



**Govt. of West Bengal
Education Directorate
Bikash Bhavan, Salt Lake, Kolkata -700 091**

Memo No. ED- 855/2016

Date: 26.08.2016

To

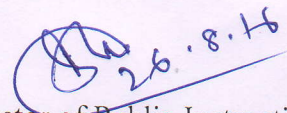
The Principal / Officer-in-Charge / Teacher-in-Charge

All the Government and Government aided Colleges of West Bengal

Kindly find an attached copy of the letter (vide Memo No.307(3)-HF/O/PHP/O-14/2016 dated 26.08.21016) from the Health & Family Welfare Department, Government of West Bengal conveying the Hon'ble Chief Minister's public announcement recently that a cleanliness campaign will be conducted from 29th August,2016 to 5th September,2016 throughout the State.

The objectives of the campaign are to generate awareness and inculcate the habit of cleanliness in the community. The types of activities that can be taken up during the cleanliness campaign are contained in the attach letter.

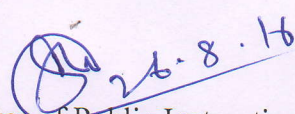
You are requested to kindly take necessary action in the matter on the top priority basis.


Director of Public Instruction
Govt. of west Bengal

Copy to :

1. The Hon'ble Vice Chancellors of all the Universities of West Bengal

He / She is requested to kindly do the needful in the matter and among other things, arrange to activate all NSS units for the cleanliness campaign.


Director of Public Instruction
Govt. of west Bengal



Government of West Bengal
Health & Family Welfare Department (PHP Branch)
Swasthya Bhavan, GN-29, Sector V
Salt Lake, Kolkata 700091

No. 307(3)-HF/O/PHP/O-14/2016

26th August, 2016

From: Dr. R. S. Shukla, IAS
Principal Secretary
to the Government of West Bengal

To: 1. Principal Secretary, Panchayet and Rural Development Department
2. Principal Secretary, Department of Youth Services
3. Principal Secretary, Department of Higher Education
3. Secretary, Department of School Education
4. Secretary, Department of Municipal Affairs

Subject: Cleanliness Campaign during 29th August, 2016 to 5th September, 2016.

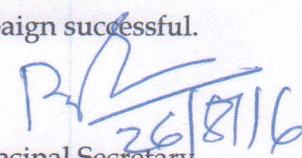
Sir,

As instructed by the Hon'ble Chief Minister in the course of district review meeting on 23.8.2016 at Chopra, Uttar Dinajpur, this is to inform you that a Cleanliness Campaign will be conducted from 29th August, 2016 to 5th September, 2016 throughout the State. The objective of this Campaign is to generate awareness and inculcate the habit of cleanliness in the community.

Departments may organize the campaign in their own innovate manner. Some illustrative activities of this Campaign are mentioned below:

- a) Display/distribution of banners, posters, leaflets etc
- b) Community participation
- c) Students of the schools and colleges may organize a poster-painting competition during the period in addition to cleanliness drive for their premises
- d) Cleaning of office premises, locality etc
- e) Involving youth clubs and Puja Committees to organize rallies
- f) Conferring awards for best performance
- g) Convening a meeting with all categories of employees conveying the spirit of the Campaign
- h) Removal of garbage from public places
- i) Encouraging private/corporate stakeholders to undertake this Campaign in their organizations.

You are requested to kindly do the needful to make the Cleanliness Campaign successful.


Principal Secretary