

GOVERNMENT OF ANDHRA PRADESH

OFFICE OF THE  
COMMISSIONER OF TECHNICAL EDUCATION,  
ANDHRA PRADESH: HYDERABAD.

Cir. Memo.No.F1-5/ 3687/2015

Dated: 26.12.2015

Sub:- Technical Education – Establishment – Swachcha Bharath Mission –  
Celebration of first anniversary of the launch of the mission - Cleanliness and  
Awareness Campaign in the Educational Institutions – Conduct of Cleanliness  
and Awareness drive in the Polytechnics from 19.01.2016 to 02.02.2016 (bdi)  
– Reg.

Ref:- 1. Lr. No. SAC/COO/VC/F. No. 6, D.No. 43/15, dt: 27.10.2015 from Managing  
Director, Swachha Andhra M A & UD Department, A.P., Hyderabad.  
2. D.O. No. Q-16019/1/2014-CPHEEO, Dt: 26.10.2015 of Joint Secretary,  
Ministry of Urban Development, Govt. of India.  
3. Circular No. 15/38/2015-SBM, Dt: 28.09.2015 of Government of India,  
Ministry of Urban Development, Nirman Bhawan, New Delhi.

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In the reference 2<sup>nd</sup> cited, the Ministry of Urban Development, Government of India has informed that as a part of the first anniversary celebration of the launch of Swachcha Bharath Mission, a Intensive National Sanitation Drive is started across the country. Further, it has been requested to promote the theme for the cleanliness drives in the education sector in the month of November, 2015.

2. In view of above, the Commissioner of Technical Education, Andhra Pradesh, Hyderabad is pleased to issue instructions to the Principals of all the Government/Aided/Private unaided/2<sup>nd</sup> shift Polytechnics in Engineering Colleges including D.Pharmacy institutions under the purview of this Department to take up the initiative of **Swachcha Bharath Mission and participate in the Intensive National Sanitation Drive from 19<sup>th</sup> January 2016 to 2<sup>nd</sup> February 2016**. As a part of the drive, the Polytechnics are directed to take up the activities as envisaged in the circular memo under reference 3<sup>rd</sup> cited, which are reproduced and placed as Annexure appended to this memo.

3 The Regional Joint Directors of Technical Education, Kakinada & Tirupati are requested to monitor the Institutions under their purview and ensure compliance of the instructions issued for smooth conduct of the activities in the Polytechnics.

4. The receipt of the Circular memo shall be acknowledged.

Encl: As above

Sd/- B.UDAYALAXMI  
COMMISSIONER

To

The Principals of all the Govt/Aided/Private unaided/2<sup>nd</sup> shift Polytechnics in Engg. Colleges /D.Pharmacy Institutions.

The Regional Joint Directors of Technical Education, Kakinada & Tiruapati.

All staff Members in the Commissionerate

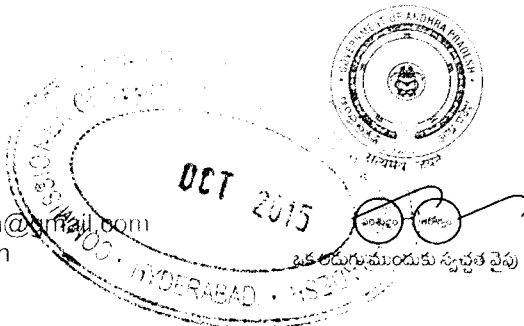
(With instructions to incorporate the swachch bharath activities in the office)

//F.B.O//

*P. Koteswaram*  
SUPERINTENDENT  


Managing Director

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**SWACHHA ANDHRA CORPORATION**

MA & UD Department,  
Government of Andhra Pradesh  
#501, NCL Kaveri-I Apartments, Shanthi Nagar,  
Masab Tank, Hyderabad - 500028

Lr. No. SAC / COO / VC/F. No.6, D. No. 13 /15, Date 27.10.2015

To  
The Commissioner,  
Technical Education,  
Govt. of A.P.  
Hyderabad.



*Handwritten notes and signatures:*  
DD - Technical Education  
A. Prasad  
10/11/15

Sir/Madam,

Sub: SAC-Request to attend Video Conference to be held on 30<sup>th</sup> October'15,  
between 11.00 AM to 12.30 PM- Req-Reg.  
Ref: D.O.No.Q-16019/1/2014-CPHEEO, dt.26-10-15, of Joint Secretary,  
Ministry of Urban Development, Govt. Of India.

Kind attention is invited to the subject and reference cited.

You are aware that Swachh Bharat Mission was launched on 2<sup>nd</sup> October 2014,  
by the Hon'ble Prime Minister of India, and one year period was already completed  
after its launch. As part of the first anniversary celebrations of the launch of Swachh  
Bharat Mission it is proposed to take up intensive National Drive across the Country  
and a key feature of this sanitation drive is to take up theme based cleanliness drives  
in the Educational Sector. In this connection the JS (SBM), MoUD GoI is conducting  
a Video Conference on 30<sup>th</sup> October'15 at 11.00 AM to 12.30PM and requested you to  
attend the Video Conference.

*TEP eshi*

I, therefore, request you Sir/Madam, to make it convenient to attend or to  
depute senior officer from your department for the Video Conference.

Encl: As above.

Yours faithfully,

MANAGING DIRECTOR

*20 Nov to 30th Nov*

*CSH  
20/11/15*

AKASH, AS  
& Mission Director (CPHEEO)  
NIC OF INDIA  
URBAN DEVELOPMENT



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

D.O. No. Q-16019/1/2014-CPHEEO

Dated the 26<sup>th</sup> October, 2015

Dear Sir/Ma'am,

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 1<sup>st</sup> – 15<sup>th</sup> November 2015, the theme for the cleanliness drives is the education sector. Kindly also refer the circular no. Q-16019/1/2014-CPHEEO dated 22<sup>nd</sup> Sept'15, and my DO letter No.15 / 38 / 2015-SBM dated 19/10/2015, sent in this regard.

A Video Conference is being organised on 30<sup>th</sup> October'15, from 11 am – 12.30 pm, to discuss about this education sector thematic drive. You are requested to be present for this VC, along with your state's Secretary/Director – School Education, Secretary/Director – Higher Education and Secretary/Director – Technical Education.

Looking forward to your cooperation in making this thematic drive a success.

With regards,

Yours sincerely,

  
(Praveen Prakash)

To,

All Mission Directors

No. 15/38/2015-SBM  
Government of India  
Ministry of Urban Development

Nirman Bhawan, New Delhi  
Dated 22<sup>nd</sup> September, 2015

Circular

Sub: Theme based Cleanliness Drive as part of Swachh Bharat Mission– reg.

On 02<sup>nd</sup> October 2014, the nation took a pledge to make our country Open Defecation Free and Clean by 02<sup>nd</sup> October, 2019. For Urban India, achieving this goal will require construction of 1 crore household toilets, 5 lakh community/public toilets seats, 100% modern and scientific management of solid waste in all 4,041 cities in our country. In the last one year, against the target to construct 25 lakh household toilets by 31<sup>st</sup> August, 2015, over 4.85 lakhs have already been constructed and construction for 12 lakh toilets is currently in progress.

2. As the mission completes its Year One, it is necessary to review the progress made so far, acknowledge the efforts undertaken by the Municipal bodies and citizens towards a Clean India and reinforce our commitment to the rest of the mission, an **intensive National Cleanliness Campaign is being undertaken beginning 11<sup>th</sup> October 2015 across the nation.** In addition to celebrating this important milestone, the campaign will also help intensify the 'Jan Andolan' with increased awareness and higher participation from all sections of the society.

3. To ensure a continuous engagement and higher awareness among the citizens, a participatory approach to implementation of the Swachh Bharat Mission is essential. **One such approach is theme-based Cleanliness drives on regular intervals,** which not only keeps the mission refreshed but also allows specific challenges and opportunities to be addressed, which are specific to an area or industry. Hence, theme-based cleanliness drives will be conducted. In the first phase of this thematic intervention, the Sardar Patel United clean India drive will be held from 11<sup>th</sup> – 31<sup>st</sup> October. Subsequently, every 15 days, other theme-based interventions will be held, targeting core city spaces and areas. Depending upon the specific theme, relevant government departments and entities will be engaged to facilitate the conduct of the drives and participation by relevant stakeholders.

## Educational Institutions

- (i) Block/Department wise cleanliness challenges where each department/block takes up the responsibility to clean their Area. Principal of the School/College to review each block at the end of 15 days and announce winners.
- (ii) Inter-School / Inter-College cleanliness challenges to announce the cleanest educational institution in the region.
- (iii) Schools should have Swachhta monitor (student of the class) in each class and the best Swachhta monitor be awarded.
- (iv) Initiating one-on-one interaction platforms amongst teachers and students in educational institutions to discuss available sanitation facilities and taking action. Broken infrastructure to be mended and new toilets to be constructed in record 15 days' time.
- (v) Organizing Swachh Bharat Mission quiz and poster making contests for students
- (vi) Nominating Student Swachh Bharat Ambassadors (SSBAs) and giving them a position in the Students' Union for greater responsibility.
- (vii) Organizing workshops for staff and students on keeping their institution and surroundings clean. Workshops to include training in available best practices, solid waste management, paper recycling and behavior change communication.
- (viii) Ensuring availability of clean drinking water by installation of water purifiers. Availability of safe food to be ensured through cleaning of canteen area and proper utilization of food waste.
- (ix) Dedicated days for all educational institutions in a specific region to come out together and clean regions outside of their respective campuses. This good serve as a good networking opportunity for students to work towards a common cause.
- (x) Installation of Swachh Bharat murals and enactment of plays pertaining to Mahatma Gandhi's views on a clean India, to generate enthusiasm amongst the students.