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26/9/23

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Vice Chancellor <vc@bmu.ac.in>

## UGC letter regarding \*'Ek Tareekh Ek Ghanta'\* to be undertaken on Oct 1st, 2023 (10 am -11 am) under 'Swachhata Hi Seva' Campaign"

2 messages

Private University <pu-cell@ugc.gov.in>

Sun, Sep 24, 2023 at 4:09 PM

To: vcs@ashoak.edu.in, registrar@ashoka.edu.in, vc@bmu.ac.in, registrarbmu@gmail.com, vc@jgu.edu.in, registraroffice@jgu.edu.in, vc@niilmuniversity.in, registrar@niilmuniversity.ac.in, vc@rishihood.edu.in, registrar@rishihood.edu.in, vc@sgtuniversity.org, registrar@sgtuniversity.org, president@jvwu.ac.in, registrar@jvwu.ac.in, cm@mygyanvihar.com, registrar@mygyanvihar.com, vcr@jnujaipur.ac.in, registrar@jnujaipur.ac.in, vc@geetanjaliuniversity.com, registrar@geetanjaliuniversity.com, president@jecrcu.edu.in, registrar@jecrcu.edu.in, vc@shyamuniversity.in, registrar@shyamuniversity.in, president@mgumst.org, registrar@mgumst.org, vc@plaksha.edu.in, registrar@plaksha.edu.in, vc@chitkara.edu.in  
Cc: Secretary UGC <secy.ugc@nic.in>, "Dr. MADHUKAR MARUTI WAWARE" <mwaware.ugc@gov.in>, diksharajput@gmail.com, Shakeel Ahmad DS <shakeel.ugc@nic.in>, MONIKA MALIK <MONIKA.UGC@nic.in>, RIS Bhardwaj <bhardwaj.ugc@nic.in>

Respected Madam/ Sir,

In continuation to UGC's letter D.O.No.2-50/2023(CPP-II) dated 21st August, 2023 regarding Celebration of Swachhata Pakhwada from 1st to 15<sup>th</sup> September' 2023, please find attached DO letter from Secretary, MoHUA providing detailed directions and SOP for Cleanliness Drive- 'Ek Tareekh Ek Ghanta' to be undertaken on Oct 1st, 2023 as part of the 'Swachhata Hi Seva' Campaign. A Call To Action entreating the entire community to devote at least 1 hour from 10 am on 1st October ("Ek Tareekh-Ek Ghanta") towards cleaning garbage at vulnerable sites has been planned by GoI.

Universities and Colleges are requested to participate in this cleanliness campaign on 1st October, 2023 between 10 am and 11 am ( Ek Tareekh, Ek ghanta) on the eve of Gandhi Jayanti. The HEIs, designated as field units for participating in this cleanliness drive will identify sites for implementing cleanliness drives at sites (including railway tracks, roadsides, ponds, slums, under bridges, market spaces, religious and tourist locations, zoos and wildlife areas etc) which may be finalized in consultation with local authorities.

Higher Education Institutions (HEIs) may nominate field unit coordinators with contact details from their respective HEI, who will be responsible for finalizing event sites, planning and logistics, mobilisation of students, branding and social media amplification and entry of event details, photos on the Swachhata Hi Sewa (SHS) portal (<https://swachhatahiseva.com/>). HEIs may also use their respective social media handles to intensify the events and use the official hashtags i.e. #SwachhBharat & #SwachhataHiSewa and official handles to be tagged i.e. @SwachhBharatGov & @swachhbharat

To sensitise the coordinators on creation of events on SHS Portal and event details a virtual training workshop will be organized by MoHUA on 25th September, 2023, from 11AM to 12:30 PM Link (along with meeting number and password) may please be seen below. It has also been provided in the attached DO letter from Secretary, MoHUA. HEIs may ensure participation of their coordinators in this meeting.  
25th Sept. 2023

Meeting time 11:00 am to 12:30 pm

<https://swachhbharaturban.webex.com/swachhbharaturban/j.php?MTID=m6926e4ef46ac2797ea6193f72fdf1716>

Meeting number: 2512 056 4363

Password: 1234

Registrar  
By 26/9/23

The following login credentials in respect of D/o HE may be used by HEI Coordinators to log into SHS portal for creating events and entering data (<https://swachhatahiseva.com/>)

User ID: m\_doh

Password: Shs@2023#

<b>BMU</b>	
<b>VC</b>	
<b>Registrar</b>	<i>Mujir</i> <del>25/9/23</del>
<b>AR (Acad.)</b>	
<b>AR (Est.)</b>	
<del>CIS</del> <i>Hic</i>	<del>AIQ</del>
Diary No. & Date <u>3588/25/9/2023</u>	

~~D.R. (Est.)~~

may forward it to the following:-

1. All the Deans of Faculties
2. All H.O.Ds
3. D.S.W.
4. I.T Head for uploading on website

~~Regn.~~

*Mujir*  
~~28/9/23~~

*M.B. Atwa*  
28/9/23.  
DRC (Est.)

the IT Support Coordinator for Higher Education. You may refer to the attached DO letter from Secretary, MoHUA as well)

**Creation of event details for 1st & 2nd October, 2023 to be completed by HEIs on SHS portal by 10 AM on 26th Sep, 2023**

HEIs are requested to kindly initiate action at the earliest and the actions on the above points may be completed within the given timeline . A meeting to review the progress of action taken by Secretary (HE) is scheduled for 26th Sep, 2023 (forenoon).

Looking forward to an active participation from HEIs in the Cleanliness Drive- 'Ek Tareekh Ek Ghanta' on 1<sup>st</sup> October, 2022 .

With regards,

Yours sincerely,

**Prof. Manish Joshi**  
**Secretary, UGC**

--  
Forwarded by

CPP-I/PU Section  
(Ministry of Education)  
University Grants Commission  
Bahadur Shah Zafar Marg  
New Delhi - 110 002  
Phone No. 011 23604407  
UGC Website: <https://www.ugc.gov.in/>

 **MoHUA Letter to Secretaries on SHS 2023.pdf**  
521K

Private University <pu-cell@ugc.gov.in>

Mon, Sep 25, 2023 at 12:17 PM

To: vcs@ashoak.edu.in, registrar@ashoka.edu.in, vc@bmu.ac.in, registrarbmu@gmail.com, vc@jgu.edu.in, registraroffice@jgu.edu.in, vc@niilmuniversity.in, registrar@niilmuniversity.ac.in, vc@rishihood.edu.in, registrar@rishihood.edu.in, vc@sgtuniversity.org, registrar@sgtuniversity.org, president@jvwu.ac.in, registrar@jvwu.ac.in, cm@mygyanvihar.com, registrar@mygyanvihar.com, vcr@jnujaipur.ac.in, registrar@jnujaipur.ac.in, vc@geetanjaliuniversity.com, registrar@geetanjaliuniversity.com, president@jecrcu.edu.in, registrar@jecrcu.edu.in, vc@shyamuniversity.in, registrar@shyamuniversity.in, president@mgumst.org, registrar@mgumst.org, vc@plaksha.edu.in, registrar@plaksha.edu.in, vc@chitkara.edu.in  
Cc: Secretary UGC <secy.ugc@nic.in>, "Dr. MADHUKAR MARUTI WAWARE" <mwaware.ugc@gov.in>, diksharajput@gmail.com, Shakeel Ahmad DS <shakeel.ugc@nic.in>, MONIKA MALIK <MONIKA.UGC@nic.in>, RIS Bhardwaj <rbhardwaj.ugc@nic.in>

With reference to the trailing mail kindly join the below link

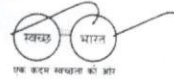
<https://www.youtube.com/live/SSswlZjdbAo?si=VTCEB2D4jnx6DPSEM>

**From:** "Private University" <pu-cell@ugc.gov.in>

**To:** vcs@ashoak.edu.in, registrar@ashoka.edu.in, vc@bmu.ac.in, registrarbmu@gmail.com, vc@jgu.edu.in, registraroffice@jgu.edu.in, vc@niilmuniversity.in, registrar@niilmuniversity.ac.in, vc@rishihood.edu.in, registrar@rishihood.edu.in, vc@sgtuniversity.org, registrar@sgtuniversity.org, president@jvwu.ac.in, registrar@jvwu.ac.in, cm@mygyanvihar.com, registrar@mygyanvihar.com, vcr@jnujaipur.ac.in, registrar@jnujaipur.ac.in, vc@geetanjaliuniversity.com, registrar@geetanjaliuniversity.com, president@jecrcu.edu.in, registrar@jecrcu.edu.in, vc@shyamuniversity.in, registrar@shyamuniversity.in, president@mgumst.org, registrar@mgumst.org, vc@plaksha.edu.in, registrar@plaksha.edu.in, vc@chitkara.edu.in  
**Cc:** "Secretary UGC" <secy.ugc@nic.in>, "Dr. MADHUKAR MARUTI WAWARE" <mwaware.ugc@gov.in>

मनोज जोशी  
सचिव  
Manoj Joshi  
Secretary

75  
आजादी का  
अमृत महोत्सव



भारत सरकार  
आवासन और शहरी कार्य मंत्रालय  
निर्माण भवन, नई दिल्ली-110011  
Government of India  
Ministry of Housing and Urban Affairs  
Nirman Bhawan, New Delhi-110011

2/8/2019-SBM IV  
Date: 22<sup>nd</sup> September, 2023

Dear Secretary,

As part of Swachhata Pakhwada - Swachhata Hi Seva (SHS) 2023, a massive cleanliness drive led by people is envisaged to be held on 1<sup>st</sup> Oct '23, at 10.00 am across the country as a tribute to Mahatma Gandhi on the eve of his birth anniversary on 2<sup>nd</sup> Oct '23. Hon'ble Prime Minister and other dignitaries would also be joining the swachhata activities on ground.

2. For this, the following urgent actions are needed:

- i) Ministries to identify their field units that will execute cleanliness events on 1<sup>st</sup> Oct '23.
- ii) Each field unit will be required to identify a site either in rural or urban areas where cleanliness activities will be undertaken with public participation. Site must be selected with care so as to have improved cleanliness post the activity.
- iii) The Ministry should either enter the details of the site and events by itself on the portal 'Swachhata Hi Seva' (<https://swachhatahiseva.com/>) or enable the field unit to have login credentials to enter the details directly on the website. Once the events are created, the field units should widely publicise through local communication platforms.
- iv) All these created events will be available on a map which citizens can view and choose the event they want to join by going through the options that will be available on the portal.
- v) On 1<sup>st</sup> Oct, the organizing field unit must ensure that actual cleaning activity takes place at 10 am with the volunteers contributing at least one hour of shramdaan resulting in visible cleanliness.

3. To facilitate the process, an online preparatory meeting is being scheduled on 23<sup>rd</sup> Sept at 2.30 pm with all Ministries (link is being shared). It is requested to depute Nodal officers along with their teams to attend the same. A demonstration of the portal will be provided during meeting. In addition, a dedicated handholding support for Ministries is being organised on 25<sup>th</sup> Sept, 11 am onwards. A brief note on the key aspects for 1<sup>st</sup> Oct '23 is enclosed for your kind information and necessary action.

## SOP for 1<sup>st</sup> Oct 2023 for Central Ministries

### 1) Call to Action

- i. Actual cleaning drive
- ii. By people
- iii. Across the nation
- iv. For at least 1 hour
- v. At 10.00 am
- vi. Resulting in visible cleanliness

### 2) Specific deliverables:

- i. Number of events
- ii. Expected participation
- iii. Expected quantitative output (for ex: kms of railway track cleaned, number of kms of national highway cleaned etc)

### 3) Creation of events on Swachhata Hi Seva – Citizens Portal: (<https://swachhatahiseva.com>)

- i. User ids for all Ministries (same as DDWS portal)
- ii. The Ministry should either enter the details of the site and events by itself on the portal 'Swachhata Hi Seva' (<https://swachhatahiseva.com/>) or enable the field unit to have login credentials to enter the details directly on the website. Once the events are created, the field units should widely publicise through local communication platforms. Each event will be created with a unique identity on the citizen portal.
- iii. All these created events will be available on a map which citizens can view and choose the event they want to join by going through the options that will be available on the portal.
- iv. At the site public can click pictures and upload on the events page. Event will have separate microsite.
- v. After completion of the event, the creator of the event will have to close the event on the portal.
- vi. Ministries / field units would be able to view various reports on the portal.

### 4) Detailed logistics plan:

- i. Planning of events on SHS
  - a. Exact location
  - b. Timing
  - c. Coordinator
- ii. Nature of cleaning
  - a. Material planning like brooms, cutters, thailas, containers etc,

- b. Tie-up with local body for transportation of the collected garbage to the designated points for solid waste management (No site should create a garbage dump after the activity)

**5) Event requirements**

- i. Must necessarily result in cleaning
- ii. High focus on garbage vulnerable places like railway tracks, roadsides, ponds, slums, under bridges, market spaces, religious and tourist locations, zoos and wildlife areas etc
- iii. Each event must be with public participation
- iv. Event timing- 10:00 am
- v. Atleast one hour of shramdaan by everyone
- vi. All activities to be SUP free and zero waste events

**6) Important timelines**

Date	Activity
23 <sup>rd</sup> Sept	i. Online meeting with Central Ministries
24 <sup>th</sup> Sept	i. Identification of field units for implementation ii. Meeting with field units by respective Ministries iii. The deliverables and planning for 1st Oct iv. Selection of appropriate nodal officer with team to be created in each ministry for overseeing the field arrangement, coordination, reporting, public engagement etc.
25 <sup>th</sup> Sept	i. Dedicated online training of field units for event creation on portal (training schedule enclosed)
25 <sup>th</sup> – 26 <sup>th</sup> Sept	i. Plan finalization of events by field units along with logistics tie-up with local bodies for proper implementation of the events ii. Uploading of events on citizen portal to be completed by 26 <sup>th</sup> Sept.
26 <sup>th</sup> Sept	i. Review by respective Secretaries on the final preparation

**7) Dissemination strategy**

- i. Promote citizen participation on <https://swachhatahiseva.com/> (AV will be shared)
- ii. Promote pictures of activities pre and post on social media
- iii. SHS banners on all websites
- iv. All steps maybe taken for maximum participation from citizens including dissemination through digital and social media
- v. Ensure the event highlights are posted on social media handles of, Ministers, MPs, MLAs, Mayors, Corporators, Senior Govt. officers etc.
- vi. Respective Central Ministries to coordinate for appropriate inputs for various handles and also monitor the overall dissemination strategy.

- vii. Focus of social media posts should be on scale of activity, innovation, peoples engagement, pre and post situation pictures
- viii. Re-tweet posts from important handles/brand ambassadors and influencers
- ix. Official Hashtag: #SwachhBharat
- x. Official Handles to be tagged: @SwachhBharatGov, @swachhbharat
- xi. Similar engagement instructions to be given to field offices

<b>Dissemination Strategy Timelines</b>	
23 <sup>rd</sup> Sept	PIB release for cleanliness drives on 1 <sup>st</sup> Oct
24 <sup>th</sup> – 25 <sup>th</sup> Sept	<ul style="list-style-type: none"> <li>i. Similar press releases from Central Ministries regarding cleanliness drives on 1st Oct at 10 am with each person volunteering for Shramdaan for 1 hour</li> <li>ii. At least 1 tweet from all handles informing public about the initiative</li> </ul>
26 <sup>th</sup> Sept	<ul style="list-style-type: none"> <li>i. Once action is finalized and events are created on the portal press releases from Ministries regarding <a href="https://swachhatahiseva.com/">https://swachhatahiseva.com/</a> calling on public to join on 1st Oct at 10 am at the location of their choice to offer 1 hour of Swachhata Shramdaan</li> <li>ii. Social media posts (at least 2-3 per day) from various handles promoting the event and encouraging public participation</li> <li>iii. This is the time when excitement should be built up by engaging with eminent citizen, political leaders, leading journalists, cultural ambassadors, senior officers, etc. announcing on their respective social media handles regarding their participation on 1st Oct</li> </ul>
29 <sup>th</sup> Sept	<ul style="list-style-type: none"> <li>i. Pre-event press release by Central Ministries</li> </ul>
30 <sup>th</sup> Sept	<ul style="list-style-type: none"> <li>i. High decibel dissemination on various platforms</li> </ul>
1 <sup>st</sup> Oct	<ul style="list-style-type: none"> <li>i. At least 10 number of posts on various live activities (pictures, videos, testimonials) from various handles</li> <li>ii. Media to be invited to participate and cover various events at local level and press releases</li> <li>iii. High quality photography and video documentation should be done for best practices</li> </ul>
2 <sup>nd</sup> Oct	<ul style="list-style-type: none"> <li>i. Coverage of shrandhanjalis, felicitation etc.</li> </ul>

8) Coordinating Team Details:

Officer In-charge	Shri Binay Kumar Jha, Director, SBM (U), MoHUA Email: <a href="mailto:binay.jha@nic.in">binay.jha@nic.in</a> Mobile: +91 9958293615
List of coordinators for IT Support	As enclosed

## Training Calendar for Ministries/ Field Units for event creation on citizen portal

S.No.	Ministries	Training Schedule
1	MHA	<p>25<sup>th</sup> Sept. 2023</p> <p>Meeting time 11:00 am to 12:30 pm</p> <p><a href="https://swachhbharaturban.webex.com/swachhbharaturban/j.php?MTID=m6926e4ef46ac2797ea6193f72fdf1716">https://swachhbharaturban.webex.com/swachhbharaturban/j.php?MTID=m6926e4ef46ac2797ea6193f72fdf1716</a></p> <p>Monday, September 25, 2023 11:00 AM   1 hour 30 minutes   (UTC+05:30) Chennai, Kolkata, Mumbai, New Delhi</p> <p>Meeting number: 2512 056 4363</p> <p>Password: 1234</p>
2	Defence	
3	Railways	
4	MoRTH	
5	Civil Aviation	
6	Tourism	
7	Youth and Sport Affairs	
8	MoPNG	
9	Higher Education	
10	MoEFCC	
11	Earth Science & Ocean Development	
12	Department of Water Resources, River Development & Ganga Rejuvenation	
13	Corporate Affairs	
14	Culture	
15	DFS	<p>25<sup>th</sup> Sept. 2023</p> <p>Meeting time 12:30 pm to 2:00 pm</p> <p><a href="https://swachhbharaturban.webex.com/swachhbharaturban/j.php?MTID=m1c129ec7cc1b2cf1ff7fd4cccc3654ba">https://swachhbharaturban.webex.com/swachhbharaturban/j.php?MTID=m1c129ec7cc1b2cf1ff7fd4cccc3654ba</a></p> <p>Monday, September 25, 2023 12:30 PM   1 hour 30 minutes   (UTC+05:30) Chennai, Kolkata, Mumbai, New Delhi</p> <p>Meeting number: 2514 646 7582</p> <p>Password: 1234</p>
16	MEA	
17	Heavy Industries and Public Enterprises	
18	Ports Shipping and Waterways	
19	Steel	
20	Food & Public Distribution	
21	DPIIT	
22	MoHFW	
23	MietY	
24	Power	
25	I&B	
26	Others	

### Details of coordinators for IT Support

S.No.	Ministries	Name and Contact Number
1	MHA	Rahul Jha 9717622366
2	Defence	
3	Railways	
4	MoRTH	
5	Civil Aviation	Sirisha Darbha 9866320206
6	Tourism	
7	Youth and Sport Affairs	
8	MoPNG	
9	Higher Education	Vijaya V 9388710051
10	MoEFCC	
11	Earth Science & Ocean Development	
12	Department of Water Resources, River Development & Ganga Rejuvenation	
13	Corporate Affairs	Pooja Ravi 7409426643
14	Culture	
15	DFS	
16	MEA	
17	Heavy Industries and Public Enterprises	Rahul Singh 9650010704
18	Ports Shipping and Waterways	
19	Steel	
20	Food & Public Distribution	
21	DPIIT	Manisha Reddy 7702354938
22	MoHFW	
23	MietY	
24	Power	
25	I&B	
26	All others	Amit Sethi (9810099406) Anjali Singhania (9560110282) Tarun Rajvanshi (8745964264) Vishal Verma (9711146339)