



ज्ञान-विकास विभूतये

आचार्य मनिष र. जोशी
सचिव

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Secretary



सत्यमेव जयते

75
आज़ादी का
अमृत महोत्सव

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

F.No.19-22/2024(e.Gov)

26th September, 2024 / 4 आश्विन, 1946

Subject: Dissemination of Audio Jingle to Popularize the SHS 2024 Campaign – Reg.

आदरणीय महोदया/महोदय,

As you must be aware, the Swachhata-Hi-Seva (SHS) 2024 campaign is being observed from 17th September to 1st October, 2024 with the theme of 'Swabhav Swachhata - Sanskaar Swachhata' (स्वभाव स्वच्छता - संस्कार स्वच्छता). The campaign will culminate in the celebration of Swachh Bharat Diwas (SBD) on 2nd October 2024.

In this connection, an audio jingle of 45 second and 90 second each has been prepared to popularize the SHS campaign. You can access the audio jingles using the QR code given below or the following link:

https://drive.google.com/file/d/1POitgORnY-Glo3g8NDn2_UTxi_IzmREq/view?usp=sharing



The purpose is to raise awareness and actively engage students, faculty, and staff in promoting the objectives of the SHS 2024 campaign. In this regard, all Higher Education Institutions (HEIs) are requested to popularize the audio jingles within your institutions so as to maximize outreach and participation in the campaign. The Websites and Social media handles of the HEIs may also be used for this purpose.

Action taken on Swachhata-Hi-Seva (SHS) 2024 campaign may kindly be uploaded on the University Activity Monitoring Portal of UGC <https://uamp.ugc.ac.in/>

सादर,

भवदीय,


(मनिष जोशी)

To,

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