

विजयलक्ष्मी जोशी
V. AYLAXMI JOSHI



सचिव
भारत सरकार
पेयजल एवं स्वच्छता मंत्रालय
Secretary
Government of India
Ministry of Drinking Water and Sanitation
247, 'A' Wing, Nirman Bhawan, New Delhi-110011
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E-mail : secydws@nic.in
Website : www.ddws.nic.in

D.O. No. 2/2/S(DWS)/2014
10th October 2014

Dear *Dr. Hanaly*

Prime Minister has successfully launched Swachh Bharat Mission on 2nd October, 2014. As part of the on-going activities of Swachh Bharat Mission each Ministry has been requested to prepare an Annual Action Plan for the work to be done regarding the Mission. We presume your Plan is now ready and would be uploaded on e-Sameeksha portal.

2. Some further suggestions for the Department of Higher Education to take up as part of Swachh Bharat Mission is as follows:-

- Use of Swachh Bharat Mission logo & tag line in all the Colleges/Schools [public/private] and Technical Institutes.
- Advertisements of cleanliness on all the Colleges/Schools [public/private] and Technical Institutes.
- Swachh Bharat Mission songs [downloadable from Ministry's website http://mdws.gov.in/audio_video] could be played so as to drive home the issue of cleanliness. It could also showcase ideas of sanitation, drinking water, quality of drinking water, hand washing, urination and Open Defecation Free India.
- All print stationery too could have Swachh Bharat Mission logos.
- The year will soon come to end and Colleges/Schools, Technical Institutes in your Department will be preparing to print calendars, diaries and New Year greeting cards. They may consider having greetings cards oriented towards sanitation and preparing the calendars and diaries with sanitation as the key subject.

I would be open to further discussion on the above issues for which you could, if required, call me.

Yours sincerely,

Vijay Laxmi Joshi
(Vijay Laxmi Joshi)

13/10
Dr. Hanaly
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13/10
Shri Satyanarayan Mohanty IAS
Secretary
Ministry of Human Resource Development
Department of Higher Education
Shashtri Bhawan
New Delhi

14/10 P.O.

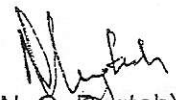
MOST IMMEDIATE/
TOP PRIORITY

No. M.11014/04/2014-CDN
Government of India
Ministry of Human Resource Development
Department of Higher Education

Shastri Bhawan, New Delhi
Dated the 16th October, 2014

Subject: Swachh Bharat Abhiyan – regarding.

A copy of D.O. letter No. 2/2/S(DWS)/2014 dated 10.10.2014 on the above subject, received from the Ministry of Drinking Water and Sanitation is enclosed herewith for taking necessary action under intimation to CDN Section.



(N. C. Ragtah)
Deputy Secretary (CDN)
☎: 011-23074080

Encl: As above.

To

All the Bureau Heads/Divisional Heads in the Department of Higher Education.

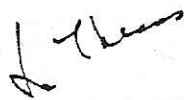
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for circulation to all WS.

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