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सचिव

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Secretary



सत्यमेव जयते



विश्वविद्यालय अनुदान आयोग
University Grants Commission
(शिक्षा मंत्रालय, भारत सरकार)
(Ministry of Education, Govt. of India)

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17th October, 2023/25 आश्विन 1945

Subject: Special Campaign 3.0, Swachhata hi Sewa, and Mainstreaming of Mission Life – 2nd October 2023 to 31st October, 2023.

Respected Madam/ Sir,

The Ministry of Education, Government of India, has announced the launch of Special Campaign 3.0, the Swachhata hi Sewa campaign, and the Mainstreaming of Mission Life initiative. These initiatives are aimed at furthering the goals of quality education, cleanliness, and inclusive development in our Higher Education Institutions.

- Special Campaign 3.0:** This campaign focuses on addressing pending issues such as VIP References, Grievances, recording and weeding of old records/items, disposal of scraps (with quantifiable sale proceeds) and clearing of space.
- Swachhata hi Sewa:** Cleanliness and hygiene are fundamental aspects of our society. The Swachhata hi Sewa campaign aims to promote cleanliness and hygiene practices within and outside your institution's premises.
- Mainstreaming of Mission Life:** UGC has issued Guidelines and Curriculum Framework for Environment Education at the Undergraduate Level, which encompasses the principles of Mission Life. The Mainstreaming of Mission Life initiative seeks to integrate the principles of the National Education Policy 2020, and the matter is prominently reflected in the G20 New Delhi Leaders Declaration.

In this connection, the Higher Education Institutions are requested to appoint a Nodal Officer in their Institution to facilitate the coordination and monitoring of these initiatives. The HEIs are also requested to actively participate in these campaigns by organizing awareness programs, workshops, and activities that align with the campaign themes. The consolidated information of all such best practices may be uploaded on the UGC University Activity Monitoring Portal at <https://uamp.ugc.ac.in/>.

Your institution's enthusiastic involvement and contribution is requested to make these initiatives a resounding success.

With kind regards,

Yours sincerely,

(Manish Joshi)

To
The Vice Chancellors of all Universities
The Principals of all Colleges

