



**VISVA-BHARATI
SANTINIKETAN**

NOTIFICATION

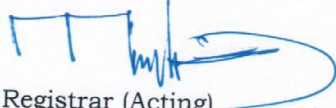
The undersigned is directed to convey that the Upacharya has been pleased to constitute a Committee consisting of the following members in order to prepare an 'Action Plan' on the recommendations made by the Sub-Group of Chief Ministers on Swachh Bharat Abhiyaan (SBA) as specified at Sl. No.19 to 24 in Section II of the Action Plan (Education Strategy for Sustainable Swachh Bharat Mission) and implementation of the same in the University in terms of the communication made by the Under Secretary, University Grants Commission, Ministry of HRD, New Delhi vide his letter F.No.16-22/2014 (CU) dated 14.12.2015 (copy enclosed) :

Members of the Committee

- | | | |
|---|---|-------------|
| 1. Prof. Sabujkoli Sen, Provost, SEI & RR | - | Chairperson |
| 2. Prof. Samit Roy, Proctor | - | Member |
| 3. Dr. Sujit Paul, Rural Extension Centre | - | Member |
| 4. Dr. Avijit Thander, Deptt. of Physical Education | - | Member |

The Committee is requested to submit its recommendation on 'Action Plan' and a comprehensive report about its implementation to the Upacharya so that the same may be sent to the UGC, New Delhi.

No.REG/Notify/156/291
Date : 16.01.2016


Registrar (Acting)
Visva-Bharati

To :

1. The Chairperson and all Members of the Committee

Copy to :

1. Pro-Vice Chancellor/All Provosts/Directors/Adhyakshas of Bhavanas/Vibhagas
2. The Heads of all Academic Departments/Centres
3. All Joint Registrars/Deputy Registrars/Assistant Registrars/Section Officers
4. C.S. to the Vice-Chancellor
5. Assistant Registrar, Office of the Pro-Vice Chancellor
6. P.A. to the Registrar
7. University Webmaster – **With a request to upload it in the University Website.**

Office of the Registrar
Visva-Bharati
UGC 322 Date 29.12.15
Docket No.

SPEED POST



सत्यमेव जयते

विश्वविद्यालय अनुदान आयोग
University Grants Commission
मानव संसाधन विकास मंत्रालय, भारत सरकार
(Ministry of Human Resource Development)
(Govt. of India)

बहादुरशाह जफर मार्ग नई दिल्ली - 110 002
Bahadurshah Zafar Marg, New Delhi-110002
Phone : 011-23406308, 011-23406309



ज्ञान-विज्ञान विमुक्तये

14 DEC 2015

F.No.16-22/2014(CU)

December, 2015

The Registrar
Visva Bharati
Shantiniketan - 731235
West Bengal

Sub: Preparation of 'Action Plan' for Implementation of Recommendations of the
sub-Group of Chief Ministers on Swachh Bharat Abhiyaan (SBA) - reg.

Sir,

The undersigned is directed to enclose herewith a copy of the Ministry's letter No. 18-61/2014-U1(A) dated 06.11.2015, on the subject mentioned above and to request you to take action on the recommendations mentioned at S.No. 19 to 24 in Section II of the Action Plan (Education Strategy for Sustainable Swachh Bharat Mission) and furnish the Action Plan implemented alongwith implementation schedule (specific timelines) within 10 days to enable the UGC to provide the same to Ministry of HRD.

This may kindly be treated as MOST URGENT.

Encl: As above.

IRE SOM/14/12/15
mf
29.12.15

Yours faithfully,

Sushma Rathore
(Sushma Rathore)
Under Secretary

Dy. No - 2476(Cu)
dt 9/12/15

F.No.18-61/2014-U1(A)
Government of India
Ministry of Human Resource Development
Department of Higher Education

Shastri Bhavan, New Delhi
Dated the 06 November, 2015

To

The Secretary,
University Grants Commission,
Bahadur Shah Zafar Marg,
New Delhi.

Through ~~the~~ office
Secretary Secy 34356
Date 23-11-15

Subject: Preparation of 'Action Plan' for implementation of Recommendations of the sub-group of Chief Ministers on Swachh Bharat Abhiyaan (SBA) – regarding.

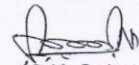
Sir,

I am directed to forward herewith a copy of OM No. M.1104/04/2015-CDN dated 05.11.2015 received from CDN Section along with a copy of OM No. P-12018/3/2009-RD/DWS dated 02.11.2015 of Niti Aayog (Rural Development Division) on the above subject, which is self-explanatory. The recommendations of Sub-Group of Chief Ministers on Swachh Bharat Abhiyan pertaining to the Ministry is mentioned at S.No.18 to 24 in Section-II (Education Strategy for Sustainable Swachh Bharat Mission). Niti Aayog has sought report by 6th November, 2015 in the matter.

2. The UGC is requested to furnish the implementation plan along with implementation schedule (specific timelines) in respect of recommendations mentioned at S.No.19 to 24 in Section-II (Education Strategy for Sustainable Swachh Bharat Mission) positively by today i.e. 06.11.2015

RECEIPT & ISSUE
University Grants Commission
BS, Bahadur Shah Zafar Marg, N.D. 1
Diary No. 1575
Date of 1-12-15

Yours faithfully,


(S.K. Saha)

Under Secretary to the Govt. of India

Copy for information to:

DS(CDN)

JS (co-ord.)
07/12/15
566y
JS (cu)

Shri Parag
V. Talwar
7/11/15

This does not pertain
to intervention. May be
sent to appropriate person.

01/11/15
PS Secy

By No. 34356
Date 7/12/15

Annexure**Central Ministries / Departments to implement the Recommendations of the Sub-Group of Chief Ministers on Swachh Bharat Abhiyaan**

| I. Behaviour Change Communication (BCC) Strategy | | | |
|---|--|---|---|
| Sl. No. | Recommendations | Actionable Points | Concerned Ministry / Department to implement the recommendations |
| <i>Toilet Construction and Promoting use</i> | | | |
| 1 | Toilet construction and Behaviour Change campaign have to be given equal priority as the success of an ODF programme will ideally be measured against the increase in toilet usage. | Equal Priority to Behaviour Change Campaign and Toilet Construction | MDWS & MoUD |
| 2 | Effective investment in Information, Education and Communication (IEC) for BCC is necessary to improve understanding and awareness around sanitation. Studies indicate that world-wide almost 25 to 30% of funds have been used for BCC. There is a need to ensure effective funding and resource allocation to track efficacy of spending vis-à-vis successful targeting, since data shows that States with lower rates of ODF spend more money on BCC. The proportion of funds for BCC may be increased uniformly, in both urban and rural areas, to about 25% of the total funds and Central Government may fund the BCC for the programme. | Adequate provision of funds for Behaviour Change Communication (BCC) | MDWS & MoUD |
| 3 | Involve political and social/thought leaders in conveying the message of sanitation as they have a wide reach and influence. Social leaders and celebrities may be involved in campaign on pro bono basis leading to cost saving in the IEC Campaign. | Involvement of Social leaders and celebrities in IEC campaign for BCC | MDWS & MoUD |
| 4 | Involve electronic and print media to spread the message of cleanliness and sanitation on voluntary basis. | Using various means of media in IEC for BCC | MDWS & MoUD |
| 5 | A database needs to be created which captures toilet usage by all households. Periodic and systematic collection of data will help in framing the strategy for the behaviour change campaign and also enable to undertake mid-course corrections. | Creation of database on toilet uses by all households | MDWS, MoUD, MoSPI |

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| 6 | A professional agency needs to be involved both at the central and State level to design the strategy, mode of implementation and to monitor and evaluate the progress of the campaign as partnerships with UNICEF and WHO were crucial in the success of campaign like the Pulse Polio campaign | Involvement of professional agency (ies) to design the strategy, mode of implementation and for monitoring and evaluation of the progress | MDWS MoUD | & |
| 7 | It is imperative that specific, contextualised and target-based behaviour change communication strategies are evolved. To lead to effective behaviour change, communication should focus on the following points which address social and cultural concerns: (i) social norms around open defecation (ii) lack of aspiration in owning a toilet (iii) misinformation surrounding use and cleaning of latrine pits and (iv) lack of targeting of male-users. | To develop specific, contextualised and target-based BCC strategies | MDWS | |
| 8 | Anybody contesting an election for local bodies must have an individual household toilet. | IHHL as a mandatory provision for contesting elections | MoPR | |
| 9 | It has been observed that effective communication design, gain-framed and loss-framed messages have different success rates depending on a number of factors, including the health outcomes. In making decisions regarding messaging contents, it may be useful to conduct trials to see if people who show a preference for open-defecation are influenced by gain or loss framed messages in the context of their health, or their families' health. For example, "Shauchalay jao, sehat bachao" vs. "Shauchalay na jaoge, sehat na bacha paoge" | To evolve effective communication design, gain-framed and loss-framed messages | MDWS | |
| 10 | Personalised messaging could be used as a powerful tool to promote behaviour change. In this context, personalised text messages like SMS could be explored to communicate the benefits of good sanitation behaviour. | To use Personalised Messaging as a tool for BCC | MDWS MoUD | & |
| 11 | Extensive media campaign in the form of electronic, web and print to be used for conveying messages related to sanitation, importance of segregation of waste and general cleanliness. | Using various means of media for promoting awareness for personal hygiene and segregation of waste | MDWS MoUD | & |

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| 2 | Campaign should also focus on encouraging the people to pay for usage of public toilets for their sustainability. | Campaign to promote Pay and Use system for public toilets | MDWS & MoUD |
| 13 | Cleaning occupations must be seen as dignified work and widely respected. | Generate awareness to consider cleaning occupation as a dignified work. | MDWS & MoUD |

Waste Management:

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| 14 | Importance of segregation of waste into biodegradable and non-biodegradable components, including plastics at the household level, may be spread through NGOs, community leaders and resident welfare associations. Segregation at source shall be encouraged by amending building rules to install separate chutes in all high-rise buildings, restaurants, hotels and commercial establishments. | To promote segregation of waste at household level | Ministry of Environment, Forest & Climate Change (MoEF&CC), MDWS & MoUD |
| 15 | The concept of three R's -Reduce, Reuse and Recycle needs to be strongly advocated in all campaigns. | To advocate concept of Reduce, Reuse and Recycle | MoEF&CC, MDWS & MoUD |
| 16 | The ill effects of unhygienic surroundings may also be vigorously conveyed to people to sensitize them to the magnitude of the problem of improper waste management. | To sensitize people about ill effects of unhygienic surroundings | MoEF&CC, MDWS, MoUD & Ministry of Health |
| 17 | There is a need to inculcate higher degree of professionalism in waste management which takes care of all aspects including provision of latest equipment, evolving standardised procedures and handling the entire process in an organised and structured manner. To make the system more efficient, certain activities may be outsourced and even SHGs and Women Groups may also be involved. | To adopt higher degree of professionalism in efficient waste management | MoEF&CC, MDWS & MoUD |

II. Education Strategy for Sustainable Swachh Bharat Mission

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| 18 | Inculcating sanitation practices in children by including a chapter in school curriculum from the first standard itself. This will not only help the children but also the entire family in understanding good sanitation practices. | To introduce a chapter in school curriculum on sanitation. | MHRD |
| 19 | In each school and college, a team of students may be formed which | To form a team | MHRD |

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| | will be called the 'Swachhata Senani', with a specific uniform, similar to the National Green Corps, to spread awareness about sanitation and cleanliness. The team may organise events which promote the importance of sanitation and cleanliness. | of students 'Swachhata Senani' to promote sanitation and cleanliness. | |
| 20 | Skill Development courses/ Diploma courses may be introduced in State ITIs and polytechnics/ colleges to train personnel in the field of solid and liquid waste management (SLWM). This may also be integrated with the on-going programmes for Skill Development. | To introduce Skill Development courses/ Diploma courses in State ITIs and polytechnics/ colleges in the field of SLWM. | MHRD & Ministry of Skill Development & Entrepreneurship |
| 21 | Centres of Excellence may be set up in the Institutes of higher learning to promote research in the specialized fields of sanitation & waste management for producing quality doctoral and post-doctoral level researchers. | To set up Centres of Excellence in the Institutes of higher learning to promote research in sanitation & waste management | MHRD, Ministry of Science & Technology |
| 22 | Capacity building of local bodies and Government officials at all levels is required by regular training and updation of skills. The training module developed by Ministry of Drinking Water and Sanitation may be shared among all training institutions, both public and private. | To Capacitate local bodies and Government officials | MoUD, MDWS, MHRD & Ministry of Skill Development and Entrepreneurship |
| 23 | Specialized courses on Environmental Sciences, Public Health Engineering and Municipal Engineering with focus on sanitation and waste management may be introduced at under graduate & post graduate level in the higher educational institutions including <u>technical training institutions. In addition, a special semester course</u> may be introduced in every engineering college curriculum relating to sanitation sewerage and liquid waste management. | To introduce specialized courses and special semester course on sanitation, sewerage and liquid waste management. | MHRD |

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| 24 | Joint Research Programmes with foreign universities/higher educational institutions would enhance knowledge and capacities to work on waste management technologies. | To enhance knowledge and capacities through Joint Research Programmes with foreign universities/higher educational institutions | MHRD, Ministry of Science & Technology |
| III. Financial Requirements for the Swachh Bharat Mission | | | |
| Budgetary Support | | | |
| 25 | This is a national programme of paramount importance and to take it forward adequate availability of funds is required. Therefore, it is a joint responsibility of both Central and State Governments to carry forward this programme. In this scenario, it is recommended that the State Governments may share the financing provided by the Central Government for this programme. The sharing pattern of funds for this programme between the Centre and States may be in the ratio of 75:25, while for hilly States it may be kept at 90:10. States may also provide additional funds for the programme. | Adequate provision of fund may be made for the programme. | Ministry of Finance |
| 26 | Since the construction of toilets has to be done in Mission Mode, higher budgetary support may be provided by the Centre and States for the construction of toilets in the next three years to ensure that construction targets are achieved in a time bound manner. | Higher budgetary support by the Centre and States to achieve targets in mission mode. | Ministry of Finance |
| 27 | Additional resource mobilisation may be done by the State Governments to raise funds for the programme. Wherever feasible, funds from other Government programmes may be tied up for SBM. | To mobilise additional resource by States. | Ministry of Finance |
| 28 | Certain States have already made a substantial progress in the construction of toilets. For such States, the budgetary allocation of funds for the programme will be low. Hence, additional allocation of funds should be made for the IEC component of the programme to enable them to sustain the mission. | Additional allocation for IEC component for better performing States.0 | Ministry of Finance |
| 29 | The financial support extended by the Ministry of Finance through the Viability Gap Funding Scheme for infrastructure projects through Public Private Partnerships may be availed. The solid waste management sector is included in this scheme. Apart from the | An additional grant of up to 20% by the sponsoring | Ministry of Finance |