



ಕರ್ನಾಟಕ ಸರ್ಕಾರ

ಕಾಲೇಜು ಶಿಕ್ಷಣ ಇಲಾಖೆ

ಸಂಖ್ಯೆ: ಕಾಶಿಇ/ಶೈವಿ/22/ಸುತ್ತೋಲೆ/2023-24

ಕಾಲೇಜು ಶಿಕ್ಷಣ ಆಯುಕ್ತರ ಕಛೇರಿ
ಶೇಷಾದ್ರಿ ರಸ್ತೆ, ಬೆಂಗಳೂರು-560001,
ದಿನಾಂಕ : 15.09.2023.

ಸುತ್ತೋಲೆ

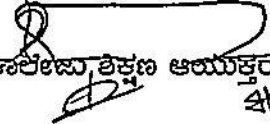
ವಿಷಯ : ದಿನಾಂಕ : 15.09.2023 ರಿಂದ 02.10.2023 ರವರೆಗೆ 'ಸ್ವಚ್ಛತಾ ಹೀ ಸೇವಾ/
ಸ್ವಚ್ಛತೆಯೇ ಸೇವೆ' ಆಂದೋಲನವನ್ನು ಹಮ್ಮಿಕೊಳ್ಳುವ ಬಗ್ಗೆ.

ಉಲ್ಲೇಖ : ಕೇಂದ್ರ ಸರ್ಕಾರದ ಪತ್ರಸಂಖ್ಯೆ : S-13015/62/2023-SBM-VI-DDWS,
ದಿನಾಂಕ : 04.09.2023.

ಸ್ವಚ್ಛ ಭಾರತ್ ಮಿಷನ್ (ಗ್ರಾಮೀಣ) ಮತ್ತು ಸ್ವಚ್ಛ ಭಾರತ್ ಮಿಷನ್ (ನಗರ) ಯೋಜನೆಗಳಡಿ
02 ನೇ ಅಕ್ಟೋಬರ್, 2023 ರಂದು ಮಹಾತ್ಮ ಗಾಂಧೀಜಿಯವ ಜನ್ಮ ದಿನದ ಸ್ಮರಣಾರ್ಥವಾಗಿ "ಸ್ವಚ್ಛ
ಭಾರತ್ ದಿವಸ್" ಅನ್ನು ಆಚರಿಸಲಾಗುತ್ತಿದೆ. ಈ ಹಿನ್ನೆಲೆಯಲ್ಲಿ ದಿನಾಂಕ : 15.09.2023 ರಿಂದ
02.10.2023 ರವರೆಗೆ 15 ದಿನಗಳ ಕಾಲ 'ಸ್ವಚ್ಛತಾ ಹೀ ಸೇವಾ / ಸ್ವಚ್ಛತೆಯೇ ಸೇವೆ' ಎಂಬ
ವಿಶೇಷ ಆಂದೋಲನವನ್ನು ಹಮ್ಮಿಕೊಳ್ಳಲು ಕೇಂದ್ರ ಸರ್ಕಾರವು ನಿರ್ದೇಶಿಸಿರುತ್ತದೆ.

ಈ ಹಿನ್ನೆಲೆಯಲ್ಲಿ, ಉಲ್ಲೇಖಿತ ಸರ್ಕಾರದ ಪತ್ರವನ್ನು ಈ ಸುತ್ತೋಲೆಯೊಂದಿಗೆ ಲಗತ್ತಿಸಲಾಗಿದ್ದು,
ಸದರಿ ಆಂದೋಲನವನ್ನು ಯಶಸ್ವಿಯಾಗಿ ಆಯೋಜಿಸಲು ಈ ಇಲಾಖಾ ವ್ಯಾಪ್ತಿಗೆ ಒಳಪಟ್ಟ ಎಲ್ಲಾ ಸರ್ಕಾರಿ/
ಖಾಸಗಿ ಅನುದಾನಿತ ಕಾಲೇಜುಗಳಲ್ಲಿ ಹಮ್ಮಿಕೊಳ್ಳಬಹುದಾದ ಕಾರ್ಯಕ್ರಮಗಳ ಕುರಿತು ಕ್ರಮವಹಿಸುವಂತೆ
ಸೂಚಿಸಲಾಗಿದೆ.

ಅಡಕ : ಉಲ್ಲೇಖಿತ ಸರ್ಕಾರದ ಪತ್ರ


ಕಾಲೇಜು ಶಿಕ್ಷಣ ಆಯುಕ್ತರು

ಇವರಿಗೆ:

1. ಜಂಟಿ ನಿರ್ದೇಶಕರು, ಪ್ರಾದೇಶಿಕ ಕಛೇರಿ, ಕಾಲೇಜು ಶಿಕ್ಷಣ ಇಲಾಖೆ, ಬೆಂಗಳೂರು, ಮೈಸೂರು,
ಶಿವಮೊಗ್ಗ, ಮಂಗಳೂರು, ಧಾರವಾಡ, ಕಲಬುರಗಿ -ಮಾಹಿತಿ ಹಾಗೂ ಸೂಕ್ತ ಕ್ರಮಕ್ಕಾಗಿ.
2. ರಾಜ್ಯದ ಎಲ್ಲಾ ಸರ್ಕಾರಿ/ ಖಾಸಗಿ ಅನುದಾನಿತ ಕಾಲೇಜುಗಳ ಪ್ರಾಂಶುಪಾಲರುಗಳಿಗೆ - ಸೂಕ್ತ ಕ್ರಮಕ್ಕಾಗಿ.

ಪ್ರತಿಯನ್ನು :

1. ಸರ್ಕಾರದ ಪ್ರಧಾನ ಕಾರ್ಯದರ್ಶಿಗಳು, ಗ್ರಾಮೀಣಾಭಿವೃದ್ಧಿ ಮತ್ತು ಪಂ.ರಾಜ್ ಇಲಾಖೆ,
ಬಹುಮಹಡಿಗಳ ಕಟ್ಟಡ, ಬೆಂಗಳೂರು - 560 001.

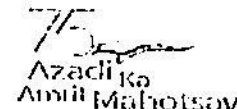
✓ 2. ಮಾಹಿತಿ ತಂತ್ರಜ್ಞಾನ ಅಧಿಕಾರಿಗಳು, ಕಾಲೇಜು ಶಿಕ್ಷಣ ಆಯುಕ್ತರ ಕಛೇರಿ, ಬೆಂಗಳೂರು -
ಇಲಾಖಾ ವೆಬ್‌ಸೈಟ್‌ನಲ್ಲಿ ಅಳವಡಿಸಲು.

3. ಕಛೇರಿ ಪ್ರತಿ.

Government of India
Ministry of Housing and Urban Affairs
Nirman Bhawan, New Delhi



Government of India
Ministry of Jal Shakti
Department of Drinking Water & Sanitation
Pt. Deendayal Antyodaya Bhawan,
New Delhi



No. S-13015/62/2023-SBM-VI-DDWS, Dated: September 4, 2023

Dear Chief Secretary,

As you are aware 2nd October is observed as Swachh Bharat Diwas (SBD) to celebrate the Jan Andolan for Swachhata which is a tribute to the Mahatma on the day of his Jayanti. As a prelude to SBD-2023, the annual *Swachhata Hi Sewa* (SHS) fortnight is being jointly organised by Swachh Bharat Mission-Grameen and Urban (by DDWS and MoHUA) wef 15th Sept to 2nd Oct 2023.

2. Theme of SHS-2023 is 'Garbage Free India' with focus on visible cleanliness and welfare of SafaiMitras. Like earlier years the spirit of cleanliness activities is voluntarism/ shramdaan. The focus of these swachhata drives would be on high footfall public places like bus stands, railway stations, beaches tourist places, zoos, national parks & sanctuaries, historical monuments, heritage sites, river fronts, ghats, drains and nallahs etc. in both rural & urban areas of State/ UT.

3. SHS-2023 celebrations would include the following components:

a.) Swachhata Hi Seva (SHS) - Fortnight long Cleanliness Drives - Cleanliness drives from 15th September till 2nd October should be conducted across all areas in the State. Some of the suggested activities are as follows:

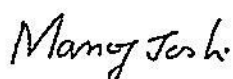
- Removal of garbage from all important places listed in para 2 above;
- Cleaning of all legacy waste sites in districts and villages;
- Repair, painting, cleaning and branding of all sanitation assets like litter bins, public toilets, dhalaos, waste transport vehicles, MRFs etc. in the area;
- Saturating villages, towns and cities especially markets, public places, tourist spots etc. with SBM wall paintings and dustbins;
- Swachhata Quizzes, Plantation drives, Swachhata Pledges, Swachhata Run;
- Cleaning/ plogging drives to clean riverbanks and removal of waste (including plastic) from water bodies especially in Ganga Grams and Ganga Towns;

- Cleanliness drives of tourist spots, along with IEC initiatives to discourage usage of Single Use Plastic (SUP) items, saturating dry and wet waste bins in line with the *Hara Geela Sookha Neela* campaign, etc.;
 - Cleanliness drives in Cantonment Board areas along with IEC campaigns encouraging alternatives to SUP;
 - Cleanliness drives and awareness activities may be taken up in schools with children understanding the importance of waste segregation at source, journey of waste, waste to wealth, alternatives to SUP etc. Wherever possible, Sanitation Clubs may be formed at schools/ colleges; and
 - Conducting special programs, cultural events promoting the sanitation journey of the country.
- b.) Indian Swachhata League 2.0 - To mobilize youth action for swachhata, youth led teams should come together and compete to clean their environment especially beaches, hills and tourist places on 17th Sept '23 across the State. The detailed SOP details on ISL 2.0 would be shared separately.
- c.) SafaiMitra Suraksha Shivar- Single window welfare camps to saturate all sanitation workers under various Central Govt. schemes and health checkup camps from 17th September onwards. The detailed SOP on SafaiMitra Suraksha Shivar would be shared separately.
4. Cleanliness drives are to be voluntary and should be conducted by involving Nehru Yuva Kendra volunteers, NCC Cadets, NSS, Swachhata Praharis, Self Help Groups, Swachhagrahis, RWAs, Market Associations, etc.
5. The 'Shramdaan' during SHS-2023 must be well documented and with high resolution photography and videography. Pictures of on-ground activities are to be uploaded on the SHS Portal (*link for which will be shared shortly*).
6. The tagline for all promotional activity is 'Garbage Free India' and all the communication, branding material and social media hashtags will be made available at link, which will be shared shortly.
7. Hon'ble Minister of Jal Shakti and Hon'ble Minister of Housing & Urban Affairs, have been requested to jointly launch the SHS 2023 on 15th Sept'23 through a virtual programme and they will have a 'Samvaad' with Sarpanches, Block Pramukhs, Mayors, Chairperson Zila Parishads, DM/ DCs along with other officials of rural and urban local bodies, DRMs and other district level officials of various Line Ministries (DoESL, Tourism & Culture, Forest/ Environment, Youth Affairs, Cantonment Boards etc.). VC link shall be shared via email shortly.
8. From SBM(G) Shri Rajeev Jauhari, Deputy Secretary (rajeev.ja@gov.in, M -8130598201) and from SBM(U) Ms. Sravanthi Jeevan (sravanthi.kanamala@gov.in, M-9899596586), will be

coordinating with the States/UTs. For all portal related issues, Mr. O.P Agarwal (omprakash@nic.in| 9871888276) from NJC will be the Nodal Point person.

9. It is requested that a meeting may be convened at your level with all relevant stakeholders at State & District level to apprise them of the various activities involved and to motivate them to make SHS 2023 a huge success.

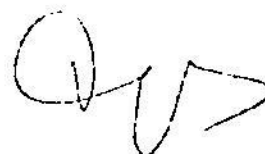
With regards,



(Manoj Joshi)

Secretary

Ministry of Housing & Urban Affairs
Government of India



(Vini Mahajan)

Secretary

Department of Drinking Water and
Sanitation
Ministry of Jal Shakti
Government of India

To

Chief Secretary
All States/UTs