



Government of India

Ministry of Education

Department of School Education & Literacy

Special Campaign 3.0



Swachhata Hi Seva



Special Campaign 3.0



**Swachhata
Hi Seva**



Government of India

Ministry of Education

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It does not require
money to live neat,
clean and dignified.

-Mahatma Gandhi



Swachh Bharat Abhiyan is not just about cleaning surroundings but also about a change in mindset.

- Shri Narendra Modi
Hon'ble Prime Minister



'स्वच्छता ही सेवा' सिर्फ अभियान ही नहीं अपितु राष्ट्र को उत्कृष्ट बनाने का संकल्प है।

- धर्मेंद्र प्रधान
माननीय केंद्रीय शिक्षा और
कौशल विकास एवं उद्यमिता मंत्री



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PREFACE

The Swachhata Campaign has emerged as a powerful movement in the dynamic landscape of Indian education through the integration of the National Education Policy 2020 (NEP 2020) and the visionary Swachh Bharat Abhiyan, spearheaded by Hon'ble Prime Minister Shri Narendra Modi. This booklet presents the concrete achievements and exemplary practices related to Swachhata within the realm of school education, which are meticulously aligned with the transformative vision of NEP 2020.

The Swachhata Campaign, inspired by Mahatma Gandhi's teachings, has played a pivotal role in promoting cleanliness and hygiene in all spheres of life and also schools. The principle of 'Be the change you wish to see in the world' as espoused by Gandhiji finds relevance in school education through the inculcation of values related to cleanliness, hygiene and civic responsibility among the students. It goes beyond textbooks and delves into the practical life skills and character development that resonates with the core principles of the NEP 2020.

This collection of accomplishments is evidence of the all-encompassing educational experiences taking place in schools throughout the country. The Swachhata Campaign has acted as a catalyst for a significant shift in education by promoting

hands-on learning activities such as establishing compost pits, creating Swachhata-themed songs, beautifying school infrastructure through art and forming Eco Clubs, among other initiatives. 'The Divine Wall' is a stunning example of creativity by using trash and plastic bottles to form an artistic mural at PM SHRI Kendriya Vidyalaya in Odisha. The achievements highlighted here go beyond just cleaner surroundings. They represent a fundamental shift towards cleanliness and the cultivation of responsible citizenship in children through the educational ecosystem.

This booklet highlights the increased involvement of children in the Swachhata Campaign through engaging activities that provide students with hands-on experience in waste management and reduction. For instance, the creation of kitchen gardens or 'Poshan Vatika' where students learn the 3 R formula (Reduce, Reuse and Recycle) and cultivate a deeper understanding of sustainability practices. The booklet aims to sensitize students, teachers and parents towards the nationwide movement for cleanliness. Additionally, it serves as a practical guide for educators and policymakers, offering insights and strategies to further integrate the values of cleanliness, sustainability and civic responsibility into the very foundation of our educational system.



Shri Sanjay Kumar, Secretary, DoSEL along with senior officials inspired students and community by carrying out Shramdaan



INTRODUCTION

Mahatma Gandhi strongly emphasized the importance of cleanliness, stating that it is akin to godliness. He believed that a clean body cannot exist in an unclean city.

With the goal of fulfilling Gandhiji's vision of a clean and hygienic nation, the Hon'ble Prime Minister of India, Shri Narendra Modi, launched the Swachh Bharat Abhiyan on October 2, 2014, from Rajghat, New Delhi. He urged people to follow the mantra of 'Na gandagi karenge, Na karne denge' (We will not litter, nor allow others to litter). This initiative is the world's largest cleanliness drive to date and involves citizens from all walks of life who have taken ownership of Swachh Bharat with enthusiasm. As a result, swachhata has become a national behaviour and a well-known household name.

In a span of over nine years Swachh Bharat Abhiyan has become a 'Jan Andolan' (people's movement) receiving tremendous support from the community. The abhiyan is aimed to accomplish various goals and fulfil the vision and mission of "Swachh Bharat". Students too have turned out in large numbers and pledged for greener and cleaner Bharat. Taking the broom to sweep the streets, cleaning up the garbage, focusing on sanitation and maintaining a hygienic environment have become a practice after the launch of the Swachh Bharat Abhiyan.

One notable achievement under this abhiyan is the substantial increase in the construction of toilets and improvement in sanitation facilities, contributing to a reduction in open defecation. The campaign has also led to enhanced awareness about waste management and environmental sustainability. Cleanliness drives and waste disposal practices have become ingrained in the daily lives of people, resulting in visibly cleaner streets and public spaces. Additionally, the Swachh Bharat Abhiyan has positively impacted public health by reducing the prevalence of waterborne diseases through improved sanitation infrastructure. The success of the campaign is

reflected not only in the numbers, such as the construction of millions of toilets but also in the transformative shift in the mindset of the citizens towards cleanliness and hygiene.

Taking this forward, DARPG (Department of Administrative Reforms and Public Grievances) initiated a series of special campaigns with an objective to minimize pendency, institutionalize Swachhata, strengthen internal monitoring mechanisms, capacity building of record officers and digitization of physical records, setting up protocols and monitoring mechanisms for Swachhata.

The focus was laid on to de-clutter the office functionalities mainly MP's References, Parliamentary Assurances, PMO References, Inter-Ministerial Consultation References, State Government References, Public Grievances, Public Grievance Appeals, Record Management Practices, Swachhata Campaign sites and Scrap Disposal for smooth and seamless flow of work. This is more than cleanup: a revolutionary victory, transforming every office into an efficient powerhouse.

The first campaign, referred to as "Special Campaign 1.0", was conducted from 2nd Oct to 31st Oct, 2021. This campaign was a testament commitment to revolutionizing public service delivery and fostering an environment that nurtures cleanliness and efficiency.

Succeeding campaigns, Special Campaign 2.0 and 3.0, were executed with commendable success across all Ministries/ Departments and their attached/ subordinate/outstation offices in 2022 and 2023, respectively.

In the transformative journey towards enhancing public service delivery and promoting a culture of cleanliness and efficiency, the inaugural campaign, "Special Campaign 1.0," set the stage from October 2nd to October 31st, 2021. This initiative served as a resounding testament to our unwavering commitment.



Building on the triumph of the first campaign, subsequent campaigns, namely Special Campaign 2.0 and 3.0, unfolded with remarkable success throughout all Ministries, Departments and their affiliated offices in 2022 and 2023. These campaigns not only underscored our dedication to revolutionizing public service but also yielded commendable outcomes, fostering an environment conducive to heightened productivity and streamlined processes. The collective efforts across various sectors bore fruit, exemplifying our relentless pursuit of excellence in the realm of public service.

Efforts by Department of School Education and Literacy (DoSEL)

As an integral part of Special campaign, the Department of School Education and Literacy (DoSEL) distinguished itself by surpassing expectations in all tasks. The focus is on instilling values of hygiene, sanitation and environmental responsibility in students nationwide. From orchestrating cleanliness drives to conducting workshops on waste management and sanitation, the Swachhata Abhiyan has significantly contributed to

creating a cleaner, healthier living and learning environment for students.

Schools have actively participated in cleanliness drives, instilling the importance of maintaining a clean environment in the minds of the younger generation. The construction of improved sanitation facilities in schools has not only contributed to a healthier learning environment but has also played a crucial role in encouraging regular attendance. By aligning Swachh Bharat Abhiyan with school education, the initiative has sown the seeds for a future generation that values and practices cleanliness as an integral part of their daily lives, ensuring a sustained impact on the overall cleanliness and hygiene landscape in the country.

Recognizing the paramount importance of a clean environment for every student, this campaign aspires to turn this vision into reality within our schools. This booklet serves as a comprehensive guide, offering detailed insights into the various activities and initiatives undertaken during this campaign in alignment with the NEP 2020.



Children unleashing their imagination to create best out of waste at National Bal Bhavan



RE DUCE
USE
CYCLE





स्वच्छता शपथ

महात्मा गाँधी ने जिस भारत का सपना देखा था उसमें सिर्फ राजनैतिक आज़ादी ही नहीं थी, बल्कि एक स्वच्छ एवं विकसित देश की कल्पना भी थी। महात्मा गाँधी ने गुलामी की जंजीरों को तोड़कर माँ भारती को आज़ाद कराया। अब हमारा कर्तव्य है की गंदगी को दूर करके भारत माता की सेवा करें। मैं शपथ लेता हूँ की मैं स्वयं स्वच्छता के प्रति सजग रहूँगा और उसके लिए समय दूँगा। हर वर्ष 100 घंटे यानि हर सप्ताह 2 घंटे श्रमदान करके स्वच्छता के इस संकल्प को चरितार्थ करूँगा। मैं ना गंदगी करूँगा ना किसी और को करने दूँगा। सबसे पहले मैं स्वयं से, मेरे परिवार से, मेरे मुहल्ले से, मेरे गाँव से एवं मेरे कार्यस्थल से शुरुआत करूँगा। मैं यह मानता हूँ कि दुनिया के जो देश स्वच्छ दिखते हैं इसका कारण यह है कि वहां के नागरिक गंदगी नहीं करते और ना ही होने देते हैं। इस विचार के साथ मैं गाँव-गाँव और गली-गली स्वच्छ भारत मिशन का प्रचार करूँगा। मैं आज जो शपथ ले रहा हूँ, वह अन्य 100 व्यक्तियों से भी करवाऊँगा। वे भी मेरी तरह स्वच्छता के लिए 100 घंटे दें, इसके लिए प्रयास करूँगा। मुझे मालूम है की स्वच्छता की तरफ बढ़ाया गया मेरा कदम पुरे भारत देश को स्वच्छ बनाने में मदद करेगा।





Swachhata Pledge

Mahatma Gandhi dreamt of an India which was not only free but also clean and developed. Mahatma Gandhi secured freedom for Mother India.

Now it is our duty to serve Mother India by keeping the country neat and clean.

I take this pledge that I will remain committed towards cleanliness and devote time for this.

I will devote 100 hours per year, that is two hours per week, to voluntarily work for cleanliness.

I will neither litter nor let others litter.

I will initiate the quest for cleanliness with myself, my family, my locality, my village and my workplace.

I believe that the countries of the world that appear clean are so because their citizens don't indulge in littering nor do they allow it to happen.

With this firm belief, I will propagate the message of Swachh Bharat Mission in village and town.

I will encourage 100 other persons to take this pledge which I am taking today.

I will endeavor to make them devote their 100 hours for cleanliness.

I am confident that every step I take towards cleanliness will help in making my country clean.



SHRAMDAAN - EK TAREEKH EK GHANTA EK SAATH

On October 1st, 2023, the Department of School Education & Literacy, Ministry of Education organized Shramdaan in response to the national call of Hon'ble Prime Minister to action for 'Ek Tareekh Ek Ghanta Ek Saath'. This effort was a part of the Swachhata Hi Seva Campaign, 2023 and involved enthusiastic participation of children, citizens, officials, social workers and NGOs in many areas. On October 2nd, 2023, the eve of Mahatma Gandhi's birth anniversary, participants paid Swachchanjali to Mahatma Gandhi during the Swachhata hi Seva drive as a tribute to his vision of cleanliness and hygiene.

Shramdaan was carried out by school children in association with the community in the spirit

of Janbhagidari throughout the month of October. Students of Kendriya Vidyalaya Sangathan (KVS), Navodaya Vidyalaya Samiti (NVS), National Bal Bhavan (NBB) and Central Board of Secondary Education (CBSE)-affiliated schools participated wholeheartedly in 31,275 cleanliness campaigns across the country. The masses were reached through group songs, cycle rallies, wall paintings and poster designing. Shramdaan was also conducted in schools covered under 218 Left Wing Extremism (LWE) districts, 156 hilly areas, desert, 122 border areas and approximately 18 schools abroad.



Hon'ble Union Minister of Education and Skill Development and Entrepreneurship along with officials sets an example for the young generation to make Swachhata a regular exercise



Community members volunteer to assist in cleaning the premises of a local school, fostering a sense of pride and responsibility



Teachers spearhead a hygiene-focused cleanliness campaign, imparting valuable lessons on cleanliness and hygiene



Students diligently clean up a ghat area, contributing to environmental stewardship



Chinmaya Vidyalya, Anna Nagar students take the initiative to sanitize a Marina beach, demonstrating their commitment to environmental conservation





Special Campaign 3.0

The Department of School Education & Literacy, Ministry of Education, successfully led the Special Campaign 3.0, a nationwide movement aimed at promoting Swachhata. The campaign saw the active participation of over 16.70 lakh school students and more than 62,500 teachers across the country. Notably, the campaign involved the combined efforts of school children and community members in conducting voluntary Shramdaan, which symbolized the spirit of Janbhagidari. Shramdaan activities extended even to challenging terrains such as LWE districts, hilly areas, deserts, border regions and schools abroad, showcasing a widespread commitment to the cause.

Additionally, the campaign saw the implementation of various best practices aimed at promoting environmental consciousness and sustainable practices among students. Notably, initiatives such as the creation of 'Poshan Vatika' or kitchen gardens in Jawahar Navodaya Vidyalayas (JNVs) and Kendriya Vidyalayas, imparting the

3 R formula (Reduce, Reuse, Recycle) and encouraging students to transform waste materials into art and craft exemplified innovative approaches to instilling eco-friendly habits. Furthermore, the campaign emphasized practical actions, including the establishment of compost pits, artistic beautification of school infrastructure and the formation of new Eco Clubs, fostering a culture of environmental stewardship within educational institutions.

Overall, Special Campaign 3.0 demonstrated a holistic approach to fostering cleanliness and environmental sustainability within the educational landscape of the country. Through collaborative efforts, innovative practices and practical initiatives, the campaign not only promoted Swachhata but also instilled crucial values of responsibility, community engagement and environmental consciousness among the future generations of India.



Students enthusiastically carry out art & craft activities reusing waste materials



TARGET AND ACHIEVEMENTS



SPECIAL CAMPAIGN 3.0

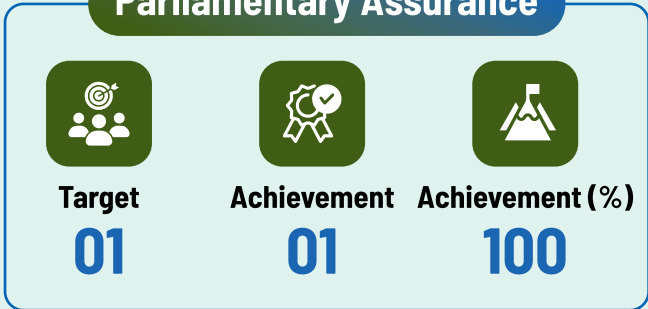


Shri Sanjay Kumar, Secretary, DoSEL along with officials assessed the progress of Special Campaign 3.0

References from MPs



Parliamentary Assurance



State Govt. Reference



Public Grievances



Public Grievances Appeals



Number of Files to be Reviewed / Reviewed



TARGET AND ACHIEVEMENTS



SPECIAL CAMPAIGN 3.0



Shri Sanjay Kumar, Secretary (DoSEL) presenting the achievements and best practices of DoSEL at a press conference hosted by the DARPG at the National Media Centre in New Delhi

Number of Files Identified / Weeded Out



Target

18,177



Achievement

18,062



Achievement (%)

99.64

Number of e-Files put-up for Review / Reviewed



Target

25,766



Achievement

25,766



Achievement (%)

100

Number of e-Files Reviewed / e-Files Closed



Target

25,766



Achievement

24,359



Achievement (%)

94

Number of Campaigns to be Conducted / Conducted



Target

31,275



Achievement

31,275



Achievement (%)

100

Space Freed (Sq. ft.)

5,85,861.4

Revenue Generated

₹ 30,08,689.00



ECO CLUBS

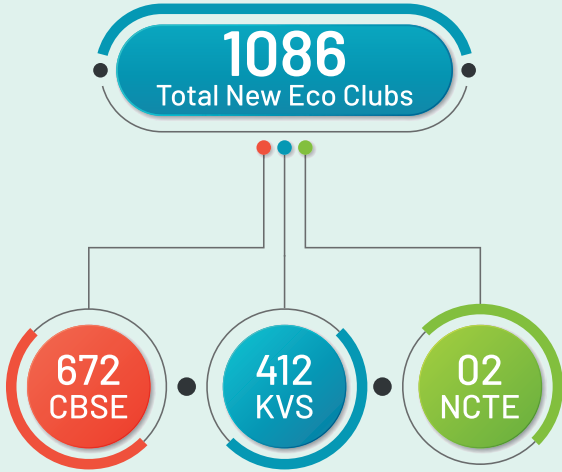
Eco-clubs in schools serve as a valuable platform for students to acquire specialized knowledge and skills pertinent to environmental conservation. These clubs are cohesive groups that strive to conserve and enhance the natural environment by offering comprehensive programs and activities that stimulate and inspire students to take practical actions towards environmental sustainability. Students are encouraged to reduce single-use plastic, plant trees, save water and engage in other eco-friendly activities.

Teaching children about the environment is crucial as it fosters a deep respect for nature and encourages positive interactions with our surroundings. Introducing environmental education early in their lives through real-life experiences is optimal. These experiences play a vital role in shaping enduring attitudes, values and behaviors towards the environment.

During Special Campaign 3.0, all efforts were made to open Eco Clubs in all KVS, NVS and

CBSE schools in saturation mode, including the revival of existing Eco Clubs. These clubs engaged in activities related to Mission LiFE and composting, showcasing the commitment to environmental sustainability.

A total of **18,231 Eco Clubs** are established and functioning in the premises of schools under Navodaya Vidyalaya Samiti, Kendriya Vidyalaya Sangathan, schools affiliated by Central Board for Secondary Education and Teacher Education Institutes. **1086 New Eco Clubs** were established during Special Campaign 3.0:



Students involved in Plantation drive across the country to nurture a sense of environment consciousness from young age





Students learning by sowing seeds leading to afforestation



Guided by teachers, students diligently water and maintain the school's kitchen garden, learning valuable lessons in sustainability and self-sufficiency



Sensitizing students about the use of solar energy for sustainable future



Eco Club students from Kendriya Vidyalaya, Ujjain enthusiastically plant saplings, fostering a greener future

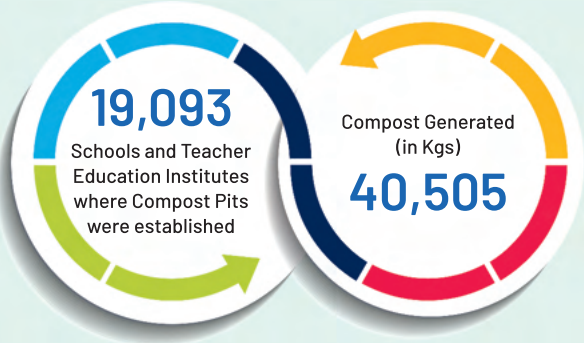
COMPOST PITS

Compost pits are an important aspect of sustainable waste management on school grounds, exhibiting a commitment to environmental responsibility. They are created to harness the natural process of decomposing organic waste, offering an eco-friendly solution for disposing of kitchen and garden waste in educational institutions. These pits not only reduce waste but also contribute to creating a closed-loop system where organic waste is transformed into a beneficial product, aligning with the principles of a circular economy.

Recognizing the multifaceted benefits of composting, schools, including Jawahar Navodaya Vidyalayas (JNV), Kendriya Vidyalayas (KVS), CBSE-affiliated schools and Teacher Education Institutes, have embraced the establishment of compost pits on their premises during Special campaign 3.0. This eco-friendly practice not only addresses waste management but also imparts valuable lessons on sustainability to students and staff. The incorporation of composting within schools

signifies a proactive step towards instilling environmental awareness and fostering a sense of responsibility for the future. Special Campaign 3.0 stands as a testament to the widespread adoption of composting in educational institutions, showcasing how these initiatives can collectively shape a greener and more sustainable world.

Total number of **19093 Compost Pits** are established under JNV, KVS, CBSE affiliated schools and Teacher Education Institute. Compost to the tune of **40,505 Kgs** has been generated during the campaign.



Eco Club members from Jawahar Navodaya Vidyalaya, Mundali, Cuttack, demonstrate their commitment to sustainability with a biodegradable waste pit





Students, accompanied by teachers, observe the preparation of biodegradable/compost pits, learning practical methods for sustainable waste management



Students diligently prepare holes for tree plantation, actively participating in environmental conservation efforts



Students collaborate to maintain the school's kitchen garden, showcasing their dedication to sustainable practices and hands-on learning



Compost prepared from garden waste by the students of the eco club

DIVINE WALL

Divine Wall is a shining example of the innovative reuse of plastic bottles by an alumni of PM SHRI Kendriya Vidyalaya, serving as a beacon of inspiration for school children.

The Divine Wall - a breathtaking mural that has ignited the imaginations of students and adults alike, crafted by a dedicated team led by Bharat Gourav Dash, a visionary alumnus from the class of 2012. Alongside him, a group of passionate alumni - Ms. Voona Srihari from the 2018 batch and both Ms. Purnima Swain & Mr. Asutosh Padhi from the class of 2021 - joined forces with the vibrant minds of current students, embarking on a fortnightly journey of creativity and hard work.

The huge 400 square-foot mural of Mahaprabhu Jagannath, Mahaprabhu Balabhadra & Maa Suvadra backgrounded by the towering image of the Sri Mandira of Puri is made up of 5500+ plastic bottle caps carefully collected from the sea beach of Gopalpur, Odisha. The giant mural adorns the east-facing two-storied wall of PM Shri Kendriya Vidyalaya, Berhampur in the

Bhubaneswar Region, Odisha. The mural has won Certificate of World Record in Environment Artistry by Influencer Book of World Records, registered with MSME, Govt. of India.

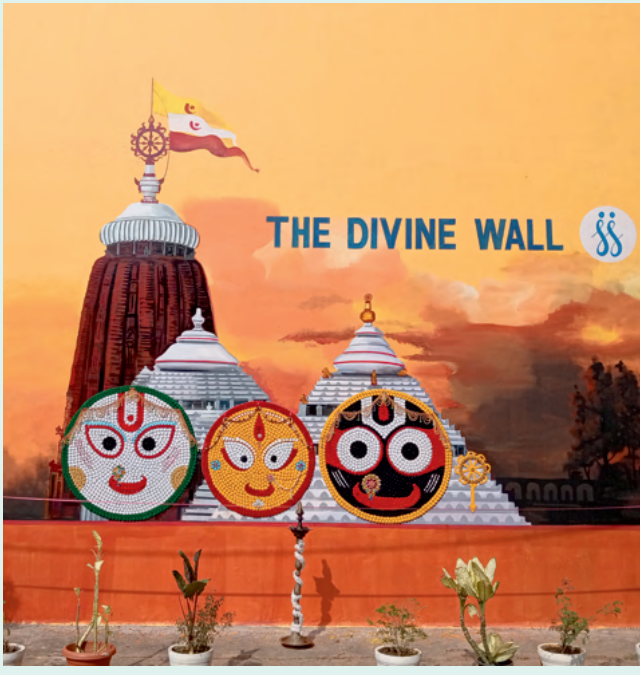
But the Divine Wall is more than an artistic achievement; it's a clarion call to action for students and communities nationwide. It is a powerful reminder of our duty towards Mother Nature and our capacity to transform waste into wonders. Through the collective effort of the alumni and students, the mural embodies the core message of never forgetting our roots and our responsibility towards the environment. It encourages every student not just to dream but to act, to not just learn but to innovate, turning the tide against pollution and towards a future where creativity and sustainability go hand in hand.

Let us all be inspired by the dedication and creativity of the students and alumni of PM Shri Kendriya Vidyalaya, Berhampur and let the Divine Wall be a starting point for our journey towards making a difference, one plastic bottle cap at a time.



"The Divine Wall", a mural crafted by PM SHRI Kendriya Vidyalaya alumni along with school students from single use plastic bottle caps





"The Divine Wall", a stunning display of turning trash into treasure through artistry



Certificate of World Record in Environment Artistry by Influencer Book of World Records, registered with MSME, Govt. of India



Alumni and PM SHRI Kendriya Vidyalaya team behind the mural - "The Divine Wall"



3Rs: REDUCE, REUSE AND RECYCLE

Our planet, Earth, is endowed with a plethora of valuable resources, but their sustainable use is crucial for the well-being of the environment and humanity. The Swachhata Mission has played a pivotal role in promoting smart waste management practices and creating awareness about the importance of reducing, reusing and recycling waste. The campaign has particularly inspired students across the country to leverage their creativity to find innovative ways of transforming discarded materials into useful products, thereby reducing the amount of waste generated. By adopting the principles of the 3Rs - Reduce, Reuse and Recycle - these young minds have not only contributed to waste reduction but have also helped in preserving precious resources. Every artifact created through this campaign represents a triumph in waste reduction and showcases the power of human ingenuity in minimizing waste generation. The Swachhata Campaign has thus become a beacon of hope and action in our collective pursuit of a cleaner and greener future.

Students explored the endless possibilities hidden within everyday objects, giving them a second chance to shine. In a bid to instill this

mindset from an early age, students and teachers were encouraged to take part in a workshop where children were immersed in the principles of environmental stewardship during Special Campaign 3.0. This initiative saw a myriad of activities being unfolded at the National Bal Bhawan, where children actively participated in workshops focused on environmental stewardship. From old newspapers to discarded plastic bottles, every material found new purpose and meaning in the hands of these young innovators. Through recycling, students not only breathed new life into materials but also paved the way for a sustainable future, actively contributing to the conservation of our environment and the preservation of our planet's natural beauty.

Beyond the student community, an institute for teacher training also embraced this ethos, hosting workshops that equipped educators with the knowledge and skills needed to manage waste effectively and foster creativity through repurposing materials. This comprehensive approach aimed to create a ripple effect, cultivating a generation that not only understands the importance of waste management but actively contributes to the positive transformation of our environment.



Students exhibiting the principles of Reduce, Reuse and Recycle with their own innovative craft





Students engaged in workshops on reuse of plastic bottles



Demonstrating practical application of the 3Rs by constructing a retaining wall around a tree



Students unveiling their ingenious creations crafted from upcycled materials



National Bal Bhavan students showcasing their artistic craft works prepared using waste material

SWITCH BOARDS CLEANING & ART WORK

Special Campaign 3.0 brought a wave of creativity and cleanliness as students and teachers from Kendriya Vidyalayas joined forces to embark on an artistic transformation. This innovative initiative sought to redefine the traditional cleanliness drive by incorporating an element of creativity. Instead of a routine clean-up, participants turned their attention to switch boards and walls, converting them into dynamic canvases.

The campaign unfolded as a collaborative effort, with each school becoming a hub of artistic expression. Students and teachers were engaged in the meticulous task of cleaning and beautifying these surfaces, not just to maintain hygiene but also to infuse the school environment with vibrant and imaginative designs.

This creative approach to cleanliness not only added an aesthetic dimension to the school spaces but also encouraged a sense of ownership and pride among the participants. The once-ordinary switch boards and walls now became a showcase of the collective creativity of the school community. Beyond the physical transformation, the initiative fostered a spirit of teamwork and innovation, demonstrating that the pursuit of cleanliness can be a dynamic and visually stimulating endeavor. This innovative drive proved that by merging art with hygiene, schools can create an atmosphere that is not only clean but also vibrant and inspiring, leaving a lasting impact on the students and teachers involved.



Energetic Kendriya Vidyalaya students diligently clean up switchboards, elevating both hygiene and visual appeal



A collaborative effort by students results in the meticulous cleaning and enhancement of all switchboards across the school premises



SWACHHATA INITIATIVES: REACHING FAR FLUNG AREAS & FOREIGN LANDS

During Special Campaign 3.0, schools located in foreign countries actively participated in cleanliness drive, showcasing the global reach and impact of the initiative. A total of 15 schools and 12,538 students from these international institutions joined hands in the Swachhata Hi Sewa Campaign initiated by the Government of India. The involvement of foreign schools in Special Campaign 3.0 highlights the universality of the principles underlying the initiative. Regardless of geographical boundaries, the importance of cleanliness and environmental stewardship resonates universally. Overall, their enthusiastic involvement underscores the significance of collective action in promoting a cleaner, healthier and more sustainable future for all.

In addition to schools located in foreign countries, institutions situated in far-flung areas of India, such as Hilly regions and LWE districts,

also played a pivotal role in the Special Campaign 3.0. Despite facing unique challenges due to their remote locations, these schools exhibited remarkable dedication by actively participating in cleanliness drives and other campaign activities.

The involvement of schools in hilly and far flung areas showcased the inclusivity and reach of the campaign, ensuring that no region was left behind in the pursuit of cleanliness and environmental sustainability. Despite the logistical hurdles posed by their geographical locations, these schools exemplified resilience and determination in contributing to the broader goals of the campaign. Their participation not only helped in improving the immediate environment but also fostered a sense of ownership and responsibility among students towards their surroundings.



With unwavering enthusiasm, students of M.E.S. Indian School, Doha, Qatar actively collect waste, fostering a cleaner and healthier environment for everyone



Empowering students with proper waste disposal techniques, ensuring a cleaner and healthier environment for all



Students of Rigging Public School, Ladakh nurturing cleanliness habits by engaging in Swachhata drives, extending their positive influence to remote corners



Students and teachers of International Indian School, Riyadh, Saudi Arabia came together to uphold cleanliness in the local vicinity, exemplifying the strength of teamwork and community spirit



Eco champions of JP Public School, Itanagar, AP engaging in shramdaan by meticulously cleaning the school garden, thereby embracing sustainable practices



VIDYANJALI (VOLUNTEER MANAGEMENT PROGRAM)

As a part of the Special Campaign 3.0, Vidyanjali – a school volunteer programme was also utilized to expand the scope of Swachhata activities from 02nd October, 2023 to 31st October, 2023. Vidyanjali is a platform where private sector, CSR and public can collaborate and help school ecosystems by strengthening school infrastructure. Under this initiative, all Central Ministries/Departments were requested to hand over their old reusable computer systems to government and government aided schools through Vidyanjali. This concerted effort aimed at reducing electronic waste thereby aligning with the principles of Swachh Bharat Abhiyan and promoting sustainability and resourcefulness in the education sector.

Additionally, this initiative underscores the importance of collaborative action in addressing environmental challenges while simultaneously enhancing educational infrastructure. As the country is celebrating Azadi ka Amrit Mahotsav, Vidyanjali is a reflection of our country's resolve of 'Sabka Prayas' with 'Sabka Saath, Sabka Vikas and Sabka Vishwas'. Vidyanjali enriches community participation and ownership, as envisioned by the National Education Policy 2020.

It is worth mentioning that during the campaign, Cabinet Secretariat also contributed old computers/digital devices to schools through Vidyanjali portal. Navodaya Vidyalaya Samiti's (NVS) technical team visited Cabinet Secretariat for inspection of the old computers and accept these computers under this Special Campaign 3.0. Through this initiative, NVS headquarters has received 100 monitors, 100 CPUs, 88 keyboards and 117 mouse from Cabinet Secretariat.

Vidyanjali portal acts as a facilitator by connecting contributors directly to the schools. The effort is to bridge knowledge/skill/ human resource and infrastructure gap in the schools by tapping the potential available outside the government. Overall, leveraging platforms like Vidyanjali, for the reuse of refurbished computers demonstrates a commitment to both cleanliness and innovation in education.

The portal of the Vidyanjali can be accessed through:

<https://vidyanjali.education.gov.in/en>



The Navodaya Vidyalaya headquarters gratefully accepts computer systems donated by the Cabinet Secretariat during the Special Campaign 3.0 for utilization under Vidyanjali program



Dedicated Vidyanjali volunteers nurturing students with sustainable living practices through engaging crafts and physical activities during Special Campaign 3.0



HAMARI BALVATIKA

Hamari Balvatika is a crèche facility that offers modern amenities and colorful play areas, ensuring a nurturing and safe environment for the little ones. The model is designed as a Jadui Pitara, equipped with age-appropriate learning materials, providing children access to a joyful learning environment with proper care and stimulation. In order to fulfil the objectives of National Education Policy (NEP), 2020 and National Curricular Framework for Foundational Stage (NCF-FS), the existing crèche at Shastri Bhawan has been transformed into a Model

Balvatika during Special Campaign 3.0. It has been named "Hamari Balvatika", created with the aim to ensure well-being of office staff and their children in mind, serving as a testament to the commitment to work-life balance.

The resources developed or initiatives taken (NCF for Foundational Stage, Jadui Pitara, Joyful textbooks for Grade 1 and 2, NIPUN Bharat Mission and Vidya Pravesh programme) are utilized for these children for helping them to learn foundational skills in foundational learning centers after school hours.



Hon'ble Union Minister of Education and Skill Development and Entrepreneurship interacting with young learners during the inauguration of the rejuvenated Hamari Balvatika, alongside other dignitaries at Shastri Bhawan





Hamari Balvatika at Shastri Bhawan - a crèche facility ensures well-being of office staff and their children



Young minds at play: Nursery kids explore and learn in the vibrant environment of Balvatika



Comprehensive view: A snapshot showcasing the multitude of facilities available at Balvatika, Shastri Bhawan



CORRIDOR WALL ARTS

As part of Special Campaign 3.0, the Ministry of Education has undertaken a creative transformation of its corridors, adorning them with artworks depicting themes from the National Education Policy (NEP-2020). These visually compelling pieces of art serve as vibrant representations of various programs and initiatives outlined in the policy.

These pieces of art showcase various programs and initiatives, such as PM SHRI, PM POSHAN, Jadui Pitara, PM-eVidya, Multidisciplinary

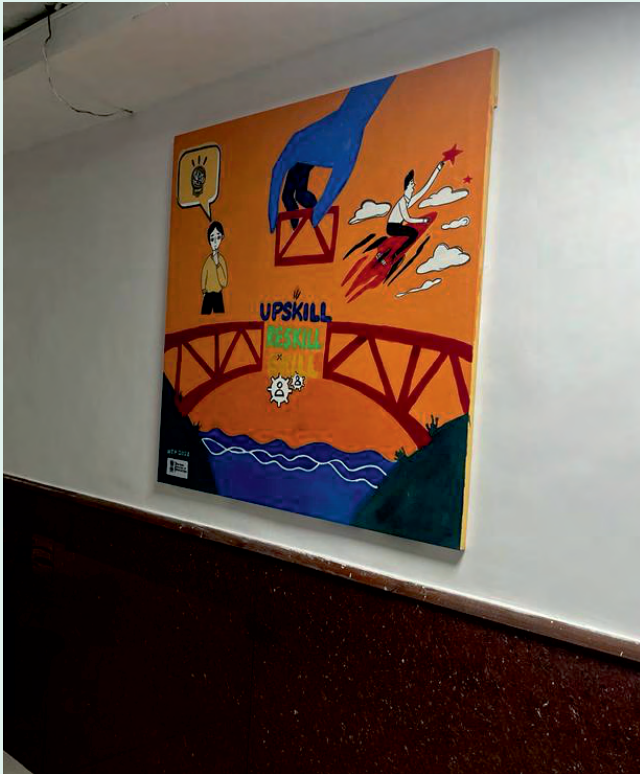
Higher Education, Manodarpan, Artificial Intelligence Centre of Excellence and more.

Each artwork encapsulates the essence of these initiatives, adding a dynamic and inspiring visual dimension to the Ministry's physical spaces. This artistic endeavor not only creates an aesthetically pleasing environment but also reinforces the commitment to the principles and objectives laid out in the NEP-2020, fostering a creative and engaging atmosphere within the Ministry of Education.



Hon'ble Shiksha Mantri along with Secretary, DoSEL and other senior officials admiring the exquisite transformation of the corridors at Shastri Bhavan during Special Campaign 3.0





Beautification of the corridors at Shastri Bhavan with vibrant paintings inspired by the National Education Policy 2020 during Special Campaign 3.0



POSHAN VATIKA

POSHAN Abhiyaan (erstwhile National Nutrition Mission) was launched in March 2018 to achieve improvement in nutritional status of Children from 0-6 years, Adolescent Girls, Pregnant Women and Lactating Mothers in a time bound manner. Its objective is to prevent and reduce stunting in children (0-6 years) as well as reduction in prevalence of anemia among women, children and adolescent girls.

A key plank of the Abhiyaan is to enable the right kind of nourishment. The Poshan Vatikas or Nutri-gardens that are being set up across the country provides easy and affordable access to fruits, vegetables, medicinal plants and herbs.

During Special Campaign 3.0, establishment of "Poshan Vatika," a kitchen garden initiative, marks a commendable effort in cultivating specialty crops like betel leaf and turmeric within educational institutions. This endeavor not only contributes to the diversification of crops but also serves as an invaluable educational tool, enhancing students' knowledge about various crops and millets.

The inclusion of specialty crops in these gardens transforms the campus into a dynamic learning space, offering hands-on experiences in agriculture and promoting awareness about diverse agricultural practices.

Beyond its educational impact, the "Poshan Vatika" initiative effectively channels students' energy into productive endeavors, fostering a sense of responsibility and engagement with the environment. The cultivation of these specialty crops becomes a holistic activity that goes beyond traditional learning, encouraging students to connect with the soil and nature.

With 650 kitchen gardens in Navodaya Vidyalayas (NVs) and 551 in Kendriya Vidyalayas (KVs), the widespread adoption of "Poshan Vatika" reflects a collective commitment to promoting sustainable and nutritious practices. This initiative not only enriches the learning experience but also instills in students a deeper sense of belonging to their motherland by fostering an appreciation for agriculture and the diverse crops that contribute to the nation's rich agricultural heritage.



Growing together: Students sow seeds with care in their school's kitchen garden



Members of the Eco Club at Jawahar Navodaya Vidyalaya, West Singhbhum, diligently water their flourishing kitchen garden produce, nurturing a culture of sustainability



Students at Jawahar Navodaya Vidyalaya, Shimoga, engage in ploughing and sowing seeds for their kitchen garden



Explore the thriving kitchen garden cultivated by the Eco Club of Jawahar Navodaya Vidyalaya, Mundali, Cuttack



ENHANCEMENT & EFFICIENT MANAGEMENT OF OFFICE SPACE/DIGITIZATION

With a focus on enhanced efficiency, Special Campaign 3.0 aims at resolving pending tasks promptly, improving office space management, from record handling to de-cluttering and organizing files for a more productive workspace and adopting digital formats for easier access and less clutter, promoting an efficient work environment.

As part of the Special Campaign 3.0 for Swachhata, senior officers inspected the record rooms and reviewed the status of files which could be weeded out in order to augment office space. During Special Campaign 3.0, files were reviewed and identified for weeding out at various offices of Autonomous Bodies under Department of School Education & Literacy for optimal utilization of office space. Through meticulous sorting and evaluation, only essential records are retained, freeing up valuable physical storage space while in chorus de-cluttering work environments. The campaign has resulted in cleaning up a number

of office sites under Department of School Education and Literacy and also in terms of freeing up of office space and revenue generation for the government. The significant figures of more than Rs. 30 lakh of revenue has been earned by freeing up 5.85 lakh Sq. ft. of office space.

By converting physical records into digital formats, accessibility and security are significantly improved, with information becoming easily searchable and readily available with just a few clicks. This transition reduces the need for bulky file cabinets and storage rooms, further optimizing office space and enhancing efficiency. Through these collective efforts, educational institutions demonstrate a commitment to fostering a technologically advanced and environmentally conscious work environment, ultimately benefiting educators, administrators and students alike by facilitating smoother operations and promoting a conducive learning environment.

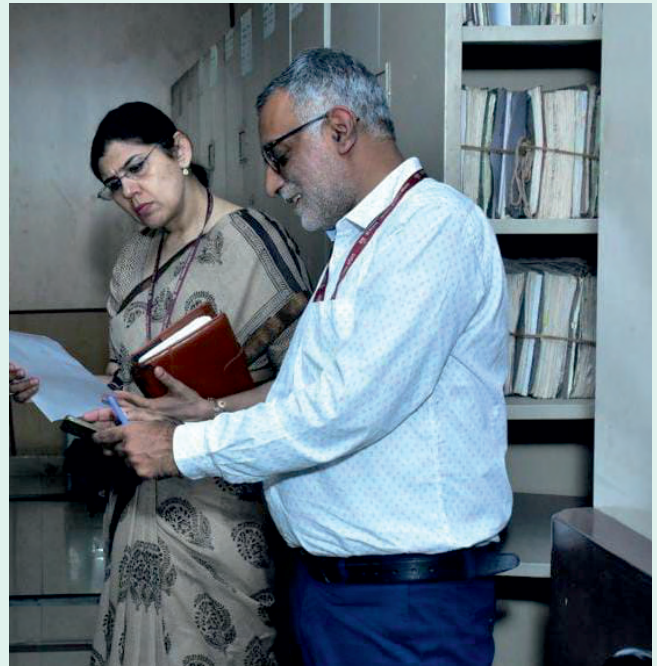


Joint Secretary alongwith officials of Ministry inspecting record room as a part of Special Campaign 3.0





Before and after of weeding out of files



*Officials actively involved in evaluating
our office's cleanliness initiative*



Before



After



MEDIA HIGHLIGHTS

In our quest for a cleaner and healthier nation, the influence of media stands unparalleled as a catalyst for change. Social media helped to reach masses thereby propagating the Swachh Bharat Abhiyan. Media plays a crucial part in shaping public perception, disseminating information and mobilizing communities towards the shared goal of a pristine and hygienic environment. As we navigate through the pages ahead, let us

delve into the ways in which media served as a powerful ally in the Swachhata Campaign, fostering awareness, inspiring action and fostering a collective sense of responsibility for the well-being of our communities and our nation.

#SpecialCampaign3.0

#SwachhBharat



Summary of media coverage on Special Campaign 3.0 Department of School Education and Literacy 2/10/2023 - 31/10/2023			
S.No.	DoSEL & Autonomous Bodies	X / Twitter	FB and Instagram
1	DoSEL	103	56
2	NCERT	19	22
3	CBSE	108	138
4	NIOS	106	30
5	NCTE	227	184
6	KVS	176	43
7	NVS	288	70
8	NBB	49	26
	Total	1076	569



SOCIAL MEDIA COVERAGE - HIGHLIGHTS

Dharmendra Pradhan @dpradhanbjp · Oct 25
10 resolutions for a developed, self-reliant and prosperous India.

“
On this Vijayadashmi, I urge every citizen to take 10 resolutions

- Save water for future generations
- Inspire people for digital literacy
- Promote cleanliness
- Follow the 'Vocal for Local' mantra
- Focus on producing quality products
- Explore India before going abroad
- Educate farmers about Natural farming
- Include Shri Ann in diet
- Prioritize fitness
- Empower an underprivileged family

नमो भगवते वासुदेवाय
PM Modi at Address during Dussehra celebrations at DDA ground in Dwarka, New Delhi
24, October, 2023



PMO India @PMOIndia · Oct 29
A great example of 'Waste to Wealth' from Assam's Kamrup district...
#MannKiBaat

“
जब भी स्वच्छ भारत और 'Waste to Wealth' की बात आती है, तो हमें, देश के कोने-कोने से अनगिनत उदाहरण देखने को मिलते हैं। असम के Kamrup Metropolitan District में Akshar Forum इस नाम का एक School बच्चों में, Sustainable Development की भावना भरने का, संस्कार का, एक निरंतर काम कर रहा है।

“
यहां पढ़ने वाले विद्यार्थी हर हफ्ते Plastic Waste जमा करते हैं, जिसका उपयोग Eco-Friendly ईंटें और चाबी की Chain जैसे सामान बनाने में होता है। यहां Students को Recycling और Plastic Waste से Products बनाना भी सिखाया जाता है। कम आयु में ही पर्यावरण के प्रति ये जागरूकता, इन बच्चों को देश का एक कर्तव्यनिष्ठ नागरिक बनाने में बहुत मदद करेगी।




SOCIAL MEDIA COVERAGE - HIGHLIGHTS

Dharmendra Pradhan @dpradhanbjp · Oct 1

Gratitude to my dear students and teachers of @UnivofDelhi, the @EduMinOfIndia, @MSDESkillIndia family and citizens for joining the #SwachhataHiSeva jan-andolan.

Inspired by PM @narendramodi ji, 'Swachhata has become our Swabhav'. This jan-andolan is just a beginning. Today, we...

[Show more](#)

Ministry of Education @EduMinOfIndia · Oct 10

Today Secretary, Dept of School Education & Literacy Sh. @sanjayjavin reviewed the progress of #SpecialCampaign3.0 at the Ministry level and in all Autonomous Bodies (AB). He instructed all Bureaus and ABs to put concerted efforts to achieve the targets set under this campaign....

[Show more](#)

Ministry of Education @EduMinOfIndia · Oct 15

#Specialcampaign3.0: Embracing diversity through music! Kendriya Vidyalaya Sangathan, Kanhangad, Ernakulam, presents a harmonious Clean India song in Malayali, Sanskrit, and Hindi 🎵. Let's unite for a cleaner and better India, fostering the spirit of "Ek Bharat, Shreshth..."

[Show more](#)

Ministry of Education @EduMinOfIndia · Oct 1

'स्वच्छता ही सेवा' सिर्फ अभियान ही नहीं अपितु राष्ट्र को उल्लूक बनाने का संकल्प है।

आइए इस जन भागीदारी का हिस्सा बनो। तथा अपने गाँव कस्बा एवं आस-पास के सार्वजनिक परिसरों को स्वच्छ बनाएँ। इस अभियान के अंतर्गत केंद्रीय शिक्षा मंत्री श्री @dpradhanbjp दिल्ली विश्वविद्यालय परिसर...

[Show more](#)

National Bal Bhavan @nbbdelhi · Sep 29

स्वच्छता ही सेवा अभियान 3.0 चरण के लिए राष्ट्रीय बाल भवन के सदस्य बच्चे "स्वच्छता हेतु श्रमदान जागरूकता" की प्रारंभिक गतिविधियों के अंतर्गत उत्साहपूर्वक मुखौटे एवं स्लोगन तस्खियां बनाते हुए।

#SwachhBharat #SHS2023
@SwachhBharatGov @swachhbharat @PMOIndia @EduMinOfIndia

Ministry of Education @EduMinOfIndia · Oct 7

Together, we can make a difference!

As part of ongoing #SpecialCampaign3.0, Teacher Education Institutions #TEIs under #NCTE has been organising cleanliness activities with daywise action plan to make India, Garbage Free. Let's embrace the spirit of #SwachhBharat

Glimpses here.

Special Campaign 3.0 at TEIs - NCTE



Ministry of Education @EduMinOfIndia · Oct 13

#SpecialCampaign3.0: Water conservation and plastic recycling in one go! Kendriya Vidyalaya CLRI Chennai turns plastic bottles into drip irrigation devices. A brilliant and eco-friendly idea to keep the environment clean and green under #PMSHRI scheme. #SwachhataHiSeva2023...
[Show more](#)



National Bal Bhavan @nbbdelhi · Oct 14

National Bal Bhavan is teaching children to create art from recycling wastes like plastic bottles, metallic items, cardboard to make beautiful wall hangings and usable items there by minimising waste & contributing to #Swachhata mission #SpecialCampaign3.0



National Bal Bhavan @nbbdelhi · Oct 18

राष्ट्रीय बाल भवन @EduMinOfIndia में आयोजित तीन दिवसीय कार्यशालाओं के अंतर्गत सरकारी एवं सरकारी सहायता प्राप्त विद्यालयों के बच्चों राष्ट्रीय बाल भवन की विभिन्न रचनात्मक एवं मनोरंजक गतिविधियों में भाग लेते हुए।



National Bal Bhavan @nbbdelhi · Oct 27

Special Campaign 3.0 के अंतर्गत राष्ट्रीय बाल भवन @EduMinOfIndia को बच्चों के लिए और आकर्षक बनाने व सौंदर्यीकरण करने के लिए जगह-जगह वृक्षारोपण हेतु टोपियरी संरचना स्थापित की गई।

#GarbageFreeIndia #shramdaan #Swachhata #SpecialCampaign3
 #SwachhataHiSeva



CBSE HQ @cbseindia29 · Oct 12

#SwachhataHiSeva #IndianSwachhataLeague2 #YouthVsGarbage #SwachhBharat
 A clean nation is a healthy nation.

Various activities organized at The Vatsalya School, Undri, Pune under #SpecialCampaign3.0



National Bal Bhavan @nbbdelhi · Oct 18

Under #Specialcampaign3.0 an initiative of NBB for cleaner environment, children learn to make creative wonders out of waste. Director, NBB Smt Mukta Agarwal is seen here motivating children during her visit to exhibition.
 Be a recycler Be a saver!

@EduMinOfIndia @DARPG_Gol






Ministry of Education

Various initiatives under the Special Campaign 3.0 at the Ministry of Education

Approximately 51,449 sq. feet of space reclaimed after disposing of scrap and redundant materials

Campaign conducted at 8652 sites across schools and institutions

Posted On: 10 OCT 2023 8:00PM by PIB Delhi



Ministry of Education

Special Campaign 3.0 in full swing in DoSE&L, Ministry of Education

Over 25,700 cleanliness campaigns conducted so far out of the target of 30,934

Eco Clubs in KV, JNV and CBSE schools to take up Mission LiFE-related activities

Posted On: 21 OCT 2023 6:27PM by PIB Delhi





Ministry of Education

Department of School Education conducts 31,275 Cleanliness Campaigns by October 31, 2023 under Special Campaign 3.0

Posted On: 01 NOV 2023 7:00PM by PIB Delhi

The Department of School Education, Ministry of Education has successfully developed a mass movement for Swachhata in the Special Campaign 3.0. The Department of School Education & Literacy (DoSE&L) and its Autonomous Bodies have elevated this campaign to new heights through collaboration with educational institutions and schools across the nation. This collaborative effort involved the enthusiastic participation of more than 8 lakh school students and over 43,000 dedicated teachers.



Ministry of Education

Ministry of Education involves students from across India & overseas in Special Campaign 3.0

Children sensitized about eco friendly practices through Recycle, Reuse & Reduce activities

Revamps creche at Shastri Bhawan into 'Hamari Balvatika' with child friendly hygienic environment for kids

Posted On: 08 NOV 2023 6:55PM by PIB Delhi



WAY FORWARD

The Special Campaign is an initiative to instill a culture of cleanliness and hygiene within communities, aligning closely with the ethos of the Swachh Bharat Abhiyan. Evolving into a mass movement, it has effectively realized Mahatma Gandhi's vision for a clean nation. Special Campaign 3.0 stands out with a remarkable 100% completion rate across various fronts in the department, including addressing public grievances, conducting cleanliness campaigns, fulfilling parliamentary assurances, reviewing of office files and many more.

One significant aspect of this campaign was the establishment of Eco Clubs, Poshan Vatikas and compost pits in schools. This initiative aimed not only to raise awareness about sustainability but also to reconnect students with nature. Through activities like waste utilization, switchboard cleaning and waste reuse, students developed valuable skills towards environment sustainability.

Moreover, the campaign prioritized optimizing office spaces, digitizing files and refurbishing offices for improved efficiency. These efforts garnered significant attention on social media platforms, amplifying their impact and reach.

National Curriculum Framework aligned with NEP 2020 also focuses on adoption and practice of eco-friendly activities in schools. Ecological consciousness is being inculcated

among school students during their course of learning. Establishment of Eco clubs in all schools can play a pivotal role in promoting Mission LiFE (Lifestyle for Environment) goals and mobilize individuals to become "Pro-Planet People". Schools are the best place to imbibe seven themes of 'Mission LiFE' viz., Adopt Healthy Lifestyle; Adopt Sustainable Food Systems; Reduce E-Waste; Reduce Waste; Save Energy; Save Water; and Say No to Single Use Plastic. Translating these themes into measurable actions with defined metrics will be crucial. Eco Clubs in schools enable students to take up meaningful environment-friendly activities and projects, thereby developing sensitivity and an understanding for the ongoing environmental concerns and the right attitudes and disposition to address them. They are a forum through which students can reach out to influence each other and engage their parents and neighborhood communities to promote sound environmental behavior.

It is envisaged to create a dedicated portal for Eco Club activities. This platform will centralize information on school-led environmental initiatives, facilitating efficient data collection and management.

By working together, let's propel the Swachh Bharat Abhiyan forward, ensuring a clean and healthy ecosystem for future generations.



"Embark on the Journey to Special campaign 3.0."



SPECIAL CAMPAIGN 3.0





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