



**OFFICE OF THE U.E.E. MISSION**  
1<sup>st</sup> Floor, near Estate Branch, Department of Education  
District North, Lucknow Road, Delhi – 110054

F.DE (29) UEEM/2014-15/ 9763-9813

Dated 23/2/16

**CIRCULAR**

**Sub: Motivate students to participate in Swachh Bharat Mission activities**

Reference to the letter no. 27-8/2014-EE.16 dt. 16<sup>th</sup> February, 2016 (copy enclosed) from Director, SE&L, (MHRD) to motivate students of the school to take the mass swachhta pledge between 23<sup>rd</sup> to 29<sup>th</sup> February, 2016 and undertake cleanliness activities against the pledge hours. The photos and details of such efforts should be uploaded on the portal <https://swachhbharat.mygov.in>.

  
**State Project Director (SSA)**  
**UEE Mission, Delhi**

- Encl:** i. copy of letter no. 27-8/2014-EE.16 dt. 16<sup>th</sup> February, 2016  
ii. copy of D.O. no. 13/1/2016-SBM/4191-F dt. 4<sup>th</sup> February, 2016 from Hon'ble M/o Urban Dev. & U.P.A, GoI.  
iii. copy of D.O. no. SB/SBM/15/2016 dt. 21<sup>st</sup> January, 2016 from Joint. Secretary & Mission Director (SBM) GoI, M/o U.D.

**Copy to:-**

1. All District Project Officer/Deputy Director of Education, Directorate of Education, Govt. of NCT of Delhi.
2. All Heads of Govt./Govt. Aided/ Unaided Schools.
3. Director (Primary Education) EDMC, North DMC, SDMC.
4. Chairman, UEE Mission, Directorate of Education, Old Sectt. Delhi for favour of kind information.
5. Vice Chairman, UEE Mission, Directorate of Education, Old Sectt. Delhi, for favour of kind information.
- ✓ 6. O.S (IT). Dte. Of Edn. Old Sectt. Delhi with the direction to upload on the Departmental Website.

  
**State Project Director (SSA)**  
**UEE Mission, Delhi**

F. No.27-8/2014-EE.16  
Government of India  
Ministry of Human Resource Development  
Department of School Education and Literacy  
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Shastri Bhawan, New Delhi  
February 16th, 2016

To

Education Secretaries of all States/UTs

**Subject: Motivate students to participate in Swachh Bharat Mission activities.**

Sir / Madam,

I am directed to enclose herewith a copy of letter dated 21st January, 2016 received from Joint Secretary and Mission Director (SBM), Ministry of Urban Development, Government of India.

2. Schools, through their principals, may register on the website of <https://swachhbharat.mygov.in>, encourage students to take the mass swachhata pledge and undertake cleanliness activities against their pledge. The details and photos of such efforts may be uploaded on the above portal.

Yours faithfully,

Encl: As above

(ii) Copy of D.O.No. 13/1/2016-SBM/4/91-F dated 04.02.2016  
of Sh.M.Venkaiiah Naidu, Hon'ble M/o Urban Dev H & U.P.A.

-sd-  
(Surbhi Jain)  
Director

Copy to:

1. SPDs of all States / UTs.

*(Signature)*  
(Surbhi Jain)  
Director

*OSD (SSA)*  
*(Signature)*

*Sh. S.K. Shaw*  
*Car (CW)*

*3373/UEEM*  
*19/02/16*

*(Signature)*  
*22/2/16*

F. AVEEN PRAKASH, IAS  
Joint Secretary & Mission Director (SBM)  
GOVERNMENT OF INDIA  
MINISTRY OF URBAN DEVELOPMENT



सत्यमेव जयते

प्रवीण प्रकाश, आई.ए.एम.  
संयुक्त सचिव एवं मिशन निदेशक (एम.बी.एम.)  
भारत सरकार  
शहरी विकास मंत्रालय



D.O. SB / SBM / 15 / 2016

Date: 21<sup>st</sup> January '16

Respected Sir,

Re: Motivating school and college students to pledge their participation in Swachh Bharat Mission activities, through full-page promotional advertisement in newspapers,

As you are aware, the official citizen engagement platform of the Government of India is the mygov.in portal managed by the Department of IT. Recently, in order to give a further impetus to the Swachh Bharat Mission in terms of greater engagement with the youth and student population of the country, the swachhbharat.mygov.in portal has added a new feature of "mass pledges" to be taken by educational institutions.

In this regard, I seek your kind help in arranging to bring out full-page promotional advertisements in all leading newspapers, to motivate all school and college students and educational institutions in the country to register on swachhbharat.mygov.in and take the swachhata pledge, and further to undertake some cleanliness activities against their pledged hours, photos and details of which should be uploaded on the swachhbharat.mygov.in portal.

We look forward to your kind cooperation in making the Swachh Bharat Mission a success.

With sincere regards,

(Praveen Prakash)

As (SA)  
27/1/16  
On file of  
27/1/16  
P.D. Prakash  
Dir (SA)  
18/1/16  
US (AS)

27/1/16  
5744-16  
S.N.

To.  
Secretary-MHRD (Higher Education) / Secretary-MHRD (School Education)  
cc. Director (SBM) / JA-CPHEEO (MoUD)

एम. वेंकैया नायडु  
M. VENKAIAH NAIDU

21417  
7/2/16



सत्यमेव जयते



एक कदम स्वच्छता की ओर

शहरी विकास,  
आवास और शहरी गरीबी उपशमन एवं  
संसदीय कार्य मंत्री  
भारत सरकार

MINISTER OF URBAN DEVELOPMENT,  
HOUSING & URBAN POVERTY ALLEVIATION  
AND PARLIAMENTARY AFFAIRS  
GOVERNMENT OF INDIA

sey (SEKL)

D.O. No.13/1/2016-SBM /4191-F 15 FEB 2016 4th February, 2016

Dear Smt. Smriti Ji,

Namasthe,

As you are aware, the Swachh Bharat Mission has now entered a very crucial phase and requires concerted efforts by all stake-holders to achieve the objective on a mission mode.

I am sure you will agree with me that the youth of the country can be the biggest change agents in this social movement towards a clean India.

I therefore earnestly request your support in reaching out to the entire student fraternity of India to become our ambassadors of social change, in our collective journey towards a clean India. In this regard, I request you to kindly instruct all educational institutions in the country to conduct mass pledges of their students between 23<sup>rd</sup> to 29<sup>th</sup> February, 2016, upload their pledge details on the 'mass pledge' section of swachhbharatmygov.in portal, and also encourage students to take up cleanliness activities to honour their pledges.

We look forward to your cooperation in making this mission a success.

With regards,

Yours sincerely,

(M. Venkaiah Naidu)

scs  
15/2/16  
As(SE)  
2015-2  
2/12 (SS)  
US (AS)  
PI. put up.  
16/2/16  
scj 66-16

Smt. Smriti Zubin Irani,  
Minister of Human Resource Development,  
Government of India,  
Shastri Bhawan,  
New Delhi-110 001.