

IMMEDIATE

No.F.27-3/2020-IS-9
Government of India
Ministry of Human Resource Development
Department of School Education & Literacy
IS.9 Section

Shastri Bhawan, New Delhi,
Dated 4th August, 2020

To

The Education Secretaries/ Principal Secretaries/ACS of all States/UTs.

Subject: Gandagi Mukh Bharat (GMB) Campaign from 8-15 August, 2020 launched on the occasion of inauguration of Rashtriya Swachhata Kendra (RSK) – reg.

Madam/Sir,

I am directed to refer to this Department's communication of even number dated 31st July, 2020 (copy enclosed) on the above subject and to say that the details of Google Tracker are given below for uploading the number of schools and students participated in Gandagi Mukh Bharat campaign, in your State/ UT. Photographs, video, films etc. may also be uploaded on Google Drive.

2. The details of Google Tracker and Drive created for this purpose are as under:

GoogleTracker link:-

https://docs.google.com/spreadsheets/d/1iVfwupX1vKCXf7q1nbXNYasAK7vdplR621_Zd7TPB00/edit?usp=sharing

Google Drive Link

<https://drive.google.com/drive/folders/1NYh9oMr6Vxuxqz55C18M9LURH-Md7D04?usp=sharing>

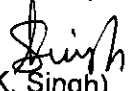
The steps/instructions for accessing the Google Tracker and Drive are annexed.

3. It is again requested to circulate the webcast link i.e. pmindiawebcast.nic.in for the inauguration event of Rashtriya Swachhata Kendra (RSK) on 8th August, 2020 coinciding with the launch of Gandagi Mukh Bharat (GMB) campaign from 8th to 15th August, 2020 on the respective website/portal of State, district, school or organisation websites/portal, for wide dissemination of the weblink among students, teachers, parents, SMC/SDMC members and other stakeholders for viewing of the inauguration event of RSK and launch of GMB campaign on 8th August, 2020 nation-wide.

4. Further, it is requested to take personal attention for success of the GMB campaign- organising online painting competition (classes 6 to 8) and essay competition (classes 9 to 12) on the theme 'Gandagi Mukta Mera Gaon' on **13th August, 2020**, and provide State/UT-wise number of participant students in each categories, and furnishing name of the 1st, 2nd and 3rd Winners of each categories, and submission of best 3 painting and best 3 essays, State/UT-wise.

Encl. As above.

Yours faithfully,



(P.K. Singh)

Deputy Secretary to the Government of India

Tel. No. 2307 4159

Email: singh.pk@nic.in

Copy to: Shri Yugal Joshi, Director, DDWS, Ministry of Jal Shakti- for information.

Copy for similar action to:-

1. Chairperson, CBSE
2. Commissioner, KVS
3. Director, NCERT
4. Commissioner, NVS
5. Chairman, NIOS
6. Chairman, CISCE
7. Director, CTSA

With the request that they may take similar action and kindly send details of event/ competition in organizations under their control on the Google tracker/drive.

Copy also to:-

1. PS to HRM
2. PPS to Secretary (SE&L)
3. Secretary, Ministry of Jal Shakti, Department of Drinking Water & Sanitation.
4. PPS to JS(Institution)
5. NIC cell – for uploading on the website.

Instructions for accessing “GMB- Gandagi Mukh Bharat Campaign Tracker & Drive, 8th- 15th August 2020

1. User must have Gmail account.
2. Access will be provided to One User ID's (Gmail id) per State /UT form which the data would get uploaded on **GMB- Gandagi Mukh Bharat Campaign tracker , 8th- 15th August 2020**.
3. Send the request on "gmb.mhrd@gmail.com" for having access to Google tracker and drive.
4. The data needs to be updated daily by 8 pm for day specific activity along with High Resolution photographs, videos and other publicity material.
5. After getting the permission for accessing the tracker,
 - a) User can simply login into their registered Gmail account,
 - b) Copy the available link of tracker and paste in browser (Google chrome) ,
 - c) **GMB-** Tracker will get open,
 - d) Go to your State/UT specific row, update the information for daily activity as mentioned in tracker.
 - e) Select **“YES/NO”** from the option whether the material (photographs, videos and other publicity material) is uploaded Google drive,
 - f) Next, click on **“LINK”** available in the tracker, it will redirect /navigate the user in to pre specified folder on goggle drive, user can now add or upload the Photos, videos or publicity material for daily activity.
 - g) User may directly upload or add the material in their State/UT folder available on google drive form the link as provided.(drive link as provided)
6. For each entry uploaded in Google drive for both of the category “painting and essay writing competition” at district and state level , must include the following details as follows :
 - i) Student name
 - ii) Student's class
 - iii) School name
 - iv) School UDISE Code

7. Do not edit, modify or delete the pre-defined format for tracker.
8. Do not edit, modify or delete the folders available on goggle drive
9. For any help or query write onto "gmb.mhrd@gmail.com "

GMB - Tracker and Drive links

Tracker Link

https://docs.google.com/spreadsheets/d/1iVfwupX1vKCXf7q1nbXNYasAK7vdpIR621_Zd7TPB00/edit?usp=sharing

Drive Link : -

<https://drive.google.com/drive/folders/1NYh9oMr6Vxuxqz55CI8M9LURH-Md7D04?usp=sharing>



L.S. Changsan
Joint Secretary
Tel: 23383226
Email: lschangsan@nic.in



सूचना का
अधिकार

भारत सरकार
मानव संसाधन विकास मंत्रालय
स्कूल शिक्षा और साक्षरता विभाग
शास्त्री भवन

नई दिल्ली - 110 115

GOVERNMENT OF INDIA

MINISTRY OF HUMAN RESOURCE DEVELOPMENT
DEPARTMENT OF SCHOOL EDUCATION & LITERACY

SHASTRI BHAVAN

NEW DELHI-110 115

Dated: 31st July, 2020

D.O. No.F. 27-3/2020-IS-9

Dear Sir/Ma'am,

The Department of Drinking Water & Sanitation (DDWS), Ministry of Jal Shakti which is the nodal Department for Swachh Bharat- Grameen has intimated on 29th July, 2020 about establishment of a State-of-art Rashtriya Swachhata Kendra (RSK) at Gandhi Darshan, Rajghat, New Delhi. The RSK is being set up as an experience center, which uses modern technology to chronicle India's Swachhata journey in a hi-tech edutainment format with a mix of indoor digital and outdoor physical exhibits. The RSK is expected to be inaugurated on 8th August, 2020.

2. On this occasion, DDWS is launching the Gandagi Mukh Bharat (GMB) campaign – a special week long campaign for swachhata from 8th August to 15th August. A schedule of this week long (8th August to 15th August, 2020) campaign is given below:

- (i) **August 8, 2020:** Launch of the Rashtriya Swachhata Kendra; e-Ratri Chaupal with sarpanches by the District Collectors
- (ii) **August 9, 2020:** Campaign led by village mukhiya/sarpanch to collect and segregate Single Use Plastic (SUP)
- (iii) **August 10, 2020:** Shramdan in panchayats to whitewash / cleaning of public buildings & Launch of SBM mobile academy
- (iv) **August 11, 2020:** All India wall painting day of SBM messages in villages
- (v) **August 12, 2020:** Shramdaan in villages: Tree Plantation
- (vi) **August 13, 2020:** Online painting competition (classes 6 to 8); essay competition (classes 9 to 12) on the theme of "Gandagi Mukh Mera gaon" & Virtual tour of the RSK by Ministry of Jal Shakti



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- (vii) **August 14, 2020:** Cleanliness and Sanitization drives in Primary Health Cares (PHCs).
- (viii) **August 15, 2020:** Independence Day: ODF Plus declarations of villages in Aam Sabha.

3. Coinciding with the launch of RSK, the schools/ educational institutions in your State/UT may be instructed to undertake the following suggestive participatory activities during 8th August to 15th August, 2020:-


- (i) The webcast link for the inauguration event of RSK is **pmindiawebcast.nic.in**. This link may be circulated to all schools and students, and they may be encouraged to log on to watch this important event on **8th August, 2020**.
- (ii) An online painting competition (in classes 6 to 8) and an essay competition (in classes 9 to 12) on the theme of "Gandagi Mukh Mera Gaon" may be organized on **13th August, 2020** in schools. The winners of both the competitions will be felicitated at National level on 2nd October, 2020. Therefore, top 3 entries each of painting and essay competitions, at State/UT level may be sent to this Department.

4. You are requested to take necessary action and issue necessary instructions to district authorities, the schools/educational institutions, so as to ensure participation of students, teachers, etc., whole heartedly in the event during 8th August to 15th August, 2020 as per schedule indicated above and make the event successful.

5. You are further, requested to kindly intimate the number of schools and students participated in the event, in your State/ UT to this Department alongwith top 3 entries each of painting and essay competitions. Photographs, video, films etc. may also be sent to this Department, for which a Google Drive /Tracker will be shared separately.

With regards,

Yours sincerely,


(L.S. Changsan)

Education Secretaries/ Principal Secretaries/ACS (Education) of all States/UTs.

Copy for similar action to:-

1. Chairperson, CBSE
2. Commissioner, KVS
3. Director, NCERT
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