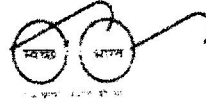


PRAVEEN PRAKASH, IAS
Joint Secretary & Mission Director (SBM)
GOVERNMENT OF INDIA
MINISTRY OF URBAN DEVELOPMENT



प्रवीण प्रकाश, आई.ए.एस.
जॉइंट सेक्रेटरी एवं मिशन डायरेक्टर (एसबीएम)
भारत सरकार
शहरी विकास विभाग

D.O. No.15 / 38 / 2015-SBM



Date: 19/10/2015

Dear Sir,

As you are aware, as part of the first anniversary celebrations of the launch of Swachh Bharat Mission, the Ministry of Urban Development has started an Intensive National Sanitation Drive across the country. A key feature of this sanitation drive is a series of theme-based cleanliness drives across various sectors to be undertaken in a phased manner, in order to reenergise and reinforce the nation's commitment to Swachh Bharat Mission.

During 1st - 15th November 2015, the theme for the cleanliness drives is the education sector. Kindly also refer the circular no. Q-16019/1/2014-CPHEEO dated 22nd Sept'15 sent in this regard. As part of this cleanliness theme, I would like to request you to please advise all schools under your jurisdiction (including all govt and private schools under central and state boards) to plan for and take up in a focused manner various initiatives as part of Swachh Bharat Mission during this fortnight. In addition to the activities that they had taken up last year, you may please advise them to take up wall paintings and murals by the school students, on the theme of 'swachhata', on compound walls and other public spaces in their respective cities. We will also be providing you with a number of collaterals related to branding of the educational sector cleanliness theme by end of this month, alongwith directions on how to use them. We look forward to your help and support in making this Mission and the thematic drive a success.

Yours sincerely,

(Praveen Prakash)
Joint Secretary (W&SBM)

To:
Dr Subhash Chandra Khuntia,
Secretary - School Education and Literacy,
Ministry of Human Resource Development, Govt of India

Copy to:

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Shubha Thakur
(Shubha Thakur)

Joint Secretary

24th Oct 2011