

No. F.1(4-3)-SE/Samagra/PUB/2018 /4732-45

Agartala, 29/08/2018.

**MEMORENDUM**

**Sub: Organizing of month-long awareness campaign with the slogan 'Swachha School Swachha Gram' from 1<sup>st</sup> September to 2<sup>nd</sup> October, 2018.**

It was already decided and communicated to the District Education Offices vide this office letter No.F.1(6-19-B)SE/SAMAGRA/CIVIL/PAKHWADA/2018-19/4052-62 dated 16/08/2018 regarding observance of 'Swachhta Pakhwada' from 1<sup>st</sup> – 15<sup>th</sup> September, 2018 and its convergence with the launch of 'Swacchta Hi Sewa' campaign till 2<sup>nd</sup> October, 2018 in every school of the State .


On the other hand, in order to generate mass awareness and to send a message to all Stakeholders regarding maintenance of cleanliness of toilets in schools, it is also decided in the Departmental Review Meeting held on 6<sup>th</sup> August, 2018 under the Chairmanship of Hon'ble Chief Minister, Tripura to take month-long mass awareness campaign with the slogan 'Swachha School Swachha Gram' all over the State.

Now, it is further decided to launch the mass campaign with the slogan 'Swachha School Swachha Gram' along with the observance of 'Swachhta Pakhwada' and its convergence with launch of the 'Swacchta Hi Sewa' campaign from 1<sup>st</sup> September to 2<sup>nd</sup> October, 2018 in every school of the State. In addition to the Action Plan, which were communicated earlier, the following activities should also be undertaken during the campaign period:

1. **Small banners:** At least one small flex banner containing the slogan 'Swachha School Swachha Gram', a short message and some photographs on cleanliness should be displayed in every school premises. The task of printing of flex banner will have to be done by District / Blocks Project Coordinators / individual schools by utilizing the fund available under 0.5% Community Mobilization Head of Samagra Shiksha Abhiyan.
2. **Decorative Van :** The District / Blocks Project Coordinators will arrange one vehicle which will be decorated with various messages on cleanliness and the vehicle will also carry public announcement systems to act as 'Message on Wheels' to cover all the clusters of the concerned district during the campaigning period. The public announcement systems will be used for generating awareness on the themes as stated above. The expenditure should be met up from the 0.5% Community Mobilization Head.
3. **Other activities:** All concerned (Districts, Blocks, Clusters and schools) have to take up wide publicity measures at their levels by way of organizing processions, rallies, meeting, dramas, competitions etc. on the theme of maintaining cleanliness and hygiene in school and its surrounding to generate mass awareness. The expenditure in this regard shall be met out from the 0.5% Community Mobilization Component under Management Cost of Samagra Shiksha Abhiyan of the respective District / Block / Cluster Offices.

4. All concerned, i.e. District, Block, Cluster and School / SMC functionaries shall take up wide publicity measures at their respective levels beforehand through organizing processions / rallies, meetings by using loudspeakers etc. to generate mass-awareness.
5. Further, all concerned will make proper photography and videography of the awareness campaigns undertaken under their jurisdiction and to submit the same to this Office.
6. The expenditure to this effect may be borne from the fund available under 0.5% Community Mobilization head of Management Cost of the districts/blocks after maintaining all **codal formalities**.

The above instructions are to be strictly adhered to.

  
29.8.18

( U. K Chakma )

State Project Director  
(Director of Secondary Education)

**To:**

1. All District Project Co-ordinators (District Education Officers), for information and taking necessary action. He will transmit copy of the Memo to all Block Project Co-ordinators (Inspectors of Schools, State) under his control for further downward transmission to all concerned.
2. The Principal Officer (Education), TTAADC, for information and taking immediate necessary action. He will transmit copy of the Memo to all Joint Block Project Co-ordinators (Inspectors of Schools, TTAADC) under his control for further downward transmission to all concerned.
3. The State Civil works Coordinator (Executive Engineer), Samagra Shiksha Abhiyan, for monitoring and supervision of the programme.
4. The State Publicity Coordinator, Samagra Shiksha Abhiyan, for monitoring and supervision of the programme.
5. SSA Website for uploading.

**Copy to:**

1. PS to the Hon'ble Minister, Education (School) Department, Government of Tripura, for kind information of the Hon'ble Minister.
2. PS to the Principal Secretary, Education (School) Department, Government of Tripura, for kind information of the Principal Secretary.