

**JAMIA HAMDARD**  
(NAAC A+ Category Deemed to be University)  
Hamdard Nagar, New Delhi-110062

No.: AS/UGC(Q)/JH-5/2023  
6<sup>th</sup> November, 2023

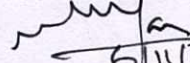
**OFFICE ORDER**

The University Grants Commission vide D.O. No. 1-1/2023(e.Gov/Secy) dated 17<sup>th</sup> October, 2023 has communicated the announcement of Ministry of Education, Government of India for launching Special Campaign 3.0, the Swachhata hi Sewa campaign, and the Mainstreaming of Mission Life initiative aiming to furthering the goals of quality education, cleanliness, and inclusive development in Higher Education Institutions.

In order to facilitate the coordination and monitoring of the above mentioned initiatives at Jamia Hamdard, the Vice-Chancellor has been pleased to appoint Prof. Khursheed A. Ansari, as a 'Nodal Officer' for the same.

The Nodal Officer shall coordinate the activities and ensure the active participation of Jamia Hamdard in these campaigns by organizing awareness programs, workshops, and activities that align with the campaign themes. The consolidated information of all such best practices at Jamia Hamdard should be uploaded on the UGC University Activity Monitoring Portal at <https://uamp.ugc.ac.in/>. (Copy of D.O. Letter of UGC is attached).

All concerned Deans, HoDs, Head of the Units etc. are requested to kindly coordinate with Prof. Khursheed A. Ansari to make such activities / initiative successful at Jamia Hamdard.

  
6/11/2023  
(Dr. M.A. Sikandar)  
Registrar

Copy to:

1. Prof. Khursheed A. Ansari, SUMER, Coordinator, NSS & Nodal Officer
2. All Deans of Schools
3. Dean, Students' Welfare
4. All HoDs/Directors/Principal
5. Finance Officer
6. Chief Proctor
7. Director, IQAC
8. Provost (Boys)
9. Provost (Girls)
10. Executive Engineer
11. Estate Officer
12. In-charge, University Web Cell - For uploading this 'Office Order'
13. Secretary / A.R. to Vice-Chancellor
14. P.A. to Registrar



ज्ञान-विज्ञान विमुक्तये

प्रा. मनिष र. जोशी  
सचिव

Prof. Manish R. Joshi  
Secretary



सत्यमेव जयते



भारत 2023 INDIA

विश्वविद्यालय अनुदान आयोग  
University Grants Commission

(शिक्षा मंत्रालय, भारत सरकार)  
(Ministry of Education, Govt. of India)

D.O. No.1-1/2023(e.Gov/Secy)

17<sup>th</sup> October, 2023/25 आश्विन 1945

**Subject: Special Campaign 3.0, Swachhata hi Sewa, and Mainstreaming of Mission Life – 2<sup>nd</sup> October 2023 to 31<sup>st</sup> October, 2023.**

**Respected Madam/ Sir,**

The Ministry of Education, Government of India, has announced the launch of Special Campaign 3.0, the Swachhata hi Sewa campaign, and the Mainstreaming of Mission Life initiative. These initiatives are aimed at furthering the goals of quality education, cleanliness, and inclusive development in our Higher Education Institutions.

- Special Campaign 3.0:** This campaign focuses on addressing pending issues such as VIP References, Grievances, recording and weeding of old records/items, disposal of scraps (with quantifiable sale proceeds) and clearing of space.
- Swachhata hi Sewa:** Cleanliness and hygiene are fundamental aspects of our society. The Swachhata hi Sewa campaign aims to promote cleanliness and hygiene practices within and outside your institution's premises.
- Mainstreaming of Mission Life:** UGC has issued Guidelines and Curriculum Framework for Environment Education at the Undergraduate Level, which encompasses the principles of Mission Life. The Mainstreaming of Mission Life initiative seeks to integrate the principles of the National Education Policy 2020, and the matter is prominently reflected in the G20 New Delhi Leaders Declaration.

In this connection, the Higher Education Institutions are requested to appoint a Nodal Officer in their Institution to facilitate the coordination and monitoring of these initiatives. The HEIs are also requested to actively participate in these campaigns by organizing awareness programs, workshops, and activities that align with the campaign themes. The consolidated information of all such best practices may be uploaded on the UGC University Activity Monitoring Portal at <https://uamp.ugc.ac.in/>.

Your institution's enthusiastic involvement and contribution is requested to make these initiatives a resounding success.

With kind regards,

Yours sincerely,

(Manish Joshi)

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

वसुधैव कुटुम्बकम्

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