

**MOST IMMEDIATE**  
**TODAY**

GOVERNMENT OF ANDHRA PRADESH  
SCHOOL EDUCATION (PROG.II) DEPARTMENT

Memo.No. 17004/PE-Prog.II/A1/2014-

Dated: 12.11.2014

Sub: School Education Department -- Launching of Swachh Balak Mission in all School and Anganwadis in the Country from 14<sup>th</sup> to 19<sup>th</sup> November, 2014 by th Ministry of Drinking Water and Sanitation, Govt of India Certain instructions issued - Reg.

- Ref: 1 From the Secretary, Minister of Drinking Water and Sanitation, Govt of India, Lr D.O. No. W-11013/13/2014-NBA, dated 14.10.2014
- 2 From the Joint Secretary, Dept of School Edn & Lit, MHRD, Gol, New Dlehi, Lr F. No. 7-115/2014 UT2, dated 03.11.2014.

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Copies of references 1<sup>st</sup> & 2<sup>nd</sup> cited are sent herewith. The Commissioner & Director of School Education A.P. Hyderabad and the State Project Director, SSA, A.P. Hyderabad are informed that children can plan a very important role in achieving Swachh Bharat by 2019. If children can be motivated in keeping themselves clean, their homes, schools and surrounding clean and given the right messages on the importance of sanitation, they can not only contribute immensely towards improving the sanitation situation in the country but also by becoming ambassadors of cleanliness in their homes and communities. In order to focus the above theme, Bal Swachhta Mission will be launched on 14<sup>th</sup> November, 2014 and continued upto 19<sup>th</sup> November, 2014. The themes of the Mission for the inaugural week starting 14<sup>th</sup> November 2014 are as follows:-

- 14<sup>th</sup> November 2014 : Clean School/surroundings/play area
- 15<sup>th</sup> November 2014 : Clean Food
- 17<sup>th</sup> November 2014 : Clean Self (the activities on clean self/personal hygiene can be taken up on any day)
- 18<sup>th</sup> November 2014 : Clean Drinking Water
- 19<sup>th</sup> November 2014 : Clean Toilets

2. Central Board of Secondary Education (CBSE) will conduct online competitions are designed to encourage participation in the themes on different days of the week.

(PTO)

3. Therefore, she/he is requested to take necessary action for participation of students in this endeavour in their own schools. Besides the suggested themes, innovative activities involving children in participating in Bal Swachhta Mission would also be appreciated.

4. She/he is also requested to furnish action taken report to Government from time to time progress of the above Mission.

ADHAR SINHA  
PRL. SECRETARY TO GOVERNMENT (SE)

To  
The Commissioner & Director of School Education, A.P. Hyderabad &  
The State Project Director, SSA, A.P. Hyderabad (w.e.)  
All District Collectors (w.e.)  
Copy to PS to the Principal Secretary to Govt (SE).

// FORWARDED BY ORDER //

G. Madhukumar  
SECTION OFFICE  
As

To  
1. All the Project officers of SSA  
2. All the DEO's

All DEO's & PO's are requested to  
issue necessary instructions to All MEO's with  
regards to Bal Swachhta Mission will be  
launched on 14-01-2014.

V. Anjaneyulu  
13/1/14  
Planning Coordinator  
Bn



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(Dr Satbir Bedi)  
Joint Secretary  
e : 011 23387781



विजयलक्ष्मी जोशी  
VIJAYLAXMI JOSHI



सत्यमेव जयते

सचिव  
भारत सरकार  
पैयजल एवं स्वच्छता मंत्रालय

Secretary  
Government of India

Ministry of Drinking Water and Sanitation

247, 'A' Wing, Nirman Bhawan, New Delhi-110011

Tel. : 23061207, 23061245 Fax : 23062715

E-mail : secydw@nic.in

Website : www.ddws.nic.in



D.O. No. W-11013/13/2014-NBA  
Dated 14/10/2014

Dear Chlof Secretary,

Subject : Launch of Bal (Child) Swachhta Mission under the Swachh Bharat Mission

As you are aware, the Hon'ble Prime Minister has on October 2, 2014 launched a Nationwide Sanitation initiative, in the form of the Swachh Bharat Mission. The Swachh Bharat Mission focuses on improving cleanliness and hygiene in urban and rural areas, covering all work places, public places, homes and curbing open defecation in the country. For this, the Hon'ble Prime Minister has called upon every citizen in the country to take individual and collective steps towards achievement of the goal.

2. Children can play a very important role in achieving Swachh Bharat by 2019. If children can be motivated in keeping themselves clean, their homes, schools and surroundings clean and given the right messages on the importance of sanitation, they can not only contribute immensely towards improving the sanitation situation in the country but also by becoming ambassadors of cleanliness in their homes and communities. It is in this context that it has been decided to launch a Bal Swachhta Mission on 14<sup>th</sup> November 2014 on the occasion of Children's Day (Bal Divas), in which children would be sensitized and involved in different aspects of hygiene and safe sanitation. There shall be six main themes for the Bal Swachhta Mission. These are:

- (i) Clean School and Anganwadis
- (ii) Clean Surroundings e.g. playgrounds.
- (iii) Clean Self (Personal Hygiene/Child Health)
- (iv) Clean Food
- (v) Clean Drinking Water
- (vi) Clean Toilets

It is proposed that on each day 14-19 November, 2014 (6 days), one of the above themes shall be focused across the entire country. Activities connected to the theme will be organized on the day. States are requested to take preparatory action through all relevant Departments including Department of School Education, Department of

15/10

25/10/14

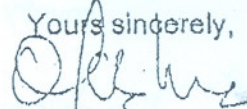
Women and Child Development, Department of Urban Development, Ministry of Drinking Water and Sanitation, Department of Information and Publicity etc. to ensure that these activities are organized in every School and Anganwadi of States. Events relating to the Bal Swachhta Mission can be organized at State, District and Block and Gram Panchayat Levels functions.

4. It is pointed out that the week will culminate with the World Toilet Day on 19th November, 2014, thus giving the opportunity of spreading the message of ending open defecation.

5. A pledge to be taken on the occasion by all children of the country is being prepared and will be circulated to all States shortly.

6. It is requested that State Governments take all steps to ensure appropriate programs on the occasion and give maximum publicity and also ensure wide participation in the Bal Swachhta Mission and in its weeklong programme.

With regards,

Yours sincerely,  
  
(Vijaylaxmi Joshi)

**Chief Secretaries/UT Administrators of all the States**

Copy to :

1. The Secretary, M/o HRD (Deptl. of School Education)
2. The Secretary M/o Women and Child Development
3. The Secretary, Planning Commission
4. The Secretary M/o Information and Broadcasting
5. The Secretary, M/o Urban Development