

No-EDN-U(G-III)Misc/2018/- 1071-73  
Office of the Deputy Director of Higher Education,  
Una Distt Una (Himachal Pradesh) Tel: 01975223850  
Email: ddhe-una-hp@gov.in  
Dated: Una the 10th August, 2020

To

All the Principals/Headmasters,  
GSSS/GHS Distt Una(HP)

Subject-


A week long behaviour change campaign "Gandagi Mukh Bharat(GMB)"  
from 8<sup>th</sup> August, 2020 to 15<sup>th</sup> August, 2020.

Memo,

Please refer to the Deputy Director Cum Project Officer District Rural  
Development Agency Una Distt Una(HP), officer Letter No DRDA/UNA/SBM-G/2029-3724-28 dated  
04.08.2020, a copy of Letter received on the subject cited above.

In this connection, you are hereby directed to comply with the Letter strictly  
and send the action taken report to this office on 17<sup>th</sup> August, 2020 so that Higher Authorities could  
be appraised in the matter accordingly.

Encls- Copy of Letter

  
Deputy Director of Higher Education,  
Una Distt Una (HP)  
August, 2020,


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Copy to-

1. The Director of Higher Education Shimla for information please.
2. The Deputy Director Cum Project Officer District Rural Development Agency Una Distt Una(HP)  
wrt his Letter No mentioned above for information please.

  
Deputy Director of Higher Education  
Una, Distt Una (HP)



No. DRDA/UNA/SBM-G/2019/- 3724-28  
OFFICE OF THE DEPUTY DIRECTOR- CUM- PROJECT OFFICER,  
DISTRICT RURAL DEVELOPMENT AGENCY,  
UNA, DISTRICT UNA (H.P.)

To

- 1) The Chief Medical Officer,  
Una, District Una (HP)
- 2) The Deputy Director,  
Secondary Education, Una District Una H.P.
- 3) The Deputy Director,  
Primary Education, Una, District Una H.P.
- 4) The District Ayurveda Officer,  
Una District Una (HP)
- 5) The Block Development Officer,  
Amb, Bangana, Haroli, Gagret & Una  
District Una (H.P.)

Dated:- 4-8-2020

Subject: A Week long behavior change campaign " Gandagi Mukh Bharat (GMB)" from 8<sup>th</sup>  
August 2020 to 15<sup>th</sup> August 2020.

Sir .

Please find enclosed herewith a copy of letter No. SMG 59/2020-21-RDD (SBM-G) –all campaigns (GBM) received from the Director (RD) to the Govt. of Himachal Pradesh dated 31<sup>st</sup> July 2020 on the subject cited above.

The Govt. of India, Ministry of Jal Shakti, Deptt. of Drinking Water & Sanitation – SBM-G has decided to celebrate a Weeklong behavior change campaign " Gandagi Mukh Bharat (GMB) " from 8<sup>th</sup> August 2020 to 15<sup>th</sup> August 2020. The following schedule for weeklong (Aug 8 –Aug 15,2020) as under:-

Date	Activity
8 <sup>th</sup> Aug,2020	e-Ratri Chaupal with Sarpanches by the District Collectors
9 <sup>th</sup> Aug,2020	Campaign led by Village Mukhlias/ Pradhans to collect and segregate Single Use Plastic(SUPs)
10 <sup>th</sup> Aug,2020	Shramdaan in Panchayats to whitewash. Cleaning of public buildings & Launch of SMB Mobile academy for ODF plus education and awareness.
11 <sup>th</sup> Aug,2020	SBM IEC Message: Wall Painting day in villages.Five ODF plus wall Painting have been shared with the Districts. It would crate an atmosphere of Jan-andolan for Swachhata if all villages take part in wall painting abhiyan for swachhta, taking necessary COVID-19 precautions.
12 <sup>th</sup> Aug,2020	Sharamdaan in villages: Tree Plantation activities.
13 <sup>th</sup> Aug,2020	Online painting competition(classes 6 to 8) ,essay competition (Classes 9 to 12) on the theme of " Gandagi Mukh Mera Gaon"

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14 <sup>th</sup> Aug, 2020	Cleanliness and Sanitization drives in Primary Health Centres (PHCs)
15 <sup>th</sup> Aug, 2020	Independence Day: ODF plus declarations of villages in Aam Sabha

These Suggestions are indicative, Blocks may take more innovative measures based on local ideas and innovations. Activities may be planned keeping in mind the prevailing COVID-19 situation and maximum precautions as per standard guidelines with focus on virtual platforms and interaction medium to be taken while designing the activities.

You are, therefore, requested to issue necessary instructions to the field functionaries to celebrate the GMB week in a befitting manner and to monitor its implementation at Block level. Your personal leadership will be invaluable in this effort.

Yours faithfully,



Deputy Director-cum- Project Officer.  
DRDA, Una District Una (HP)