



Estd. 1962

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## शिवाजी विद्यापीठ, कोल्हापूर

परिपत्रक

४१/२०२३

विषय — महात्मा गांधी जयंती निमित्त दि.०१ ऑक्टोबर, २०२३ रोजी 'स्वच्छता ही सेवा' या उपक्रमांतर्गत स्वच्छता मोहिम राबविणेबाबत (एक तारीख एक घंटा)

संदर्भ — १) परिपत्रक जा. क्र. आस्थापना/१६२६ दि. १४ सप्टेंबर, २०२३

२) गृह आणि शहरी व्यवहार मंत्रालय, भारत सरकार, यांचे दि.२२/०९/२०२३ रोजीचे पत्र

३) उप सचिव, उच्च व तंत्र शिक्षण विभाग यांचे दि.२६/०९/२०२३ रोजीचे पत्र

शिवाजी विद्यापीठ परिसर स्वच्छ ठेवण्याची जबाबदारी आपली सर्वांचीच आहे, हे लक्षात घेऊन महात्मा गांधी जयंतीचे औचित्य साधून उपरोक्त संदर्भीय क्र. १ च्या परिपत्रकानुसार दि.२५ सप्टेंबर, २०२३ ते दि.३० सप्टेंबर, २०२३ या कालावधीमध्ये 'विशेष स्वच्छता सप्ताह अभियान' राबविण्यात येत आहे. तसेच, उपरोक्त संदर्भ क्र. २ चे भारत सरकार यांचे पत्र व संदर्भ क्र. ३ च्या राज्य शासनाच्या पत्रानुसार 'स्वच्छता ही सेवा' या उपक्रमांतर्गत दि.०१ ऑक्टोबर, २०२३ रोजी सकाळी १०.०० पासून किमान एक तास श्रमदान योगदान देवून शिवाजी विद्यापीठ परिसरामध्ये 'स्वच्छता मोहिम' राबवावयाचे आहे. या अभियानांतर्गत अधिविभागाच्या इमारती, प्रशासकीय इमारती आणि रस्ते येथील स्वच्छता मोहिम राबविली जाणार आहे. त्याचे नियोजन खालीलप्रमाणे राहिल.

१. प्रत्येक अधिविभागातील शिक्षक, प्रशासकीय सेवक व विद्यार्थी— विद्यार्थीनी यांनी आपआपला अधिविभाग तसेच अधिविभागासमोरील परिसरात स्वच्छता मोहिम राबवावी. इमारतीभोवतीचे किमान वीस फूट अंतरातील परिसर स्वच्छ करावा.
२. परीक्षा भवन क्रमांक एक, दोन येथील कर्मचारी आपआपल्या इमारतीबाहेरील स्वच्छता करतील. तसेच आपआपल्या इमारती आणि नजीकच्या रस्त्यांवरील परिसरात स्वच्छता मोहिम राबवावी.
३. दूरशिक्षण विभाग, गेस्ट हाऊस येथील कर्मचारी आपआपल्या इमारतीच्या आजूबाजूचा परिसरात स्वच्छता मोहिम राबवावी.
४. प्रशासकीय इमारतीतील कर्मचारी हे सबस्टेशन—हेल्थसेंटर—संगीतशास्त्र अधिविभाग तलाव—पाचबंगला—गेस्ट हाऊस—लेडीज होस्टेल—भूगोल अधिविभाग या परिसरात स्वच्छता मोहिम राबवावी.
५. अभियांत्रिकी विभागाचे कर्मचारी हे, मुख्य पॉवर स्टेशन, अभियांत्रिकी विभागाचे गोडावून येथील परिसरात स्वच्छता मोहिम राबवावी.
६. एन.एस.एस. पी.जी. युनीटचे स्वयंसेवक हे राजमाता जिजाऊसाहेब सभागृह व सभागृह परिसरात स्वच्छता मोहिम राबवावी.
७. मुलांचे वसतिगृह आणि मुलींचे वसतिगृहात राहणाऱ्या विद्यार्थी—विद्यार्थीनींनी वसतिगृह परिसरात स्वच्छता मोहिम राबवावी. या संदर्भातील नियोजन व पर्यवेक्षण वसतिगृह रेक्टरनी करावयाचे आहे.
८. विद्यापीठ निवासस्थानामध्ये राहणाऱ्या कर्मचाऱ्यांनी व त्यांच्या कुटूंबियांनी निवासस्थान परिसरात स्वच्छता मोहिम राबवावी. असे आवाहन करण्यात येत आहे.
९. डिपार्टमेंट ऑफ टेक्नॉलॉजी, क्रीडा विभाग, आरोग्य केंद्र, कंड्युमर्स स्टोअर्स, कॅन्टीन्स, स्नॅक स्पॉट्स इ. अन्य सर्व विभागांमार्फत त्यांच्या कार्यालयीन इमारती व परिसरात स्वच्छता मोहिम राबवावी..
१०. क्रीडा विभागातील शिक्षक, प्रशासकीय सेवक व विद्यार्थ्यांच्या सहाय्याने मैदाने स्वच्छ करून तेथील परिसरात स्वच्छता मोहिम राबवावी.

११.स्वच्छता मोहिम अंतर्गत कर्मचारी, विद्यार्थी, शिक्षक यांची उपस्थिती आणि कामाचा अहवाल आस्थापना विभागास दि.०५/१०/२०२३ रोजीपर्यंत ई-मेलव्दारा सादर करावयाचा आहे.

सदरचे अभियान राबविताना अधिविभागप्रमुख हे आपआपल्या अधिविभागाच्या स्वच्छतासाठीचे पर्यवेक्षण करतील. परीक्षा विभागाचे उपकुलसचिव हे परीक्षा भवन १ व २ येथील नियोजन करतील. दूरशिक्षण विभागाचे संचालक/उपकुलसचिव हे तेथील कार्य पाहतील. तर प्रशासकीय विभागाची जबाबदारी संबंधित उपकुलसचिव यांचेकडे राहिल. या संपूर्ण मोहिमेसाठीचे पर्यवेक्षण हे मा.कुलगुरू व अन्य वैधानिक अधिकारी यांच्याद्वारा करण्यात येईल.यावर्षाच्या स्वच्छता मोहिम अभियानात विद्यापीठ परिसरातील प्लॅस्टीक निर्मूलनाबाबत विशेष लक्ष देणेचे आहे. अभियान यशस्वी होण्यासाठी आवश्यक असणारे साहित्य अधिविभाग आणि प्रशासकीय विभाग यांनी उपलब्ध करून घ्यावयाचे आहे.

उपरोक्तचे स्वच्छता अभियान यशस्वी करण्यासाठी सर्व विद्यार्थी, प्रशासकीय सेवक, शिक्षक यांनी या मोहिमेत सहभागी होऊन सहकार्य करावे, असे आवाहन करण्यात येत आहे.

राबविण्यात येणारा कार्यक्रम/उपक्रम (<https://swachhatahiseva.com/>) या वेबसाईटवरील पोर्टलवर Event Create करावा सोबत Login ID व Password देणेत आलेला आहे.

आदेशावरून,



डॉ. व्ही. एन. शिंदे  
कुलसचिव

जा.क्र.आस्थापना/ १०२२

दिनांक : 27 SEP 2023

प्रति,

१. सर्व अधिविभागप्रमुख, संचालक, समन्वयक, उपकुलसचिव, कायदा अधिकारी, जनसंपर्क अधिकारी, सहा.कुलसचिव व समकक्ष अधिकारी व सेवक
२. मा.कुलगुरू, मा.प्र-कुलगुरू, कुलसचिव, संचालक, परीक्षा व मूल्यमापन मंडळ, वित्त व लेखा अधिकारी, यांच्या कार्यालयास माहितीसाठी.
३. इंटरनेट सेल — सदरचे परिपत्रक संकेतस्थळावर प्रसिध्द करावे. (INTRANET)

टीप:— सदरचे परिपत्रक आपल्या विभागातील सर्व शिक्षक, अधिकारी, प्रशासकीय सेवक, यांच्या निदर्शनास आणावे.

मनोज जोशी  
सचिव  
**Manoj Joshi**  
Secretary



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 1st 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.

4. You are requested to review the final preparedness by 26<sup>th</sup> Sept '23 for the entire Ministry for the mega cleanliness drive to be held on 1st Oct '23.

Looking forward to your cooperation.

Yours Sincerely,

*Manoj Joshi*

(Manoj Joshi)

To:

Secretaries of all Ministries / Department

## 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<br>ii. Meeting with field units by respective Ministries<br>iii. The deliverables and planning for 1st Oct<br>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<br>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                    | i. Pre-event press release by Central Ministries   |
| 30 <sup>th</sup> Sept                    | i. High decibel dissemination on various platforms   |
| 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                      | i. Coverage of shrandhanjalis, felicitation etc.   |

**8) Coordinating Team Details:**

|                                     |  |
|-------------------------------------|--|
| Officer In-charge                   | Shri Binay Kumar Jha,<br>Director, SBM (U), MoHUA<br>Email: <a href="mailto:binay.jha@nic.in">binay.jha@nic.in</a><br>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<br>9717622366   |
| 2     | Defence   |   |
| 3     | Railways  |   |
| 4     | MoRTH   |   |
| 5     | Civil Aviation  | Sirisha Darbha<br>9866320206  |
| 6     | Tourism   |   |
| 7     | Youth and Sport Affairs   |   |
| 8     | MoPNG   |   |
| 9     | Higher Education  | Vijaya V<br>9388710051  |
| 10    | MoEFCC  |   |
| 11    | Earth Science & Ocean Development                                     |   |
| 12    | Department of Water Resources, River Development & Ganga Rejuvenation |   |
| 13    | Corporate Affairs   | Pooja Ravi<br>7409426643  |
| 14    | Culture   |   |
| 15    | DFS   |   |
| 16    | MEA   |   |
| 17    | Heavy Industries and Public Enterprises                               | Rahul Singh<br>9650010704   |
| 18    | Ports Shipping and Waterways  |   |
| 19    | Steel   |   |
| 20    | Food & Public Distribution  |   |
| 21    | DPIIT   | Manisha Reddy<br>7702354938   |
| 22    | MoHFW   |   |
| 23    | MietY   |   |
| 24    | Power   |   |
| 25    | I&B   |   |
| 26    | All others  | Amit Sethi (9810099406)<br>Anjali Singhania (9560110282)<br>Tarun Rajvanshi (8745964264)<br>Vishal Verma (9711146339) |