



ज्ञान-विज्ञान विमुक्तये

आचार्य मनिष र. जोशी  
सचिव

Prof. Manish R. Joshi  
Secretary



सत्यमेव जयते



आज़ादी का  
अमृत महोत्सव  
विश्वविद्यालय अनुदान आयोग  
University Grants Commission  
(शिक्षा मंत्रालय, भारत सरकार)  
(Ministry of Education, Govt. of India)

D.O.No.2-50/2023(CPP-II)

23<sup>rd</sup> September, 2024/ 01, आश्विन 1946

**Subject: Observation of Swachhata Hi Seva Campaign, 2024**

आदरणीय महोदया/महोदय,

This is in continuation of UGC letter even No. dated 11.09.2024. The Swachhata Hi Seva campaign is being observed from 17<sup>th</sup> September to 01<sup>st</sup> October, 2024 with the powerful theme of 'Swabhav Swachhata – Sanskaar Swachhata'. The campaign will be a prelude to the Swachh Bharat Diwas to be celebrated on 2<sup>nd</sup> of October. In recent years, Higher Education Institutions have been crucial in advancing the Swachh Bharat Mission through their research, innovation, capacity-building, community mobilisations and advocacy efforts. The ongoing support from academia and the research community is essential for ingraining culture of swachhata and sustainability among students, faculty, and the wider community.

The Higher Education Institutions are requested take up activities at the institution level on the following indicative themes:

- **Sampoorna Swachhata of college/hostel canteens:** Implement waste segregation at source, renovate kitchen area to minimise wastage, devise SOPs for zero waste and participatory cleaning.
- **Short Movie Competitions:** Engage students active on social media in creating short films (Reels/YouTube shorts) focused on themes from the guidelines.
- **Waste-to-Art Installations:** Design large-scale art using waste materials from labs, workshops, and e-waste, showcasing recycling and reuse potential.
- **Recycled Material Fashion Shows:** Organize fashion shows featuring attires and apparels made entirely from recycled / upcycled materials, promoting sustainable fashion.
- **Eco-Friendly Supplies & Pledge:** Encourage the use of eco-friendly supplies like recycled pens, paints, and canvases, along with a commitment to continue.
- **Public Art Campaigns:** Develop public art projects, like murals or street art, spreading messages of cleanliness and sustainability.
- **Nukkad Natak on Waste Awareness:** Perform Street plays (nukkad natak) in communities to raise awareness about waste management and recycling
- **Upcycling Workshops:** Conduct workshops teaching how to upcycle everyday waste into useful or decorative items.
- **Green Campus Initiatives:** Implement strategies for campus sustainability, including waste audits and zero-waste policies.
- **Campus Thrift Stores:** Establish thrift stores where students/staff can donate and purchase pre-owned clothing, shoes etc., reducing waste
- **Ek Ped Maa Ke Naam:** Organise planting of saplings by college community, naming and adoption of plants by Departments, faculty, students.

Cont....

## CONTINUATION SHEET

Further, HEIs are also requested to make maximum use of social media by **tagging official twitter handles-** @EduMinOfIndia, @SwachhBharatGov, @SwachhBharat, @MoHUA India, @MoJSDDWS) and using Campaign Hashtags- #SHS2024, #SwabhavSwachhata, #SanskaarSwachhata, #SwachhataHiSeva2024. All possible efforts may be made to amplify the campaign's reach by displaying SHS 2024 logo prominently on your premises and website and also including the logo in email signatures and official correspondences. Make the Swachhata Hi Seva Campaign 2024 a successful campaign.

The HEIs are also requested to share the activities undertaken by them in the University Activity Monitoring Portal (UAMP) <https://uamp.ugc.ac.in/>.

सादर,

भवदीय,



(मनिष जोशी)

सेवा में,

सभी विश्वविद्यालयों के कुलपति।

सभी महाविद्यालयों के प्राचार्य।