



**National Council for Teacher Education**  
**G-7, Sector 10, Dwarka, New Delhi-110075**

**File No.- NCTE-GA 019/34/2023**

**Date: 29<sup>th</sup> September 2023**

**Subject: Social media coverage of PANCH PRAN, SWACHHTA PLEDGE & CLEANLINESS initiatives as part of Swachhta Special Campaign 3.0 of Government of India – reg.**

Please refer to letter no. NCTE-GA019/34/2023 dated 29.09.2023 on the above-mentioned subject (copy enclosed) for information and compliance which is self-explanatory.

All the TEIs are advised to comply with the instructions and keep sending the reports to the mail of the undersigned at [src@ncte-india.org](mailto:src@ncte-india.org).

  
**(Madan Singh Yadav)**  
**Regional Director, SRC**

**To,**

**All TEIs recognised by SRC, NCTE**

File No.- NCTE-GA 019/34/2023

Date: 29<sup>th</sup> September 2023

**Subject:** *Social media coverage of PANCH PRAN, SWACHHTA PLEDGE & CLEANLINESS initiatives as part of Swachhta Special Campaign 3.0 of Government of India – reg.*

To pave the way for a Swachh Bharat initiative, the Preparatory phase of the Special Campaign 3.0 commenced on 15 September 2023 and will continue till September 30, 2023. The successful execution of this Special campaign 3.0 underlines DARPG's dedication to cleanliness and its commitment to the Swachh Bharat campaign.

2. All the ministries & departments were directed to engage in various activities to resonate the message of Garbage Free India. Accordingly, through Regional Directors, all the TEIs under your jurisdiction may be requested to perform activities and post on social media handles of detailed below.

3. Activities to be conducted under the Special Campaign 3.0: -

- (a) Panch Pran Pledge
- (b) Swachhta Pledge
- (c) Cleanliness Drives (Inside & Outside Campus)
- (d) Awareness drive (Surrounding Community Service)

4. After conducting every activity mentioned above, all the TEIs may be requested to post it on social media accounts such as Twitter, Facebook, Instagram, YouTube etc.

**Steps to be followed by TEIs:**


- (a) To conduct the above-mentioned activities.
- (b) Click pictures while cleaning and taking pledges etc.
- (c) Social Media posting process from official accounts of TEIs: -
  - (i) Write a small description about the activity while mentioning all details.
  - (ii) Usage of the following hashtags:  
#SwachhataHiSeva, #SwachhBharat, #SwachhBharatGov
  - (iii) Tag following Accounts in your every post to make it count:

@swachhbharat  
@EduMinOfIndia  
@ncteDelhi  
@DARPG\_GoI  
@SwachhBharatGov

Contd..2/-

5. After following the whole process please post pictures from your social media accounts tagging NCTE and others as mentioned above.

**Note: The TEIs not having social media accounts may be requested to create one and start posting.**

  
(Abhimanyu Yadav)  
Social Media in-charge  
NCTE, New Delhi

To

**The Regional Directors ERC/NRC/SRC/WRC- for compliance, follow-up, and report. Kindly do the necessary in this regard.**

Copy to:

1. SO to CP for information
2. SO to MS for information