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अधिकार

भारत सरकार
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स्कूल शिक्षा और साक्षरता विभाग
शास्त्री भवन

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GOVERNMENT OF INDIA

MINISTRY OF HUMAN RESOURCE DEVELOPMENT
DEPARTMENT OF SCHOOL EDUCATION & LITERACY

SHASTRI BHAVAN

NEW DELHI-110 115

Dated: 31st July, 2020

D.O. No.F. 27-3/2020-IS-9

Dear Sir/Ma'am,

The Department of Drinking Water & Sanitation (DDWS), Ministry of Jal Shakti which is the nodal Department for Swachh Bharat- Grameen has intimated on 29th July, 2020 about establishment of a State-of-art Rashtriya Swachhata Kendra (RSK) at Gandhi Darshan, Rajghat, New Delhi. The RSK is being set up as an experience center, which uses modern technology to chronicle India's Swachhata journey in a hi-tech edutainment format with a mix of indoor digital and outdoor physical exhibits. The RSK is expected to be inaugurated on 8th August, 2020.

2. On this occasion, DDWS is launching the Gandagi Mukh Bharat (GMB) campaign – a special week long campaign for swachhata from 8th August to 15th August. A schedule of this week long (8th August to 15th August, 2020) campaign is given below:

- (i) **August 8, 2020:** Launch of the Rashtriya Swachhata Kendra; e-Ratri Chaupal with sarpanches by the District Collectors
- (ii) **August 9, 2020:** Campaign led by village mukhiya/sarpanch to collect and segregate Single Use Plastic (SUP)
- (iii) **August 10, 2020:** Shramdan in panchayats to whitewash / cleaning of public buildings & Launch of SBM mobile academy
- (iv) **August 11, 2020:** All India wall painting day of SBM messages in villages
- (v) **August 12, 2020:** Shramdaan in villages: Tree Plantation
- (vi) **August 13, 2020:** Online painting competition (classes 6 to 8); essay competition (classes 9 to 12) on the theme of "Gandagi Mukh Mera gaon" & Virtual tour of the RSK by Ministry of Jal Shakti



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- (vii) **August 14, 2020:** Cleanliness and Sanitization drives in Primary Health Cares (PHCs).
- (viii) **August 15, 2020:** Independence Day: ODF Plus declarations of villages in Aam Sabha.

3. Coinciding with the launch of RSK, the schools/ educational institutions in your State/UT may be instructed to undertake the following suggestive participatory activities during 8th August to 15th August, 2020:-


- (i) The webcast link for the inauguration event of RSK is **pmindiawebcast.nic.in**. This link may be circulated to all schools and students, and they may be encouraged to log on to watch this important event on **8th August, 2020**.
- (ii) An online painting competition (in classes 6 to 8) and an essay competition (in classes 9 to 12) on the theme of "Gandagi Mukta Mera Gaon" may be organized on **13th August, 2020** in schools. The winners of both the competitions will be felicitated at National level on 2nd October, 2020. Therefore, top 3 entries each of painting and essay competitions, at State/UT level may be sent to this Department.

4. You are requested to take necessary action and issue necessary instructions to district authorities, the schools/educational institutions, so as to ensure participation of students, teachers, etc., whole heartedly in the event during 8th August to 15th August, 2020 as per schedule indicated above and make the event successful.

5. You are further, requested to kindly intimate the number of schools and students participated in the event, in your State/ UT to this Department alongwith top 3 entries each of painting and essay competitions. Photographs, video, films etc. may also be sent to this Department, for which a Google Drive /Tracker will be shared separately.

With regards,

Yours sincerely,


(L.S. Changsan)

Education Secretaries/ Principal Secretaries/ACS (Education) of all States/UTs.

Copy for similar action to:-

1. Chairperson, CBSE
2. Commissioner, KVS
3. Director, NCERT
4. Commissioner, NVS
5. Chairman, NIOS
6. Chairman, CISCE
7. Director, CTSA

With the request that they may take similar action and kindly sent details of event/ competition in organizations under their control on the Google tracker/drive.

Copy also to:-

1. PS to HRM
2. PPS to Secretary (SE&L)
3. Secretary, Ministry of Jal Shakti, Department of Drinking Water & Sanitation.
4. NIC cell – for uploading on the website.