

**MOST URGENT**  
**IMMEDIATE**

No-EDN-H(21)F(10)-09/2015-III-Misc  
Directorate of Higher Education  
Himachal Pradesh  
Tel:01772653120Extn.234 e-mail:genbr@rediffmail.com Fax:2812882

Dated: Shimla-171001 the 10 March, 2016

To

All the Deputy Director of Higher Education,  
Himachal Pradesh.  
Principal all Govt./Sanskrit Colleges in HP.

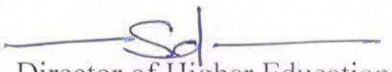
**Subject: - Regarding Motivating School and College students to pledge their participation in Swachh Bharat Mission activities through full page promotional advertisement in newspapers.**

Memo:

Please find enclosed herewith a photocopy of letter No.EDN-B-Ga(10)-2/2010-Vol-III dated 02-03-2016 on the subject cited above.

In this connection, you are hereby directed to issue necessary instructions to all the field functionaries i.e. Principals/Headmasters Government Senior Secondary Schools/ Government High Schools in the state under your control regarding Motivating School and College students to pledge their participation in Swachh Bharat Mission activities through full page promotional advertisement in newspapers, under intimation to this directorate.


**Treat it as most urgent.**

  
Director of Higher Education  
Himachal Pradesh, shimla-1.

Endst. No. even Dated: Shimla-171001 the 10 March, 2016

Copy for information and necessary action is forwarded to:

1. The Additional Chief Secretary/Deputy Secretary (Education) to the Government of Himachal Pradesh w.r.t. his letter No.EDN-B-Ga(10)-2/2010-Vol-III dated 02-03-2016 referred to above for information please.
2. The Superintendent G-II, IT Cell, Directorate of Higher Education, Himachal Pradesh w.r.t. uploads the letter on the departmental website.
3. Guard file.

  
Director of Higher Education  
Himachal Pradesh, shimla-1.

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No. EDN-B-Ga-(10)-2/2010-Vol-III  
Government of Himachal Pradesh  
Department of Higher Education From

From

The Addl. Chief Secretary (Edu) to the  
Government of Himachal Pradesh

9  
03/03/16

To

✓ The State Project Director (SSA/RMSA)  
Himachal Pradesh Shimla-1

Dated Shimla-2, the

2-3-16

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

Sir,

I am directed to enclose herewith copy of letter No.27-8/2014-EE.16  
18.2.2016 received from Director Government of India, Ministry of Human Resource  
Development, Department of School Education and Literacy, Shastri Bhawan, New  
Delhi, on the subject cited above and request you to kindly take immediate necessary  
action in the matter under intimation to this department.

Yours faithfully,

P. A. Cell	557325
DHE.....	
02 MAR 2015	
Branch	General

*[Signature]*  
Deputy Secretary (Edu) to the  
Govt of Himachal Pradesh

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F. No. 27-S/2014-EE.16  
Government of India  
Ministry of Human Resource Development  
Department of School Education and Literacy  
\*\*\*\*\*

Shastri Bhawan, New Delhi  
February 16<sup>th</sup>, 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,

  
(Surbhi Jain)  
Director

Encl: As above

(ii) Copy of D.O. No. 13/1/2016-SBM/4/9/-F dated 04/02/2016  
of Sh. M. Venkaiah Naidu, Hon'ble M/o U.D.H & U.P.A.

  
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B. Reddy/So-B  
24/2

24/2  
Dr. B.D

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



प्रवीण प्रकाश, आई ए एस  
संयुक्त सचिव एवं मिशन निदेशक (एसबीएम)  
भारत सरकार  
शहरी विकास मंत्रालय

12599  
7 JAN 2016

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 swachbharat.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)

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S. P. K.

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

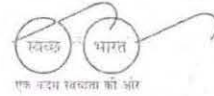
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21417  
12/2/16

एम. वेंकैया नायडु  
M. VENKAIAH NAIDU



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

Seal (SEAL)

D.O. No.13/1/2016-SBM /4171-F 15 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)*  
(M. Venkaiah Naidu)

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

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