

राजर्षी भट्टाचार्य
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सत्यमेव जयते

भारत सरकार
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स्कूल शिक्षा और साक्षरता विभाग
नई दिल्ली - 110 001

Government of India
Ministry of Human Resource Development
Department of School Education & Literacy
124 'C' Wing, Shastri Bhavan
New Delhi - 110 001

October 27, 2014

Dear Smt Joshi

Please refer to your D.O. No. 2/2/S(DWS)/2014 dated 10th October, 2014 regarding preparation of Annual Action Plan for the Swachh Bharat Mission.

2. We had called upon all the States/UTs to launch Swachh Bharat - Swachh Vidyalaya Campaign from 25th September, 2014 to 31st October, 2014 in their schools. They have also been requested to actively participate in the Swachh Bharat - Swachh Vidyalaya Campaign and to ensure that all schools have separate toilets for girls and boys by July, 2015. In order to promote behavioral change for cleanliness and hygiene, we have brought out a booklet on this aspect that addresses students, teachers, parents and School Management Committees.

3. The Government of India has directed its own schools viz. the Kendriya Vidyalayas and Navodaya Vidyalayas to celebrate the Swachh Vidyalaya Abhiyan by taking up a programme for cleanliness in schools. The students, teachers, parents, School Management Committees, officers of Kendriya Vidyalaya Sangathan, Navodaya Vidyalaya Samiti and the officers of Department of School Education & Literacy, Government of India would be participating in this programme on a round the year basis.

4. The Kendriya Vidyalaya Sangathan and Navodaya Vidyalaya Samiti have been asked to take up, inter alia, the following activities:

i) Talk by a few children on different aspects of cleanliness in the School Assembly every day, especially with regard to sayings & teachings of Mahatma Gandhi, on cleanliness & hygiene.

ii) Cleaning of classrooms, laboratories, libraries etc.

iii) Cleaning of any statue installed in the school.

iv) Cleaning of toilets and drinking water areas.

v) Cleaning of kitchen-sheds, store etc.

vi) Cleaning of playgrounds.

vii) Cleaning and maintenance of school gardens.

viii) Annual maintenance of the school buildings including white wash and painting.

ix) Organize essay, painting competitions, debates, contests on cleanliness and hygiene.

x) Constitution of Childrens' Cabinets to supervise and monitor the cleanliness drive.

5. This Department has also decided that these schools will continue the Swachh Vidyalaya Abhiyan beyond 31st October, 2014 by organizing film shows, model activities on hygiene, periodic essay/painting & other competition, role plays etc. to reassert the message of Swachh Bharat – Swachh Vidyalaya.

6. In collaboration with State Governments, we are making efforts to inculcate the spirit of hygiene, cleanliness and aversion to unhygienic conditions in all children from the very initial years of their schools itself, so that every child in the country appreciates the value of good, clean, hygienic living.

7. I also wish to inform you that Hon'ble Human Resource Development Minister has written to all the Members of Parliament of Lok Sabha and Rajya Sabha, requesting them to contribute to the Swachh Bharat – Swachh Vidyalaya Campaign by providing MPLAD funds for the construction of new toilets and renovation of dysfunctional toilets in their constituencies.

8. The Minister for Human Resource Development held a meeting with top industrialists on 14th October, 2014 to mobilize CSR funds towards the goal of achieving every school with a girls' toilet.

9. The Action Plan for the Swachh Bharat Mission for schools under the administrative control of Govt. of India, is under preparation in consultation with the concerned stakeholders and would be uploaded on e-Sameeksha portal in due course. Many State Governments have prepared an Action Plan on Swachh Vidyalaya. These would be collated separately.

Yours sincerely,


(Rajarshi Bhattacharya)

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