




**Government of India**  
**Ministry of Human Resource Development**  
**Department of Higher Education**

\*\*\*

A meeting was held in the Prime Minister's Office regarding launching of '**Swachhata Hi Sewa Campaign**' from September 11, 2019 to October 2, 2019. The focus of the Campaign is to eliminate use of plastics and to dispose plastic waste. Detailed guidelines in this regard would be received from the Ministry of Jal Shakti, Department of Drinking Water and Sanitation. Pending receipt of the details, the following may be acted upon in all the institutions under the regulatory control of the Ministry of Human Resource Development:

- (i) Guidelines may be issued by UGC to all the higher education institutions to ban use of plastic covers, plastic bottles and all other goods made with single use plastic. This may be issued at the earliest. The regional offices may be asked to sensitise colleges about this and ensure implementation.
- (ii) Under Unnat Bharat Abhiyan (UBA), all the participating institutions may be asked to run a "plastic-free-village" campaign in all the adopted villages. Under this, the UBA institutions will facilitate distribution of cloth bags with each household and collect back all plastic bags that are being used. By the end of the Campaign, i.e., 2<sup>nd</sup> October, 2019 these villages may be declared as no plastic villages. The National Coordinator, UBA is requested to take immediate action in this regard.
- (iii) Research projects may be undertaken by all the IITs, NITs and IISERs and methods for easy disposal of the plastic waste. These projects can be funded from the institutions' resources and should preferably be with the participation of the industry. Action taken in this regard may be called from all the IITs, NITs and IISERs.
- (iv) All the students may be requested to spread anti-plastic campaign in their respective household and ensure that the households may be declared as "plastic free". Orders in this regard may be issued by all the Bureau Heads to their respective institutions.

  
(R. Subrahmanyam)  
Secretary (HE)  
23.08.2019

All the Bureau Heads in the Department of Higher Education

National Coordinator, Unnat Bharat Abhiyan