

No. EDN-H(27) NSS-Misc(loose)
Directorate of Higher Education
Himachal Pradesh.

Tel. No. 2653120-240 e-mail Address dhe-sml-hp@gov.in Fax No. 2812882

Dated, Shimla-1, the

21st August, 2017

To

The Dy. Directors (all Districts) (Una)
Higher Education,
Himachal Pradesh.

22 AUG 2017

Subject: - Organizing Essay and Film Competition-Reg.
Memo,

It is to inform you that the Ministry of Drinking Water & Sanitation, Government of India is organizing a country wide essay and Film competition as a step towards making Swachhta a people's movement. Active participation of youth is crucial for making this movement successful. The detailed guidelines and instructions on the above subject, as received from the NSS Directorate, New Delhi is being enclosed.

In this regard, you are directed to circulate the photocopy of guidelines to all NSS Units under your jurisdiction & arrange to submit best five entries to this Directorate on or before 31st of August, 2017. So that it could be sent to GOI.

This may be treated as MOST URGENT

Director of Higher Education
Himachal Pradesh.

Copy forwarded for information to:-

- 1 State NSS officer, State NSS Cell, Youth Services & Sports, HP Secretariat Shimla-2 for information.
- 2 Guard File.

Director of Higher Education
Himachal Pradesh.

Enclat No:- EDN-UCG-II) NSS 2017-12638 Dt. 31⁰⁸ 17.

Office of the Deputy Director of Higher Education
Una (H.P.)

Copy to :-

All the Heads GSSS (having NSS units) in Una Distt for information and directed to submit best one entry alongwith documents of your school to this office within two days this may be treated as most urgent.

Deputy Director of Higher Education
Una District Una (H.P.)

परमेश्वरन अय्यर

Parameswaran Iyer



भारत सरकार

पेयजल एवं स्वच्छता मंत्रालय

Secretary

Government of India

Ministry of Drinking Water & Sanitation

4th Floor, Pt Dindayal Antodaya Bhawan, N.D-110003

Tel: 24361011, 24362715,

e-Mail: param.iver@gov.in

D.O. No. 2/2/S(DWS)/2017

14th August 2017

Dear Dr. Dubey,

The Hon'ble Prime Minister has given the clarion call to achieve a new India by 2022 under "Sankalp Se Siddhi", a mass resolve to make all dirt and filth quit India. In pursuit of this vision, the Ministry of Drinking Water & Sanitation plans to organise countrywide **Film, Essay and Painting Competition** between 16th August and 15th September as another major step towards making Swachhta a people's movement. The core objective is to generate mass involvement in SBM and related issues.

The themes of the aforesaid competitions, to be held under the overall banner of Swachh Sankalp Se Swachh Siddhi, are:

- **Essay Competition:** "मैं स्वच्छता के लिए क्या करूँगा / करूँगी?" / "What will I do for cleanliness?"
- **Film Competition:** "भारत को स्वच्छ बनाने में मेरा योगदान" / "My Contribution to make my country clean" (2-3 minutes duration)
- **Painting Competition (only for primary schools):** "मेरे सपनों का स्वच्छ भारत" / "The Clean India of my dreams"

Based on the aforesaid competitions, the **National Swachh Bharat Awards** shall be presented on 2nd October 2017. There shall be district and then consequently state-level awards. The exercise needs to be completed latest by 11th September 2017.

I am writing to you to seek your cooperation in enlisting maximum participation from the youth of the country. Your support will be of great booster to this people's movement 'Swachh Sankalp se Swachh Siddhi.'

Such a massive mobilisation will be successful with your active leadership and close monitoring. In this regard I would request you to kindly issue appropriate instructions need to be conveyed to the youth organizations like NSS, NCC, NYKs, National Youth Corps and Scouts & Guides for enlisting the maximum number of entries. Their entries can be submitted through Gram Panchayats, BDO/District Collector, MyGov.in and NewIndia.in.

As discussed today, I look forward to the opportunity of coming to your office to meet you and your colleagues at 1430 hrs on 17th August. My team and I will be happy to make a presentation and interact with you and your colleagues. I will be grateful for your cooperation.

With regards,

Yours sincerely,


Parameswaran Iyer

Dr. A.K. Dubey

Secretary

Department of Youth Affairs, Ministry of Youth Affairs and Sports
New Delhi

Introduction

- Responding to the PM's clarion call of 'Sarva Shiksha Mission' (SSM), of which a leading resolve is to attain 100% literacy for all by 2010, MOYAS is committed to the goal of making every child in India a literate citizen.
- Organising a countrywide Film, Essay and Debate Competition from 1st to 8th September as another major movement.
- Active participation of Youth is crucial for the success of the SSM.
- Youth Participation is considered crucial for the success of Bharat Shiksha Mission.
- MOYAS is already a strong partner of SBM.

Proposal

- Department of Youth Affairs to organise their youth outreach

- Organisations are: NSS, NYKS,, Scouts and C
And NCC

- Format :

- Competitions held among all units of these youth
- Best 3 entries consolidated at each level
- Local prizes from Department of Youth Affairs at or State Level or any other level as deemed fit. I level.
- 3 best entries (per category/per organization) inter-organization entries. (Essays and Films only
- National Swachh Bharat Awards on Oct 2 2017



Proposal (For Swachh Sankalp Se Swachh Siddhi)

Example : NCC

NCC
Headquarters

Directorate

Group HQ

Unit

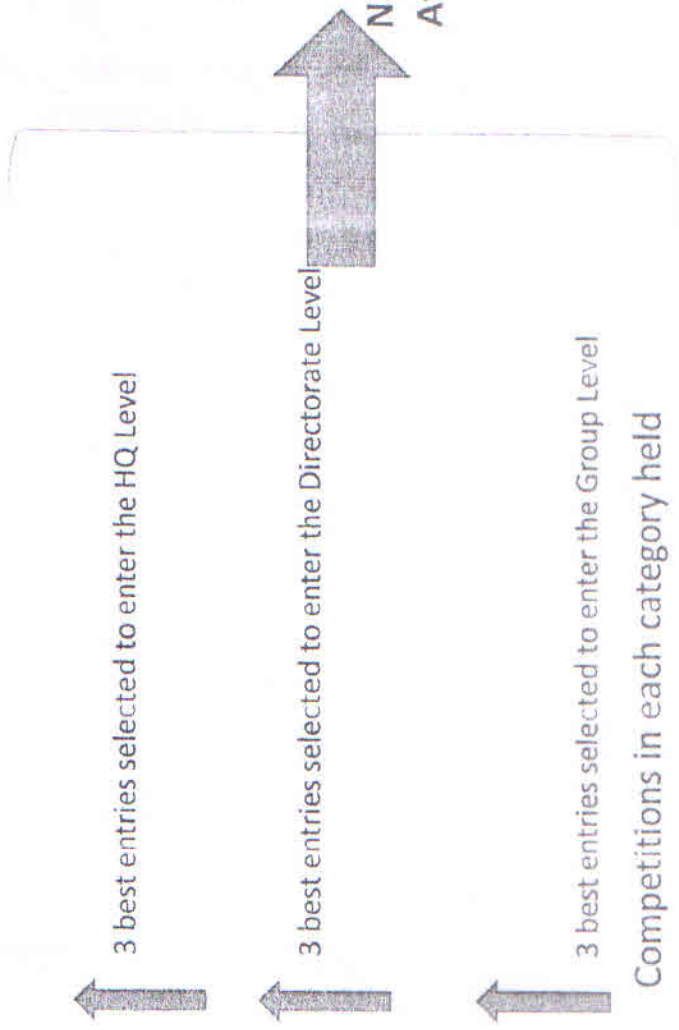
3 best entries selected to enter the HQ Level

3 best entries selected to enter the Directorate Level

3 best entries selected to enter the Group Level
Competitions in each category held

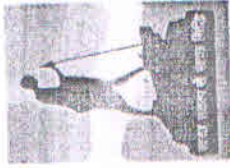
3 best entries to be sent to the MDWS

National Swachh Bharat Awards will be given on 2nd October 2017



SBM- MOYAS

- MDWS to engage with (MDWS Guides) under the aegis of
- Engaging them in innovation by
- Youth volunteers are engaged in generation and sustained local interventions and social
- Specific focus on UP Karnataka
- MDWS will consider in
- Request the organization any.



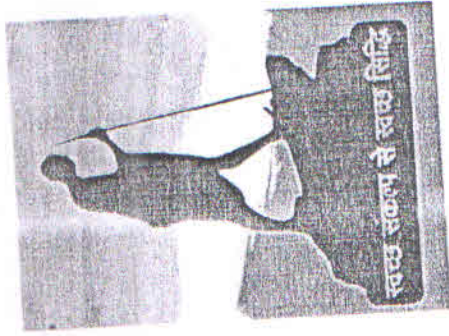
Entries



SBM- MOYAS collaboration

- MDWS to engage with youth groups (NSS, NCC, NYKS, National Youth Corps, Scouts and Guides) under the aegis of Ministry of Youth Affairs and Sports
- Engaging them in nation building movement on swachhhta
- Youth volunteers are expected to deliver on measurable indicators of demand generation and sustained usage of toilets across villages in India, through customised local interventions and solutions.
- Specific focus on UP, Bihar, Odisha, J&K, Telengana, Jharkhand, Andhra Pradesh, Karnataka
- MDWS will consider funding support against listed IEC activities
- Request the organisations to come with proposals along with funding requirement if any.

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Thank You



पेयजल और स्वच्छता मंत्रालय
 Ministry of Drinking Water and Sanitation

