



Participation in National Programme SBM 2.0

To,
The Principal, A.B.M COLLEGE

PH/ 294 /2024

Dt. 30/7/24

Sub: Invitation to Participate in Swachhta Samvaad: Writing Competition on Cleanliness and Hygiene

Dear Sir/Ma'am,

We are inviting your school to the "Swachh Bharat Abhiyan" Writing Competition on cleanliness and hygiene which inspired a national movement towards cleanliness. Tata Steel UISL collaborate with the National level NGO namely Polit Production and the hyphen; in alignment to this mission, the 'Swachhta Samvaad' campaign aims to engage students in expressing their ideas about cleanliness and hygiene. This initiative will culminate in the creation of a book, featuring essays and stories from talented young writers of Jamshedpur city.

Responsibilities of the Schools:

1. Organize a Writing Competition on August 2nd, 2024:

- **Theme Selection:** Inform students about the main theme (Cleanliness) and the subthemes provided in Annexure I. Encourage them to choose a subtheme that resonates with them and write an essay or story (500-800 words).
- **Judging Criteria:** A judging panel within your school comprising teachers from the language and social studies departments should evaluate entries based on creativity, relevance to the theme, clarity, and originality.
- **Selection Process:** After careful evaluation, select the top two students whose essays or stories best reflect the campaign's objectives.

2. Submit Selected Entries by August 4th, 2024:

Send the selected entries including the student's name, grade, and contact details to deepankar.pradhan@tatasteel.com by August 4th, 2024. Late submissions may not be considered, so please adhere to the deadline.

3. Participation in Master Class- Creative Writing by August 6th -7th, 2024:

Workshop Details: Facilitate participation of two selected students from your school in-person masterclass on creative writing on scheduled from August 6th-7th, 2024 to be organized in Tata Steel UISL Conference Hall, Jamshedpur. This workshop is designed to enhance their writing skills and prepare them for contributing to the Swachhta Samvaad Book and Launch of Swachhta Samvaad Book: September 1

Key Dates:

- Essay Competition in all Schools: August 2nd, 2024
- Schools to announce winners and share details with Potli Productions team: August 4th, 2024
- In-person Master Class - Creative Writing Workshop: August 6th-7th, 2024
- Launch of Swachhta Samvaad Book: September 1st, 2024

We look forward to your school's enthusiastic participation in this noble initiative.

With Regards and Thanks,


Chief Divisional Manager
Public Health Services

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Annexure-1

Themes and Subthemes for Essay Competition at school level for selection of 2 students from each school

Theme- Cleanliness

Choose any one of the below sub themes and write an essay or a story in 500-800 words:

- What Swachhta means to me
- One habit they have included in their daily lives to maintain cleanliness
- One best practice of Swachhta in your home
- Cleanliness in my community
- One problem and one solution to address challenges in Swachhta
- Tips to improve Swachhta in schools
- What is your vision of Swachh Jamshedpur

Evaluation: The respective schools will evaluate and select the top two students who will participate in the masterclasses.