालय एवं
समस्त आंचलिक प्रशिक्षण संस्थान ।

विषय:- Theme based Cleanliness Drive as Part of Swachh Bharat Mission- regarding.

महोदय/महोदया,

उपसचिव, मानव संसाधन विकास मंत्रालय, स्कूल शिक्षा एवं साक्षरता विभाग, नई दिल्ली के पत्र संख्या 27-95/2015-EE-16 दिनांक 12 अक्टूबर, 2015 के संबंध में निर्देश प्राप्त है कि -

The cleanliness drive for "Education Institutions (Schools, Colleges, Public Libraries, Anganwadis)" is proposed to be held from 1st to 15th November, 2015. The suggested activities are specified in the circular. States/UTs are accordingly requested to develop the relevant parameters to effectively monitor the progress of the drive proposed to be commenced from 1st November, 2015 and evaluated the outcome of initiatives undertaken at schools and share the same with this Department.

प्राप्त पत्र इस निवेदन के साथ आपकी तरफ प्रेषित है कि स्वच्छ भारत, स्वच्छ विद्यालय अभियान में (cleanliness drive for Education Institutions) समस्त केन्द्रीय विद्यालयों/क्षेत्रीय कार्यालयों/प्रशिक्षण संस्थान की सहभागिता दिनांक 01 नवम्बर, से 15 नवम्बर, 2015 तक मंत्रालय से प्राप्त निम्न बिन्दुओं पर कार्य योजना का अनुपालन इस अभियान के अन्तर्गत कराना सुनिश्चित करें:-

- (i) Inter-School cleanliness challenges to announce the cleanest KV in the region.DC of the region to take action.
- (ii) Schools should have Swachhta monitor (student of the class) in each class and the best Swachhta monitor be awarded .
- (iii) Initiating one-on-one interaction platforms amongst teachers and students in KV's to discuss available sanitation facilities and taking action.Broken infrastructure to be mended and new toilets to be constructed in record 15 days' time.
- (iv) Organizing Swachh Bharat Mission quiz and poster making contests for students
- (v) Nominating Student Swachh Bharat Ambassadors (SSBAs) and giving them a position for greater responsibility
- (vi) Organizing workshops for staff and students on keeping the schools and surroundings clean. Workshops to include training in available best practices, solid waste management, paper recycling and behavior change communication.
- (vii) Ensuring availability of clean drinking water by installation of water purifier, Availability of safe food to be ensured through cleaning of canteen area and proper utilization of food waste.

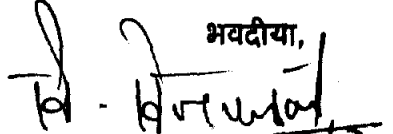
(viii) Dedicated days for schools to come out together and clean regions outside of their respective campuses. This good serve as a would networking opportunity for students to work towards a common cause.

(ix) Installation of Swachh Bharat murals and enactment of plays pertaining to Mahatma Gandhi's views on a clean India, to generate enthusiasm amongst the students.

प्राप्त निर्देश आपके अधीनस्थ समस्त केन्द्रीय विद्यालयों की तरफ अग्रेषित करके आपके द्वारा की गई कार्रवाई की सूचना एवं विद्यालयों से प्राप्त क्रियान्वयन रिपोर्ट (Action taken report) अधोहस्ताक्षरी की तरफ दिनांक 25.11.2015 के पूर्व प्रेषित करें जिससे कि मंत्रालय को अद्यतन कराया जा सके ।

यह पत्र सक्षम अधिकारी के अनुमोदन से जारी किया जाता है।

संलग्न:- यथोपरि ।

भयदीया,

(डॉ०वि०विजयलक्ष्मी)
संयुक्त आयुक्त (शैक्षिक)

प्रतिलिपि:-

1. श्री आलोक जवाहर, अवर सचिव, भारत सरकार, मानव संसाधन विकास मंत्रालय, स्कूल शिक्षा एवं साक्षरता, शास्त्री भवन, नई दिल्ली के पत्र संख्या एफ. 27-95/2015-EE-16 दिनांक 12 अक्टूबर, 2015 के संबंध में सूचनार्थ ।
2. आयुक्त, महोदय केन्द्रीय विद्यालय संगठन (मु०) के निजी सचिव को डायरी सं.5226/C दिनांक 19.10.2015 के संदर्भ में सूचनार्थ ।
3. अपर आयुक्त (शैक्षिक), केन्द्रीय विद्यालय संगठन (मु०) के निजी सचिव को डा.सं. 2012/अ.आ.(शै.) दिनांक 19.10.2015 के संदर्भ में सूचनार्थ ।
4. उपायुक्त (शै०) ई.डी.पी., वेबसाईट पर प्रदर्शित कराने की कृपा करें ।

No.F 27-95/2015-EE 16
Government of India
Ministry of Human Resources Development
Department of School Education and Literacy

Shastri Bhawan, New Delhi
Dated: 12th October, 2015

To

All Education Secretaries/Principal Secretaries of States/UTs

Sub:- Theme based Cleanliness Drive as part of Swachh Bharat Mission -reg.

Madam/Sir

I am directed to enclose a circular dated 28th September, 2015 from Ministry of Urban Development on the above subject. You may also refer to this Department's letter dated 30th September, 2015 whereby it was requested to undertake intensive month long "School Swachhata Campaign" in the month of October, 2015. Ministry of Urban Development has desired that a participatory approach to implementation of the Swachh Bharat Mission in the context of Swachh Vidyalaya Initiative is essential. One such approach is theme based cleanliness drives on regular intervals, which not only keeps the mission refreshed but also allows specific challenges and opportunities to be addressed, which are specific to an area. In the first phase of the thematic intervention, the Sardar Patel United Clean India drive will be held from 15th -31st October, 2015. Subsequently, every 15 days, other theme-based interventions will be held, targeting core areas.

2. The cleanliness drive for "Education Institutions (Schools, Colleges, Public Libraries, Anganwadis)" is proposed to be held from 1st-15th November, 2015. The suggested activities are specified in the circular. States/UTs are accordingly requested to develop the relevant parameters to effectively monitor the progress of the drive proposed to be commenced from 1st November, 2015 and evaluate the outcome of initiatives undertaken at schools and share the same with this Department.

Yours faithfully,
Alok Jawahar
(Alok Jawahar)

Under Secretary to the Government of India
Tele No. 2338.1095

21 OCT 2015

548

86/Head
6/10/15

मुक्त के बि.स.
5926/om
15 OCT 2015

के.वि.सं. अ.आ. (सं.) KVS Andl. (Sd) (ad)
10 OCT 2015
डायरी सं./Dy. No. 2012

Copy forwarded for similar action to:

- (1) The Chairman, CBSE, Shiksha Kendra, 2, Community Centre, Preet Vihar, Delhi - 110 092.
- (2) The Commissioner, Kendriya Vidyalaya Sangathan (KVS), 18, Institutional Areas, Shaheed Jeet Singh Marg, New Delhi - 110 016.
- (3) The Commissioner, Navodaya Vidyalaya Samiti (NVS), B-15, Institutional Area, Sector-62, Noida, District Gautam Budh Nagar, Uttar Pradesh - 201 307.
- (4) The Chief Executive & Secretary, Council for the India School Certificate Examinations (CISCE), Pragati House, 3rd Floor, 47-48, Nehru Place, New Delhi - 110 019.

3

No. 15/38/2015-SBM
Government of India
Ministry of Urban Development

Nirman Bhawan, New Delhi
Dated 28th September, 2015

Circular

Sub: Theme based Cleanliness Drive as part of Swachh Bharat Mission— reg

On 02nd October 2014, the nation took a pledge to make our country Open Defecation Free and Clean by 02nd October, 2019. For Urban India, achieving this goal will require construction of 1 crore household toilets, 5 lakh community/public toilets seats, 100% modern and scientific management of solid waste in all 4,041 cities in our country. In the last one year, against the target to construct 25 lakh household toilets by 31st August, 2015, over 4.85 lakhs have already been constructed and construction for 12 lakh toilets is currently in progress.

2. As the mission completes its Year One, it is necessary to review the progress made so far, acknowledge the efforts undertaken by the Municipal bodies and citizens towards a Clean India and reinforce our commitment to the rest of the mission, an **Intensive National Cleanliness Campaign is being undertaken beginning 11th October 2015 across the nation.** In addition to celebrating this important milestone, the campaign will also help intensify the 'Jan Andolan' with increased awareness and higher participation from all sections of the society.

3. To ensure a continuous engagement and higher awareness among the citizens, a participatory approach to implementation of the Swachh Bharat Mission is essential. **One such approach is theme-based Cleanliness drives on regular intervals,** which not only keeps the mission refreshed but also allows specific challenges and opportunities to be addressed, which are specific to an area or industry. Hence, theme-based cleanliness drives will be conducted. In the first phase of this thematic intervention, the Sardar Patel United clean India drive will be held from 11th – 31st October. Subsequently, every 15 days, other theme-based interventions will be held, targeting core city spaces and areas. Depending upon the specific theme, relevant government departments and entities will be engaged to facilitate the conduct of the drives and participation by relevant stakeholders.

4. Following themes have been identified for consideration:

#	Areas / Theme	Stakeholders	Dates
1	Sardar Patel United clean India drive (Railways Stations, Metro Stations, Bus stands & stops, Auto/ Taxi stands & Airports)	M/o Road Transport and Highways, M/o Railways, M/o Civil Aviation, AAI	14 th - 31 st Oct
✓ 2	Education Institutions (Schools, Colleges, Public Libraries, Anganwadis)	M/o HRD	1 st Nov - 15 th Nov
3	Agriculture Mandis, Vegetable and Grain Markets	M/o Agriculture	16 th Nov - 30 th Nov
4	Religious Places, Tourism and Heritage sites (and surrounding areas)	M/o Tourism, M/o UD, Department of Urban Development	1 st Dec - 15 th Dec
5	RWAs	Municipal Corporations	16 th Dec - 31 st Dec
6	Underpasses, Areas under Flyovers and Main Roads	M/o Road Transport and Highways	1 st Jan - 15 th Jan
7	Cantonment boards	M/o Defence	16 th Jan - 31 st Jan
8	Water Bodies (Areas surrounding lakes, riverfronts, beaches, ghats, waterways), Recreation Parks, Play Areas, Rest Areas & other Landscapes (linked to public gatherings)	Department of Urban Development	1 st Feb - 15 th Feb
9	Hospitals and Health Centers/ Institutions	M/o Health	15 th Feb - 28 th Feb
10	Government Offices/ Buildings and other Public Institutions	All Offices	28 th Feb - 15 th Mar
11	Old cities and main markets	Municipal Corporations	15 th Mar - 31 st Mar

5. Concerned Ministries & departments will develop the relevant parameters to effectively monitor the drive's progress and evaluate the outcome of the initiatives undertaken. The concerned Ministries and departments will share the report on the parameters, outcomes and rating of the institutions with the Swachh Bharat Mission Directorate.

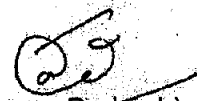
Educational Institutions

- (i) Block/Department wise cleanliness challenges where each department/block takes up the responsibility to clean their Area. Principal of the School/College to review each block at the end of 15 days and announce winners.
- (ii) Inter-School / Inter-College cleanliness challenges to announce the cleanest educational institution in the region
- (iii) Schools should have Swachhta monitor (student of the class) in each class and the best Swachhta monitor be awarded.
- (iv) Initiating one-on-one interaction platforms amongst teachers and students in educational institutions to discuss available sanitation facilities and taking action. Broken infrastructure to be mended and new toilets to be constructed in record 15 days' time.
- (v) Organizing Swachh Bharat Mission quiz and poster making contests for students
- (vi) Nominating Student Swachh Bharat Ambassadors (SSBAs) and giving them a position in the Students' Union for greater responsibility.
- (vii) Organizing workshops for staff and students on keeping their institution and surroundings clean. Workshops to include training in available best practices, solid waste management, paper recycling and behavior change communication.
- (viii) Ensuring availability of clean drinking water by installation of water purifiers. Availability of safe food to be ensured through cleaning of canteen area and proper utilization of food waste.
- (ix) Dedicated days for all educational institutions in a specific region to come out together and clean regions outside of their respective campuses. This good serve as a good networking opportunity for students to work towards a common cause.
- (x) Installation of Swachh Bharat murals and enactment of plays pertaining to Mahatma Gandhi's views on a clean India, to generate enthusiasm amongst the students.

6

Government Offices/ Buildings and other Public Institutions

- (i) Swachh Bharat Pledge in Groups during lunch time by employees of all Government Departments & other Public Institutions at office entrance/ open space within office compound.
- (ii) Get multiple copy of the Swachh Bharat Pledge signed by govt. employees and display the same at common places of Government offices/ buildings.
- (iii) Make 30 minutes to 1 Hr. mandatory training program for all Govt. employees on SBM mission including inspiration video, cleanliness linkages with health parameters etc.
- (iv) Prepare & Paste Swachh Bharat Posters in Reception area, lift, meeting hall, staircase turning area etc.
- (v) Constitute a Swachh Bharat Mission Team at District level which will visit Government offices/ buildings & other public institutions and certify them as "Swachh Karyalay".
- (vi) Recognition and Awards for Govt. employees for cleanliness maintained around there work place/ cubicals and display on Office notice board.
- (vii) Government office HoD has to visit each corner of office premises on every Tuesday & Thursday and maintain the report of same to be review by Swachh Bharat Mission Team.
- (viii) Rating of Office cleaner Vendor and allow them to charge some extra/ bonus amount based on higher rating by Swachh Bharat Mission Team.
- (ix) Organise Swachhta Awards at the level of departments and extend some benefits in the form of team lunch and mementos.


(Praveen Prakash)
Joint Secretary (W&SBM)
Tel: 2306 2309

Copy for kind information and necessary action to:

1. Chairman, Railway Board
2. Secretary, M/o Road Transport and Highways
3. Secretary, M/o Civil Aviation
4. Secretary, M/o HRD
5. Secretary, M/o Agriculture
6. Secretary, M/o Tourism
7. Secretary, M/o Defence
8. Secretary, M/o Health and Family Welfare
9. Principal Secretary (Urban Development), All States/ UT