

**R. Subrahmanyam, IAS**  
**Secretary**



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

D.O. No. 11014/02/2018

20<sup>th</sup> April, 2018

To

**Vice Chancellors of all Universities**  
**Principals/Directors of all Higher Educational Institutions**

Sir/Madam,


In pursuance of the objectives of the Swachh Bharat Mission launched as a national movement on October 2<sup>nd</sup>, 2014, the Ministry of Human Resource Development, in association with the Swachh Bharat Mission (Gramin), Ministry of Drinking Water and Sanitation, is launching a 'Swachh Bharat Summer Internship' programme. The University Grants Commission, vide their letter dated 23<sup>rd</sup> March, 2018 qualified this internship as being eligible for (2) academic credits like an optional paper.

The detailed guidelines of the Swachh Bharat Summer Internship programme, which outlines the details of the summer internship are enclosed with this letter. The internship is open only to the registered students of the higher educational institutions, and they are expected to take up a project for promotion of cleanliness, by spending an approximate duration of 100 hours the village selected by the student. Each institution is required to assign at least one Nodal Officer (who shall be registered on the website) who will guide students throughout the internship as per the guidelines enclosed. A website has been developed for the purpose of registration and reporting throughout the internship period, the link to which is as follows: <https://sbsi.mygov.in>. The website is scheduled to be launched from 25<sup>th</sup> April 2018 and nodal officers are required to register on the website thereon. Students interested to join the internship programme are required to register and report the activities conducted during the internship period on the same website (<https://sbsi.mygov.in>). On completion of the summer internship, the best 3 interns/ teams of interns would be awarded at college level and their names would be forwarded for eligible awards at University level/ State and National level.

It is requested to actively convey this summer internship among all your students so that they can productively use their summer holidays helping the village communities. The registration for the summer internships will be open from 25th April till 15th May 2018.

I am confident that with your support and active participation, this programme will be a grand success and help in making Swachh Bharat Mission a true Jan Andolan.

Yours sincerely,

  
(R. Subrahmanyam)  
2014



### **1. Objective**

In furtherance of the objectives of the Swachh Bharat Abhiyan launched on 2<sup>nd</sup> October 2014, Government has launched the Swachh Bharat Summer Internships-2018 aiming at enrolling the students for promoting swachhata in the villages. Under this, the students are invited to select a village of their choice, and work with the village community for building a lasting system for improving the overall sanitation and hygiene in the village. It is expected that each student would devote at least 100 hours to Swachhata, and carry out specific measures for improving the sanitation and hygiene in the village.

This internship is being jointly launched by the Ministry of Human Resource Development in association with the Ministry of Drinking Water and Sanitation and is named '**Swachh Bharat Summer Internship – 100 Hours of Swachhata**'. The objective is to engage youth across the country, develop their skill and orientation for sanitation related work and make Swachh Bharat Mission a *jan andolan*.

### **2. Components of the internship**

The student enrolled for the internship is expected to adopt one or more villages and conduct activities of their choice to contribute to the cause of rural sanitation in India.

a) **Duration:** At least 100 hours in the period 1<sup>st</sup> May to 31<sup>st</sup> July 2018 during Summer Vacation

b) **Who can apply:**

- Youth enrolled in Colleges/ Universities may apply through an online application form made available on the website <https://sbsi.mygov.in>. These organizations are henceforth referred to as the "parent institution".
- Candidates to indicate the location of internship (village/district). The location of the internship may either be home state or the state of the parent institution. (to be accepted by MHRD)
- Candidates may participate individually or in teams. Team size may be decided depending on the nature and scope of their activity, and approved by the parent institution, subject to a maximum limit of 10 members in a team.

c) **Internship Process:**

- Candidates to devote approximately 100 hours conducting Swachhata-related activities in villages selected by them and approved by the parent institution.
- The parent institution to organize necessary logistics for the activities.

### **3. List of suggested activities:**

As a part of the internship, the activities that participants may conduct have been categorized into two clusters:

**A. Information-Education-Communication activities:** IEC activities are oriented towards increasing the awareness of people about sanitation related issues and trigger a change in sanitation related behaviour. IEC activities undertaken by the interns can target behaviour around open defecation, hygiene practices; solid/ liquid waste management among other behaviours. Under this, the interns may:

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- Organize awareness campaigns around better sanitation practices like using a toilet, handwashing, health and hygiene awareness, etc.
- Perform Nukkad Nataks or street plays around swachhata
- Organise Swachhata Melas, song and dance performances
- Conduct Door-to-door meetings to drive behaviour change with respect to sanitation behaviours
- Conduct Village or School-level Rallies to generate awareness about sanitation
- Make wall paintings in public places (more specially panchayat offices) on the theme of swachhata
- Participate in Nigrani committees to stop open defecation in villages
- Organise Swachhata-related movie screenings in public places. (Swachh Bharat movies may be found on the YouTube channel [tinyurl.com/sbmgramin](https://tinyurl.com/sbmgramin) and community screenings of these films may be organized in public places in the villages to help spread the message of Swachhata)
- All IEC Material of Swachh Bharat Mission may be freely downloaded from the links [tinyurl.com/sbmiec](https://tinyurl.com/sbmiec) and [tinyurl.com/sbmiec2](https://tinyurl.com/sbmiec2). Any other activities undertaken to help spread these messages to the rural masses would count under the header of IEC activities.

**B. Solid Waste Management related activities:** SWM activities target generation of awareness around waste collection, segregation, disposal and waste-free environment:

- Organize Waste collection drives in households and common or shared spaces
- Volunteer for segregation of solid waste into non-biodegradable and biodegradable waste
- Mobilize community and panchayat to build compost pits, where organic matter decomposes to form manure
- Help Panchayats draw up plans for installation of biogas plants
- Organize cleaning of streets, drains and back alleys through awareness drives

**4. Training:**

An orientation video for youth towards sanitation activities in the rural context has been created and uploaded on the portal <https://sbsi.mygov.in> , Swachh Bharat Mission (Gramin) YouTube channel ([https:// tinyurl.com/sbmgramin](https://tinyurl.com/sbmgramin)).

**5. Other important resources:**

- a. It is recommended to go through the YouTube channel of the Swachh Bharat Mission (Gramin) at <https://tinyurl.com/sbmgramin> and use the other material uploaded there (uploaded in multiple regional languages) to support their efforts on the ground.
- b. All IEC material of Swachh Bharat Mission (Gramin) may be freely downloaded and widely used from the links <https://tinyurl.com/sbmiec> and <https://tinyurl.com/sbmiec2>
- c. Swachh Bharat updates are regularly shared on social media on the pages [twitter.com/swachhbharat](https://twitter.com/swachhbharat) and [facebook.com/sbmgramin](https://facebook.com/sbmgramin)
- d. Inspiring success stories from the grassroots are available at the blog link [sbmgramin.wordpress.com](https://sbmgramin.wordpress.com)

**6. Reporting:**

An Internship Report needs to be submitted by the candidate on the online portal in the prescribed format through the Supervisor within 15 days of completion of fieldwork.

**7. Rewards and Recognition:**

- All participants will be given a Swachh Bharat Internship Certificate on completion of their internship and its approval by the parent institution
- 2 curriculum credits will be given by institutions affiliated with UGC to all interns whose internships are certified by the parent institution as eligible for the credits on the basis of higher parameters.
- The Best interns will be recognized at college, university, state and national levels as follows:
  - College Level: Shields / cups given by parent institution
  - Cash Awards in addition to certificates (Provided by MHRD/MDWS)
    - University Level : Rs 30,000, Rs 20,000, Rs 10,000
    - State Level: Rs 50,000, Rs 30,000, Rs 20,000
    - National Level: Rs 2 lakh, 1 lakh, Rs 50,000
- The selection of awardees will be done by the competent authority appointed by the MHRD at each level. The decision of the competent authority will be final.

**8. Role of the Parent Institution**

- Conduct college level campaigns to mobilize participation
- Appoint Nodal Officers for the internship
- The Nodal Officers should register on the <https://sbsi.mygov.in> and facilitate application process
- May provide necessary logistics for interns, such as travel to the village, refreshments, etc.
- To ensure that all interns submit their reports on the portal <https://sbsi.mygov.in> on time (within 15 days of completion of fieldwork)
- The top three awardees at each level should be forwarded to the next level for consideration of awards at that level
- Submit the details of the name of the awardees to the next level of authority i.e., University/State/Ministry of Human Resource Development
- Responsibility for safety and security of the interns during village visits lies with the parent institution, hence the location should be chosen appropriately and liaison done with local administration wherever necessary

**9. Role of State Government and District Administration**

- State Government/District Administration will provide necessary support to the parent institutions as and when requested to the extent possible.

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