



SWACHH SCHOOL CAMPAIGN



Shiksha aur Swachhata Abhiyan : Vidyalaya se Vikas Tak
Swachhata Ki Nayi Peהל - Badhayein Haath, Karein Safai Saath

An Initiative by Nagar Nigam Gorakhpur-2026



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Message from Hon'ble Chief Minister

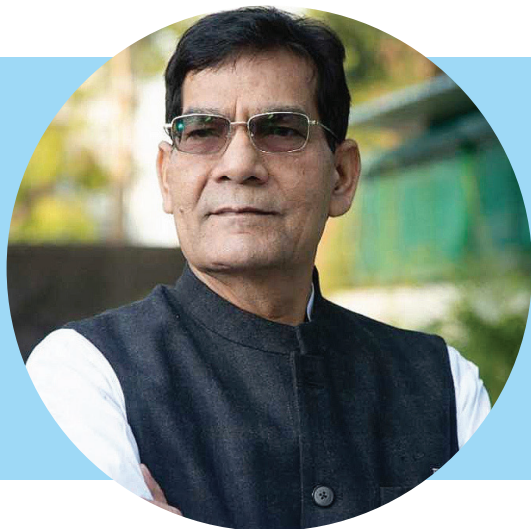
The essence of a strong, resilient city lies in cleanliness, robust public health, and ecological wisdom. True to Swachh Bharat Mission (SBM 2.0) vision, the Urban Local Body launches the Swachh School Campaign—a dynamic city-wide crusade to root hygiene, sanitation, and green practices in the hearts of students.

As cradles of moral strength and discipline, schools nurture nation-builders. Our competition drives immaculate campuses, systematic waste control via segregation and composting, superior hygiene standards, the vital 3Rs (Reduce-Reuse-Recycle), NCAP air purity campaigns, feminine wellness programs, equitable gender practices, and prudent energy stewardship for generational equity. Ratings draw from Swachh Survekshan protocols, honoring proven successes, tireless maintenance, and profound mindset evolution.

This effort propels Uttar Pradesh toward India's UN Sustainable Development Goals—SDG 3 (Good Health and Well-being), SDG 4 (Quality Education), SDG 5 (Gender Equality), SDG 6 (Clean Water and Sanitation), SDG 7 (Affordable and Clean Energy), SDG 11 (Sustainable Cities and Communities), SDG 12 (Responsible Consumption and Production), and SDG 13 (Climate Action). Students emerge as catalysts, inspiring transformation at home and beyond.

Every institution, educator, youth, and ally must rise with determination, weaving cleanliness into our cultural fabric. The Swachh School Campaign promises to sculpt a healthier, united, and eco-conscious city, echoing Swachh Bharat's divine mandate. In collective resolve, forge a pure legacy and a thriving, sustainable dawn for posterity.

**Warm regards
Shri Yogi Adityanath
Chief Minister
Uttar Pradesh**



Message from Hon'ble Urban Development Minister

A thriving city demands unwavering commitment to cleanliness, public health, and ecological balance. Embracing Swachh Bharat Mission (SBM 2.0) principles, our Urban Local Body launches the Swachh School Campaign—a bold, city-spanning effort to embed hygiene, sanitation, and eco-friendly habits in every student.

Schools ignite lasting change, molding young minds into stewards of society. Our contest spotlights spotless surroundings, smart waste handling with segregation and composting, top-notch hygiene, the 3Rs (Reduce-Reuse-Recycle), NCAP-driven air quality education, women's health awareness, inclusivity for all genders, and thrift in energy to power a sustainable world. We evaluate based on Swachh Survekshan benchmarks, rewarding real results, steady upkeep, and deep-rooted habit formation.

This campaign propels India's UN Sustainable Development Goals forward, targeting SDG 3 (Good Health and Well-being), SDG 4 (Quality Education), SDG 5 (Gender Equality), SDG 6 (Clean Water and Sanitation), SDG 7 (Affordable and Clean Energy), SDG 11 (Sustainable Cities and Communities), SDG 12 (Responsible Consumption and Production), and SDG 13 (Climate Action). Schools become launchpads, turning students into change-makers for homes and neighborhoods.

Join in, schools, educators, students, partners—make purity and stewardship your creed. The Swachh School Campaign will forge our city into a beacon of health, unity, and green progress, true to Swachh Bharat's call. Together, craft a pristine now and a vibrant, low-carbon legacy for posterity.

**Warm regards
Shri Arvind Kumar Sharma
Hon'ble Urban Development Minister , Uttar Pradesh**



Message from Hon'ble Mayor

Cleanliness, public health, and environmental sustainability are integral to the vision of a liveable and resilient city. In line with the objectives and guidelines of the **Swachh Bharat Mission (SBM 2.0)**, the Urban Local Body is pleased to announce the launch of the **Swachh School Campaign**, a city-wide initiative aimed at fostering cleanliness, hygiene, and sustainable practices among school students.

Schools are powerful institutions for driving behavioural change and shaping responsible citizenship. This competition has been designed to promote visible cleanliness, solid waste management including segregation and composting, sanitation and hygiene, Reduce-Reuse-Recycle (RRR), clean air awareness under the National Clean Air Programme (NCAP), menstrual hygiene management, and gender sensitivity. The assessment framework is aligned with Swachh Survekshan principles, with emphasis on outcome-based evaluation, regular operations and maintenance, and sustained behavioural change.

The **Swachh School Campaign** also supports India's commitment to the United Nations Sustainable Development Goals (SDGs), particularly SDG 3 (Good Health and Well-being), SDG 4 (Quality Education), SDG 5 (Gender Equality), SDG 6 (Clean Water and Sanitation), SDG 11 (Sustainable Cities and Communities), SDG 12 (Responsible Consumption and Production), and SDG 13 (Climate Action). By integrating these goals into school-level action, the initiative seeks to empower students as agents of positive change within their families and communities.

I urge all schools, teachers, students, and stakeholders to actively participate in this initiative and work collectively towards making cleanliness a sustained habit. I am confident that the Swachh School Campaign will significantly contribute to building a clean, healthy, inclusive, and sustainable city, in true spirit of the Swachh Bharat Mission. Let us work together to create a cleaner present and a greener future for coming generations.

Warm regards
Dr. Manglesh Kumar Srivastava
Hon'ble Mayor Gorakhpur, Uttar Pradesh



Message from Municipal Commissioner

Cleanliness and environmental responsibility are the foundations of a healthy, progressive, and sustainable city. In alignment with the vision of the **Swachh Bharat Mission 2.0 & Swachh Survekshan 2026** theme **Badhayein Hath, Karein Safai Sath**, our Urban Local Body is pleased to launch the **Swachh School Campaign**, a city-wide initiative aimed at inculcating the values of cleanliness, hygiene, sustainability, and civic responsibility among school students.

Schools play a pivotal role in shaping attitudes and behaviours from an early age. Through this campaign, we seek to promote awareness and practical action on Solid Waste Management, sanitation and hygiene, Reduce-Reuse-Recycle (RRR), clean air practices under the National Clean Air Programme (NCAP), menstrual hygiene, and gender sensitivity. The initiative emphasizes visible cleanliness, behavioural change, and measurable impact, ensuring that cleanliness becomes a sustained habit rather than a one-time activity.

The **Swachh School Campaign** has been designed in accordance with Swachh Survekshan principles, focusing on outcome-based assessment, community participation, and long-term maintenance. Students are envisioned as **Swachhata Ambassadors**, carrying the message of cleanliness from schools to households and the wider community.

I extend my best wishes to all participating schools, teachers, students, and stakeholders. I am confident that this initiative will significantly contribute to building a clean, healthy, inclusive, and environmentally sustainable city, while nurturing responsible citizens for the future.

Let us all work together to make cleanliness a way of life.

Warm regards
Shri Gaurav Singh Sogarwal (IAS)
Municipal Commissioner of Gorakhpur
Gorakhpur, Uttar Pradesh



Preface

Clean, healthy, and inclusive school environments play a pivotal role in shaping responsible citizens and building a sustainable future. In alignment with the vision of **Swachh Bharat Mission 2.0 (SBM 2.0)**, Nagar Nigam Gorakhpur has launched the **Swachh School Campaign** as a structured and outcome-oriented initiative to standardize schools across the city on key SBM 2.0 parameters.

The **Swachh School Campaign** aims to institutionalize best practices in **sanitation** and **hygiene**, **solid waste management**, **water conservation**, **menstrual hygiene management**, **environmental awareness**, and **student-led behavioral change** within school ecosystems. By introducing a transparent School Star Rating System, the campaign encourages self-assessment, continuous improvement, and healthy competition among schools, while recognizing and showcasing model institutions.

This toolkit has been developed as a comprehensive guiding document to support schools, educators, and implementing agencies in understanding the campaign framework, assessment indicators, scoring methodology, and compliance requirements. It serves as a practical reference for effective implementation, monitoring, and reporting, ensuring uniformity and clarity across all participating schools.

Through this initiative, **Nagar Nigam Gorakhpur** envisions nurturing a generation of environmentally conscious students and transforming schools into hubs of cleanliness, sustainability, and civic responsibility—contributing meaningfully to the larger goals of SBM 2.0 and sustainable urban development.

"To cultivate a generation of 'Swachhagrahi' students who lead Gorakhpur toward a zero-waste future, blending our city's rich heritage with modern standards of sanitation, hygiene, and environmental stewardship."

The **Swachh School Campaign**, spearheaded by **Gorakhpur Nagar Nigam** under **SBM 2.0**, envisions a transformative educational landscape where cleanliness is woven into the fabric of daily learning. Our mission is to move beyond mere physical tidiness, fostering a deep-seated culture of environmental stewardship among students, educators, and the wider community.

By integrating **sustainable waste management**, high standards of **hygiene**, and the principles of **Reduce, Reuse, and Recycle**, we aim to turn every school into a living laboratory for **civic responsibility**.

We aspire to empower our youth as '**Swachhata Ambassadors**,' equipped with the knowledge and values to lead **Gorakhpur toward a zero-waste future**. This campaign seeks to bridge the gap between classroom theory and community practice, ensuring that every child learns in a safe, healthy, and inspiring environment. Through collaborative competition and creative engagement, we will ignite a sense of pride in our city's public health standards. Ultimately, our vision is to cultivate a generation that views cleanliness not as a chore but as a fundamental way of life, ensuring the long-term success of the Swachh Bharat Mission. Together, we are building a cleaner, greener, and more resilient Gorakhpur, one school at a time.



Introduction-

Swachh School Star Rating

The **Swachh Star Rating** for Schools is a comprehensive benchmarking framework introduced under the **Swachh Bharat Mission (SBM-U 2.0)** to instill a spirit of healthy competition and civic pride within educational institutions. Inspired by the Star Rating Protocol for Garbage-Free Cities, this assessment evaluates schools on their ability to maintain a clean, hygienic, and sustainable campus.

This rating is not just an award; it is a roadmap for excellence that aligns school infrastructure and student behavior with national sanitation standards.

Schools are graded on a scale **(1-star to 5-star)** based on their performance across **six critical pillars**, ranging from basic water and sanitation to advanced waste processing and "Waste to Wealth" initiatives.

By participating in this rating system, schools in Gorakhpur contribute directly to the city's ranking in the Swachh Survekshan 2026, while ensuring that every student grows up in an environment that prioritizes health and environmental stewardship.

SCHOOL STAR RATING ROADMAP

★ **Phase I**
Stakeholder
Consultations



★ **Phase II**
Self-Assessment
through Google
Forms



★ **Phase III**
Primary
Assessment by
SSC Team



★ **Phase IV**
Secondary
Assessment by
nominated ULB Team





Star Ranking for School

Students >1000

Description Matrix: Bifurcation of Swachh School Indicators Parameters

S No.	Categories	Marks	Sub- Indicators
1.	Visible Cleanliness & Green Campus Development	150	6
2.	Solid Waste Management	200	6
3.	RRR & Waste to Art Implementation	100	6
4.	Sanitation Access & Menstrual Hygiene	150	7
5.	Access to Drinking Water	100	8
6.	Awareness on NCAP, SDGs & other SBM Parameters, Capacity Building & Impact Assessment	300	8
Total		1000	

Scoring & Validation Matrix

Step 1: Stakeholder Consultation

Step 2: Self-Assessment of Schools through google or manual form

Step 3: Only who have completed step 1 will be eligible for Step 2

Step 4: Field Assessment by Swachh School Campaign (SSC) team

Step 5: Base on Field Assessment % of School which pass the assessment will be selected

Step 6: As per scheme of marking of respective indicator, the schools will get marks & star rating

Self-Assessment/Primary Audit

Self-assessment is the initial step where schools will evaluate their own WASH and sustainability performance using a structured indicator survey across 5 categories.

Table: Self-Assessment/ Primary Reporting Format

Section / Item	Question / Field	Options / Details
Section A:	School Profile (Mandatory)	
	Name of School	
	School Type: <input type="checkbox"/> Government <input type="checkbox"/> Private	
	Total number of Students:	Boys ___ Girls ___
	Total Teachers & Staff ___	
	Ward No. ___ Zone ___	
	Name & Contact of Swachhata Nodal Teacher-	
Section B:	VISIBLE CLEANLINESS & GREEN CAMPUS DEVELOPMENT	<ol style="list-style-type: none"> Is the school campus free from litter, plastic waste, construction debris & open storage bins? <ul style="list-style-type: none"> <input type="checkbox"/> Yes (Fully) <input type="checkbox"/> Partially <input type="checkbox"/> No Is there any visible open dumping or burning of waste within premises or immediately outside school boundary? <ul style="list-style-type: none"> <input type="checkbox"/> No <input type="checkbox"/> Yes Has the school adopted and maintained any park under ULB?

		<ul style="list-style-type: none"> • <input type="checkbox"/> Yes <input type="checkbox"/> No <p>4. Does the school promote initiatives on social media (Schools, Students, Teachers channels) in collaboration with Nagar Nigam Gorakhpur?</p> <ul style="list-style-type: none"> • <input type="checkbox"/> Regularly <input type="checkbox"/> Occasionally <input type="checkbox"/> No <p>5. Is the campus visibly clean with no scattered litter in classrooms, corridors, and common areas?</p> <ul style="list-style-type: none"> • <input type="checkbox"/> Yes (Daily) <input type="checkbox"/> Sometimes <input type="checkbox"/> No <p>6. Are gardens & green buffers maintained within at least 20% area of school campus?</p> <ul style="list-style-type: none"> • <input type="checkbox"/> Yes <input type="checkbox"/> Partially <input type="checkbox"/> No <p>7. Is there active involvement of students & teachers in maintaining & developing green cover?</p> <ul style="list-style-type: none"> • <input type="checkbox"/> Yes <input type="checkbox"/> Partially <input type="checkbox"/> No <p>8. Use of compost in Green Cover of Schools</p> <ul style="list-style-type: none"> • <input type="checkbox"/> Yes <input type="checkbox"/> Partially <input type="checkbox"/> No <p>9. Is a permanent care taker available for developing & maintaining green cover?</p> <ul style="list-style-type: none"> • <input type="checkbox"/> Yes <input type="checkbox"/> No
<p>Section C:</p>	<p>SOLID WASTE MANAGEMENT</p>	<p>1. Are colour-coded bins (Wet, Dry) available at classrooms, corridors, hostels (if applicable), dining areas, and open spaces?</p>

		<ul style="list-style-type: none"> • <input type="checkbox"/> Yes (All locations) <input type="checkbox"/> Partial (Some locations) <input type="checkbox"/> No <p>2. Is correct segregation at source visibly observed with no mixed waste?</p> <ul style="list-style-type: none"> • <input type="checkbox"/> Yes <input type="checkbox"/> Partially <input type="checkbox"/> No <p>3. Are bins covered, intact, clearly labelled, and without overflow?</p> <ul style="list-style-type: none"> • <input type="checkbox"/> Yes <input type="checkbox"/> Partially <input type="checkbox"/> No <p>4. Is there daily internal collection of waste from all functional areas?</p> <ul style="list-style-type: none"> • <input type="checkbox"/> Yes <input type="checkbox"/> Sometimes <input type="checkbox"/> No <p>5. Is waste stored separately and handed over to ULB / authorized recycler?</p> <ul style="list-style-type: none"> • <input type="checkbox"/> Yes <input type="checkbox"/> Partially <input type="checkbox"/> No <p>6. How many % of students and teachers are practicing segregation of household waste?</p> <ul style="list-style-type: none"> • % of Students _____ • % of teachers _____ <p>7. How many % of students and teachers give segregated waste to door-to-door vehicle of ULB?</p> <ul style="list-style-type: none"> • % of Students _____ • % of teachers _____ <p>8. Is on-site composting of wet waste conducted through compost pit/ bio-composter?</p>
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		<ul style="list-style-type: none"> • <input type="checkbox"/> Yes <input type="checkbox"/> No <p>9. Is the composting unit functional, clean, odor-free, and safely maintained?</p> <ul style="list-style-type: none"> • <input type="checkbox"/> Yes <input type="checkbox"/> Partially <input type="checkbox"/> No <p>Is produced compost used within school campus (in gardens/green areas) or stored properly?</p> <ul style="list-style-type: none"> • <input type="checkbox"/> Yes <input type="checkbox"/> Partially <input type="checkbox"/> No <p>10. How many % students and teachers practice home composting?</p> <ul style="list-style-type: none"> • % of Students _____ • % of teachers _____ <p>11. How many % of students and teachers have developed home gardens using self-made compost?</p> <ul style="list-style-type: none"> • % of Students _____ • % of teachers _____ <p>12. How many students (6-12) and teachers pay user charge for door-to-door collection?</p> <ul style="list-style-type: none"> • Number of students (6-12) _____ • Number of teachers _____ <p>13. Does the school conduct plogging, cleanliness drives, or awareness campaigns?</p> <ul style="list-style-type: none"> • <input type="checkbox"/> Monthly <input type="checkbox"/> Quarterly <input type="checkbox"/> Occasionally <input type="checkbox"/> Never <p>14. Are these activities promoted on social media handles of</p>
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		<p>schools, students, teachers in collaboration with Nagar Nigam Gorakhpur?</p> <ul style="list-style-type: none"> • <input type="checkbox"/> Yes, regularly <input type="checkbox"/> Occasionally <input type="checkbox"/> No <p>• Upload geo-tagged photos of SWM activities</p>
<p>Section D:</p>	<p>RRR & WASTE TO ART IMPLEMENTATION</p>	<ol style="list-style-type: none"> 1. Are waste-to-art installations made by students displayed in the school? <ul style="list-style-type: none"> • <input type="checkbox"/> Yes <input type="checkbox"/> No 2. Have exhibitions/workshops of waste-to-art installations been conducted? <ul style="list-style-type: none"> • <input type="checkbox"/> Yes <input type="checkbox"/> No 3. Are inter-house competitions conducted on Waste-to-Art? <ul style="list-style-type: none"> • <input type="checkbox"/> Yes <input type="checkbox"/> No 4. Is an RRR Corner developed & implemented in the School Library? <ul style="list-style-type: none"> • <input type="checkbox"/> Yes <input type="checkbox"/> No 5. What percentage and numbers of reused materials are used in making Waste-to-Art? (SUP, Notebooks, Uniforms, Plastic Bottles, etc.) <ul style="list-style-type: none"> • Percentage: ____% Number of items: _____ 6. Has the school achieved Minimal SUP (Single-Use Plastic) usage or Plastic-Free Campus status?

		<ul style="list-style-type: none"> • <input type="checkbox"/> Plastic-Free Campus • <input type="checkbox"/> Minimal SUP Usage • <input type="checkbox"/> Not Yet <p>7. Are RRR activities promoted on social media handles of schools, students, teachers in collaboration with Nagar Nigam Gorakhpur?</p> <ul style="list-style-type: none"> • <input type="checkbox"/> Yes, regularly <input type="checkbox"/> Occasionally <input type="checkbox"/> No <ul style="list-style-type: none"> • Upload photos of Waste-to-Art installations and RRR Corner
<p>Section E:</p>	<p>ACCESS TO SANITATION & MENSTRUAL HYGIENE</p>	<p>1. Are there an adequate number of functional toilets as per student strength?</p> <ul style="list-style-type: none"> • <input type="checkbox"/> Yes (Adequate) <input type="checkbox"/> Partially <input type="checkbox"/> No <p>2. Are there separate toilets for boys, girls, and staff?</p> <ul style="list-style-type: none"> • <input type="checkbox"/> Yes (All separate) <input type="checkbox"/> Partially <input type="checkbox"/> No <p>3. Are toilets clean, dry, odor-free at time of inspection & functional water supply and flushing systems operational?</p> <ul style="list-style-type: none"> • <input type="checkbox"/> Yes (All) <input type="checkbox"/> Partially <input type="checkbox"/> No <p>4. Are sanitary napkins available in the school & is awareness regarding Menstrual Hygiene Management (MHM) provided among students?</p> <ul style="list-style-type: none"> • <input type="checkbox"/> Yes (Both) <input type="checkbox"/> Napkins Available Only

		<p style="text-align: right;"><input type="checkbox"/> Awareness Only <input type="checkbox"/> No</p> <p>Handwashing Facilities:</p> <p>5. Are handwashing stations located near toilets?</p> <ul style="list-style-type: none"> • <input type="checkbox"/> Yes (All locations) <input type="checkbox"/> Partially <input type="checkbox"/> No <p>Is handwashing soap/liquid available and dustbin accessible?</p> <ul style="list-style-type: none"> • <input type="checkbox"/> Yes (All three) <input type="checkbox"/> Partially <input type="checkbox"/> No <p>6. Are there adequate bathing facilities for boys, girls & staff in hostels?</p> <ul style="list-style-type: none"> • <input type="checkbox"/> Yes (Adequate) <input type="checkbox"/> Partially <input type="checkbox"/> No <ul style="list-style-type: none"> • Upload geo-tagged photos of toilets and handwashing areas
<p>Section F:</p>	<p>ACCESS TO DRINKING WATER</p>	<p>1. Are there functional drinking water points within school premises?</p> <ul style="list-style-type: none"> • <input type="checkbox"/> Yes <input type="checkbox"/> No <p>2. Is water available during school hours?</p> <ul style="list-style-type: none"> • <input type="checkbox"/> Yes (Always) <input type="checkbox"/> Limited <input type="checkbox"/> No <p>3. Are platforms, taps, and drainage near water points clean?</p> <ul style="list-style-type: none"> • <input type="checkbox"/> Yes <input type="checkbox"/> Partially <input type="checkbox"/> No <p>4. Is there visible leakage or water stagnation?</p>

		<ul style="list-style-type: none"> • <input type="checkbox"/> No <input type="checkbox"/> Yes <p>5. Are safe drinking water messages displayed?</p> <ul style="list-style-type: none"> • <input type="checkbox"/> Yes <input type="checkbox"/> No <p>6. Are safe water points with water purifiers available in hostels and dining areas?</p> <ul style="list-style-type: none"> • <input type="checkbox"/> Yes <input type="checkbox"/> Partially <input type="checkbox"/> No <p>7. What is the source of drinking water?</p> <ul style="list-style-type: none"> • <input type="checkbox"/> RO <input type="checkbox"/> Water Purifier <input type="checkbox"/> Municipal <input type="checkbox"/> Handpump <ul style="list-style-type: none"> • Upload geo-tagged photos of drinking water points
<p>Section G:</p>	<p>AWARENESS, BEHAVIORAL CHANGE, CAPACITY BUILDING & IMPACT ASSESSMENT</p>	<p>1. Is a Swachh Green Club formed & actively functioning?</p> <ul style="list-style-type: none"> • <input type="checkbox"/> Yes <input type="checkbox"/> No <p>2. Are IEC materials displayed on air pollution, clean air, SDGs & SWM?</p> <ul style="list-style-type: none"> • <input type="checkbox"/> Yes (Prominent) <input type="checkbox"/> Partially <input type="checkbox"/> No <p>3. Are Capacity Building Sessions conducted? (2 per month)</p> <ul style="list-style-type: none"> • <input type="checkbox"/> Yes (2+ Monthly) <input type="checkbox"/> 1 Monthly <input type="checkbox"/> Quarterly <input type="checkbox"/> No <p>4. Are Student activities/rallies/posters on SBM, SDGs & NCAP themes conducted? (1 per month)</p>

		<ul style="list-style-type: none">• <input type="checkbox"/> Yes (Monthly) <input type="checkbox"/> Quarterly <input type="checkbox"/> Occasionally <input type="checkbox"/> No <p>5. Is there evidence of behavioral adoption (not just one-time events)?</p> <ul style="list-style-type: none">• <input type="checkbox"/> Yes (Sustained) <input type="checkbox"/> Partially <input type="checkbox"/> No <p>6. Are students acting as Swachhata Ambassadors within classrooms, ward, and zone level?</p> <ul style="list-style-type: none">• <input type="checkbox"/> Yes <input type="checkbox"/> Partially <input type="checkbox"/> No <p>7. Are activities promoted on Social Media handles of Schools, Students, Teachers in collaboration with Nagar Nigam Gorakhpur?</p> <ul style="list-style-type: none">• <input type="checkbox"/> Yes, regularly <input type="checkbox"/> Occasionally <input type="checkbox"/> No <ul style="list-style-type: none">• Upload geo-tagged photos of Capacity Building Sessions, IEC displays, and student activities
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Section 1: Visible Cleanliness & Green campus development (150 marks)

Sr. No.	Indicator Description	Marks
1.1	School campus free from litter, plastic waste, construction debris & open storage bin free	15
1.2	No visible open dumping or burning of waste anywhere within premises or immediately outside the school boundary	15
1.3	Any Park adopted & maintained by School under ULB	10
1.4	Promotion of each activity & initiative on Social Media Handle of Schools, Students & Teachers in collaboration with Nagar Nigam Gorakhpur	10
1.5	Campus visibly clean with no scattered litter in classrooms, corridors, and common areas. Playground and assembly area free from plastic waste and food wrappers	30
1.6	Maintenance of gardens & green buffers within at least 20% area of school campus	20
1.7	Active involvement of students & teachers in maintaining & developing green cover	20
1.8	Use of Compost in Green area of School	10
1.9	Permanent Care taker is available for developing & maintaining green cover	20

Section 2: Solid Waste Management

(200 Marks)

Sr. No.	Indicator Description	Marks
2.1	Availability of color-coded bins (Wet, Dry, Domestic Hazardous) at classrooms, corridors, hostels (if applicable), dining areas, and open spaces	20
2.2	<ul style="list-style-type: none"> • Correct segregation at source visibly observed during spot checks (no mixed waste) • No overflow of bins; bins are covered, intact, and clearly labelled 	20
2.3	<ul style="list-style-type: none"> • Daily internal collection of waste from all functional areas • Waste stored separately and handed over to ULB / authorized recycler 	40
2.4	<ul style="list-style-type: none"> • Number of students and teachers doing segregation of household waste • Number of students and teachers giving segregated waste to door-to-door vehicle of ULB 	20
2.5	<ul style="list-style-type: none"> • On-site composting of wet waste through compost pit / vermi-compost / bio-composter (as per school size) • Composting unit functional, clean, odor-free, and safely maintained & compost produced is used within school campus (if gardens/green areas are developed) or stored properly 	20
2.6	<ul style="list-style-type: none"> • Number of students and teachers practicing home composting at home • Number of students and teachers develop garden at home & using self-homemade compost 	20
2.7	Number of students & teachers paying user charge for door-to-door collection	20
2.8	<ul style="list-style-type: none"> • Schools conducting plogging, cleanliness drives or any other activity/campaign for awareness and capacity building of students and teachers per month • Promotion of these activities & campaign at social media handle of schools, students, teachers in collaboration with Nagar Nigam Gorakhpur. 	40

Marking Criteria of Indicator 2.4, 2.6 & 2.7 in Solid Waste Management

Marking Criteria for Segregation			
Sr. No.	% of Students (Class 6-12) doing segregation at home	% of Teachers doing segregation at home	Marks
1.	100 % students	100 % teachers	Full marks allotted for that indicator
2.	70 % students	70 % teachers	70 % marks
3.	50 % students	50 % teachers	50 % marks
4.	Less than 50% students	Less than 50 % teachers	0 marks
Marking Criteria for Door-to-door Collection			
Sr. No.	% of Students (Class 6-12) giving segregated waste to d-2-d vehicle	% of Teachers giving segregated waste to d-2-d vehicle	Marks
1.	100 % students	100 % teachers	Full marks allotted for that indicator
2.	70 % students	70 % teachers	70 % marks
3.	50 % students	50 % teachers	50 % marks
4.	Less than 50% students	Less than 50 % teachers	0 marks
Marking Criteria for Home-Composting			
Sr. No.	% of Students (Class 6-12) doing home-composting	% of Teachers giving doing home-composting	Marks
1.	100 % students	100 % teachers	Full marks allotted for that indicator
2.	50 % students	50 % teachers	80 % marks
3.	25 % students	25 % teachers	50 % marks
4.	Less than 25% students	Less than 25% teachers	0 marks
Marking Criteria for User Charge (Door-to-door)			
Sr. No.	% of Students (Class 6-12) paying user charge	% of Teachers paying user charge	Marks
1.	100 % students	100 % teachers	Full marks allotted for that indicator
2.	70 % students	70 % teachers	70 % marks
3.	50 % students	50 % teachers	50 % marks
4.	Less than 50% students	Less than 50 % teachers	0 marks

Section 3: RRR & Waste to Art Implementation (100 marks)

Sr. No.	Indicator Description	Marks
3.1	Display of waste-to-art installations made by students	20
3.2	Exhibitions/Workshops conducted of waste-to-art installations made by students	10
3.3	Inter-house competitions conducted on Waste-to-Art	10
3.4	RRR Corner development & implementation in School Library	20
3.5	Percentage and numbers of reused material use in making Waste-to-Art (Reuse of SUP, Notebooks, Uniforms, Plastic Bottles etc.)	15
3.6	Minimal SUP usage campus-wide/ Plastic Free Campus	15
3.7	Promotion of these activities & campaign at social media handle of schools, students, teachers in collaboration with Nagar Nigam Gorakhpur	10

Section 4: Access to Sanitation & Menstrual Hygiene (150 marks)

Sr. No.	Indicator Description	Marks
4.1	Adequate number of functional toilets as per student strength	40
4.2	Separate toilets for boys, girls, and staff	20
4.3	Toilets clean, dry, Odor-free at time of inspection & functional water supply and flushing systems	20
4.4	Availability of sanitary Napkins in School & awareness regarding MHM among students	50
4.5	Handwashing stations located near toilets & availability of handwashing filled liquid Dispenser + Dustbin+ towel	20
4.6	For Hostels (if Available) adequate bathing facilities for boys, girls & staffs + above all five indicators should be followed in hostel also	

Section 5: Access to Drinking Water

(100 marks)

Sr. No.	Indicator Description	Marks
5.1	Functional drinking water points within school premises	20
5.2	Water available during school hours	20
5.3	Clean platforms, taps, and drainage near water points	10
5.4	No visible leakage or water stagnation	10
5.4	Display of safe drinking water messages	20
5.5	Safe water points with water purifier in hostels and dining areas	20
5.6	All the indicators (5.1-5.5) should be followed in hostels too, if available	

Section 6: Awareness, Behavioural Change, Capacity Building Sessions & Impact Assessments on NCAP, SDGs, SWM

(300 marks)

Sr. No.	Indicator Description	Marks
6.1	Formation & active functioning of Swachh Green Clubs	50
6.2	Display of IEC on air pollution, clean air, SDGs & SWM	50
6.3	<ul style="list-style-type: none">• 2 Capacity Building Sessions/Month• 1 Student activities/rallies/posters on SBM, SDGs & NCAP themes/month	50
6.4	<ul style="list-style-type: none">• Evidence of behavioural adoption, not one-time events• Students acting as Swachhata Ambassadors within classrooms, ward, and zone level	50
6.5	Promotion of these activities on Social Media Handle of Schools, Students, Teachers in collaboration with Nagar Nigam Gorakhpur	50
6.6	Selfies with safai mitra of colony and door-to-door vehicles of students & teachers at their social media handle in collaboration with Nagar Nigam	50

School Star Ranking VALIDATION METHODOLOGY



01

SELF-ASSESSMENT THROUGH GOOGLE FORMS

This step allows institutions to self-reflect on their current hygiene standards and identify areas for immediate improvement.

02

CAMPUS OBSERVATION BY SSC FIELD TEAM

The Swachh School Campaign (SSC) field team conducts a physical visit to verify the data submitted during the self-assessment.

03

DIRECT OBSERVATION BY NOMINATED (ULB)

Independent officials from the Urban Local Body (ULB) perform a secondary, unbiased observation to validate the findings of the field team.

04

COMPILATION OF MARKS SCORED IN ALL 3 STEPS

Data from the self-assessment, field team verification, and ULB observation are aggregated to calculate a final score.

05

RESULT ANNOUNCEMENT

The final star ratings are officially declared, celebrating the achievements of high-performing schools and motivating others to improve.

Scheme of Marking

Sr. No.	Evaluation Domain	Key Criteria	Star rating
1.	Including all 6 Indicators	Minimum 85% marks scored overall and compulsory to qualify in each indicator individually with minimum 60% marks	5 Star 
2.	Including all 6 Indicators	Minimum 75% marks scored overall and compulsory to qualify in each indicator individually with minimum 50% marks	3 Star 
3.	Including all 6 Indicators	Minimum 60% marks scored overall and compulsory to qualify in each indicator individually with minimum 40% marks	1 star 

Benefits Schools will get in achieving Star Ratings

Sr. No.	Awards & Recognition	Star Rating
1.	<ul style="list-style-type: none"> • Awards conferred by the Respected National Level Dignitaries • 5 Star Status Given to School • Modal Swachh School tag • National-level recognition and honours • National-level promotional opportunities • Social media platforms of Urban Local Bodies (ULBs) • Local media channels • Local FM radio broadcasts • Display hoardings across the city • Certificates and memento 	5 Star
2.	<ul style="list-style-type: none"> • State-level awards conferred by the Respected State Level Dignitaries • 3 Star Status Given to school • State-level promotion on social media platforms of Urban Local Bodies (ULBs) • State-level coverage on local media channels • Local FM radio broadcasts • Display hoardings across the city • Certificates and memento 	3 Star
3.	<ul style="list-style-type: none"> • Awards conferred by the Respected State Level Dignitaries • Promotion on social media platforms of Urban Local Bodies (ULBs) • Coverage on local media channels • Local FM radio broadcasts • Display hoardings across the city • Certificates and mementos • State-level workshops • Support from the Municipal Corporation for achieving 3/5-star school ratings 	1 Star

SWACHH SCHOOL COMPETITIONS

The Swachh School Competitions, powered by Gorakhpur Nagar Nigam, extend the Government of India's flagship Swachh Bharat Mission 2.0 (SBM) initiative. Guided by the Municipal Commissioner, these competitions rally public and private schools to excel in hygiene, sanitation, and sustainable practices.

Schools compete across key parameters: toilet maintenance, handwashing stations, solid and liquid waste management, campus greenery, and student-led cleanliness drives. Integrated with Swachh Survekshan, a rigorous rating system identifies top performers, turning schools into model clean campuses.

To spark a mass movement, innovative programs, campaign and pair with exciting thematic contests like Slogan Writing, Waste2Art, Essay Writing, and Quizzes. These foster creative engagement and lasting behavioral change among students.

By strengthening school-level sanitation, the competitions propel Gorakhpur toward 7-Star Garbage Free City status. Sustainable cleanliness starts here: in education, innovation, and collective responsibility.



Stakeholders and Their Roles



List Of Stakeholders

01

District and School Education Authorities & Associations

02

**Swachhta Ambassadors & Institutions
Domain Dignitary**

03

Technical and Knowledge Partners

04

Political and Civic Leadership

05

**Media and Communication
Platforms**

06

**Parents, School Management
Committees, and Community**

STAKEHOLDERS & THEIR ROLE

The Swachh Vidyalaya Competition is a collaborative effort led by Gorakhpur Nagar Nigam with active participation from schools, students, and community institutions. Clear roles and aligned responsibilities of all stakeholders are critical for transparent, fair, and impactful implementation.

District and School Education Authorities & Associations

Overall Role: Academic integration, school coordination, and facilitation.

Key Responsibilities:

- Align competition calendar with the academic calendar and examinations.
- Communicate guidelines to all government, aided, and recognised private schools through official channels.
- Nominate nodal teachers / school coordinators for timely execution and reporting.
- Provide subject experts as jury members for essay, speech, quiz, comic writing etc.
- Support grievance redressal related to eligibility, results, and appeals.

Key Stakeholders:

- District Education Officer
- Block Education Officers
- Principals and Subject Expert (Art, Physical Education, Social Studies)
- Private and Government School Association

Swachhta Ambassadors & Institutions Domain Dignitary

Overall Role: Act as city-level Swachhta icons and domain dignitaries who inspire students, lend expertise, and publicly endorse the Swachh School Campaign, aligning it with Gorakhpur's clean-city vision and Swachh Survekshan rankings.

Key responsibilities

- Deliver motivational messages, Swachhta pledges, and talks in Gorakhpur schools as brand ambassadors and local Swachhta champions.
- Conduct expert sessions on waste segregation, plastic-free campuses, hygiene, and environmental conservation in partnership with Nagar Nigam's SBM 2.0 cell.
- Attend key events (toolkit launch, stakeholder meetings, zonal and city-level finals, award ceremonies) as chief guests or jury, enhancing prestige and seriousness of the competition.

Key stakeholders

- Local institutions of excellence
- Youth-led organisations and Swachhta volunteers recognised by Nagar Nigam

Technical and Knowledge Partners

Overall Role: Technical support, design, capacity building, and documentation.

Key Responsibilities:

- Provide technical guidance on WASH (Water, Sanitation and Hygiene), solid waste management, plastic-free campus, and greenery.
- Assist in designing toolkits, training modules, question banks (for quiz/debate), and IEC materials (posters, social media creatives, reels concepts).
- Support development and maintenance of digital platforms such as the **Swachh School Dashboard**, online registration, and result display systems (where applicable).
- Conduct capacity-building sessions for teachers, nodal officers, and student leaders.
- Help document success stories, best practices, and case studies from Gorakhpur schools for state/national sharing.

Potential Partners:

- Media and creative agencies engaged by Nagar Nigam

Political and Civic Leadership

Overall Role: Vision setting, public endorsement, and large-scale mobilisation.

Key Responsibilities:

- Provide public messages and appeals in favour of Swachhata in schools (Mayor, public representatives).
- Participate in major events such as launch, zonal finals, city-level grand finale, and award ceremonies.
- Recognise and felicitate winning schools, teachers, and students with certificates, mementos, and public visibility (press, social media, hoardings).
- Champion integration of Swachh Vidyalaya outcomes with the larger cleanliness and livability agenda of Gorakhpur city.

Key Stakeholders:

Ward Parsad in whose jurisdiction schools are located

Media and Communication Platforms

Overall Role: Visibility, motivation, and public accountability.

Key Responsibilities:

- Cover key milestones of the competition – launch, special drives, zonal and city-level events, and award ceremonies.
- Highlight performing schools and Swachhta Ambassadors in local newspapers, TV, radio (FM), and digital platforms.
- Amplify key messages through **Nagar Nigam's official social media handles** and other verified channels.
- Support behaviour change through positive storytelling and role-model based content.

Key Platforms:

- Local print and electronic media
- Local FM radio channels
- Nagar Nigam's official website and social media pages
- School websites and social media pages

Parents, School Management Committees, and Community

Overall Role: Support, supervision, and community ownership.

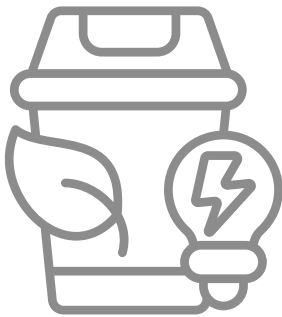
Key Responsibilities:

- Encourage children's participation and reinforce hygiene practices at home (toilet use, handwashing, waste segregation).
- Participate in school meetings, exhibitions, and award ceremonies as informed citizens.
- Support development and maintenance of facilities like drinking water points, handwashing stations, school gardens, and waste segregation points through voluntary contributions or local resource mobilisation.
- Promote linkages between school campaigns and neighbourhood cleanliness (streets, drains, parks).

Key Stakeholders:

- Parents and guardians
- School Management Committee / Parent-Teacher Associations
- Local community leaders, ward councillors

COMPETITIONS



SWACHH SCHOOL COMPETITION STRUCTURE

★ **School Level
Competition**



★ **Zone Level
Competition**



★ **City Level
Competition**



★ **Prize
Distribution**



COMPETITIONS

The Swachh School Competition by Gorakhpur Nagar Nigam engages schools in a multi-tiered structure to promote sanitation, waste management, and hygiene awareness under the Swachh Bharat Mission. It features progressive levels school, zone, and city with dedicated events tailored to build skills from basic creativity to advanced public expression. Two categories ensure age-appropriate participation: Classes 6-8 (junior) and Classes 9-12 (senior), with top entries advancing based on judging criteria like relevance, creativity, and message impact.

Progression Rules

Entries start at school level, where each school selects the top 3 per event and category to advance to zones. Zone top 10 winners proceed to city finals, culminating in 1st, 2nd, 3rd places plus 5 consolation prizes per category at the city level. Judging panels use scorecards covering theme adherence (40%), originality (30%), presentation (20%), and feasibility (10%). This ensures fair elimination while maximizing participation across Gorakhpur's schools

School-Level Details

Focuses on foundational skills with individual or small-group activities held intra-school.

- **Slogan Writing:** 12-15 words catchy phrases on topics like "Clean Toilets, Healthy Future" or waste segregation; judged on rhyme, brevity, and impact.
- **Essay Writing:** 200-250 words on hygiene habits or school cleanliness challenges; emphasizes structure, facts, and solutions.
- **Waste to Art:** Upcycling trash into sculptures/models (e.g., bottles to planters); groups of 4-6 students or Individual, scored on innovation and message.

Zone-Level Details

Inter-school competition for school qualifiers, held at zonal venues to test collaboration.

- **Waste to Art:** Larger-scale installations from waste, building on school entries.
- **Essay Writing:** 200-250 words on hygiene habits or school cleanliness challenges; emphasizes structure, facts, and solutions.

- **Comic Writing:** 4-6 panel strips on daily hygiene or sanitation stories; digital/hand-drawn, judged for humour and education.

City-Level Details

Grand finale at a central venue like Gorakhpur Nagar Nigam Hall, open to public/parents.

- **Quiz Competition (Class 9-12):** To test the knowledge of the student about the surroundings
- **Swachhta Reel (Class 9-12):** 30-60 second Instagram-style videos on hygiene tips; judged on engagement and virality.
- **Jingle (Class 9-12):** 30-60 seconds solo delivery on personal cleanliness pledges.
- **Speech (Class 6-8):** 5-10 minutes of solo delivery on themes provided
- **Poem (Class 6-8):** Individual or Team-based (4 students) on Swachh Bharat themes like composting, SDG 6, and plastic bans; 20 questions, buzzer rounds.
- **Swachhta Post (Class 6-8):** Creation of Catchy Post related to Swachh Vidyalaya Theme

SWACHH SCHOOL COMPETITONS HIERARCHY



Slogan Writing COMPETITION

For Swachh School Campaign

Be Clean,
Be Healthy!

Cleanliness is
Next to Godliness!

CATEGORIES:

- Junior Group
(Classes 6 to 8)

- Senior Group
(Classes 9 to 12)



SLOGAN COMPETITION

The **Slogan Writing Competition** under the **Swachh School Competition**, organized by **Gorakhpur Nagar Nigam**, aims to harness the creativity and expression of students to promote the values of cleanliness, hygiene, and environmental stewardship. This competition provides a platform for young minds to convey strong and inspiring messages that encourage collective responsibility toward a cleaner Gorakhpur.

Students are invited to craft **original, impactful, and thought-provoking slogans** reflecting themes such as waste management, plastic-free campuses, sanitation, personal hygiene, and sustainable living. The objective is to develop awareness and behavioural change through concise yet powerful words that can inspire others to take action.

The competition begins at the **school level**, where the best entries will be shortlisted to compete further at **Zonal** and ultimately the **city level**. Winners will be recognized for their creativity, originality, and alignment with the Swachh Bharat Mission's spirit of "Clean School, Green School."

Through this initiative, Gorakhpur Nagar Nigam seeks to motivate students to become **Swachhta Ambassadors**, using their words to lead change and contribute meaningfully to building a cleaner, healthier, and more responsible society.



Topics for Slogan Competition

- School cleanliness and hygiene, SDG 3
- Waste segregation, Composting
- RRR, SDG 6, SDG 12
- Menstrual hygiene
- Water, toilets and handwashing
- Plastic-free and green campus SDG 14, SDG 15

Parameters of Slogan Competition

Parameter	Description
Format	The competition will be conducted in offline mode at the school level as part of the Swachh School Competition . Participants will write their slogans on sheets provided by the organizers.
Duration	15 minutes will be allotted to participants to compose and present their slogan. Extra time will not be granted beyond this limit.
Question Type	Open-ended creative task – participants will be asked to write a slogan related to given themes.
Category	The competition is open for students from Classes 6 to 12 . Individual Entries will be judged in two separate groups: <ul style="list-style-type: none">- Group A: Classes 6 – 8- Group B: Classes 9 – 12
Language	Slogans may be written in Hindi or English .
Word Limit	Maximum 12–15 words/Maximum 2 Lines per slogan.
Resources Needed	A4 Size Paper, Pen, Sketch Pen
Submission Mode	Handwritten entries on the provided sheet; neatness and presentation will be considered in evaluation.

Marking Scheme

Evaluation Criteria	Description	Marks
Relevance to Theme	How well the slogan aligns with the themes of cleanliness, hygiene, or waste management.	20
Originality & Creativity	Uniqueness of thought, creative phrasing, and innovative approach to the topic.	20
Clarity of Message	Ease of understanding; the slogan should deliver a clear, strong, and direct message.	20
Impact & Motivation	The ability of the slogan to inspire behavioural change or awareness among readers.	20
Language & Presentation	Correct use of language, grammar, spelling, and overall presentation/neatness.	20
Total		100

Qualifying Marks

Level	Total Marks	Qualifying Marks (Minimum Required)	Remarks
School Level	100	60 marks	Minimum marks required to qualify for the Ward Level.

Waste to Art COMPETITION

For Swachh School Campaign

Convert Waste
to Wonderful Art!



Convert Waste
to Wonderful Art!

CATEGORIES:

- Junior Group
(Classes 6 to 8)
- Senior Group
(Classes 9 to 12)

WASTE TO ART

The **Waste to Art Competition** under the Swachh School Competition by Gorakhpur Nagar Nigam is conceptualized to motivate students to look at waste not as a burden, but as a resource that can be creatively reused and transformed into something meaningful and visually impactful. Through this platform, students are encouraged to internalize the principles of reduce–reuse–recycle, waste segregation, and sustainable living while giving artistic shape to their thoughts on cleanliness and environmental protection.

For **Classes 6 to 8**, the competition is conducted in the **poster-making** format, where students design visually striking posters using waste or reused materials, integrating drawings, colours, and short messages to communicate strong Swachhata themes. For **Classes 9 to 12**, the competition is organized as **model making**, where students prepare three-dimensional models or installations using paper, cardboard, plastic, metal scraps, cloth pieces, and other non-hazardous discarded materials to demonstrate innovative ideas like recycled products, clean city concepts, or waste management systems.

The competition follows a **progressive structure**, beginning at the **school level**, where maximum participation is encouraged so that every child gets an opportunity to think and create around the idea of waste management. followed by **zonal**, where outstanding works are acknowledged and showcased as part of Gorakhpur's broader efforts toward Swachh Bharat, Swachh Survekshan, and environmental awareness

Topic for Waste to Art Competition

For the Waste to Art Competition, the theme is **not restricted** to specific topics; students are free to use anything and everything that is no longer of use to create artworks that are creative, inspirational, or educational, as long as they reflect the spirit of Swachhata and responsible waste reuse and shows the creative mindset.

Parameters of Waste to Art Competition

Parameter	Details
Eligibility	Group A: Classes 6–8 (Poster Making). Group B: Classes 9–12 (Model Making).
Materials Allowed	Only waste / discarded / reusable non-hazardous materials such as paper, cardboard, plastic, fabric, bottles, metal scraps, e-waste parts, etc.; no sharp, toxic, or flammable items.
Theme Scope	Theme is open, not restricted to fixed topics; anything that is of no further use may be used to create something creative, inspirational, or educational, preferably linked to cleanliness, sustainability, or responsible waste use.
Time & Size	Time: 2-3 Days prior to the day of Exhibition
Participation Type	Individual or small group (2–3 students), as per organiser's decision; only one entry per student/group.
Presentation Requirement	Each entry must have a title and a 2–3-line explanation of the idea and materials used; name, class, and school to be written only on the back/base, not on the main display.
Resources	Recyclable, Bio-degradable Waste, A1 Size Chart paper Glue

Marking Scheme of Competition

Evaluation Criteria	Description	Marks
Creative Use of Waste	Ingenuity and extent of using discarded materials in the artwork	20
Originality of Idea	Uniqueness and innovation in concept and design	20
Visual Appeal & Craftsmanship	Neatness, finishing, structure, and overall aesthetics.	20
Message / Educational Value	Strength of the educational, inspirational, or environmental	20
Relevance to Swachhata / Sustainability	Connection to cleanliness, waste management, or sustainable living	20
Total		100

Qualifying Marks

Level	Total Marks	Qualifying Marks (Minimum)	Purpose
School Level	100	60 marks	To qualify for Ward Level.
Zonal Level	100	75 marks	To qualify for City-Level Final.

ESSAY WRITING COMPETITION

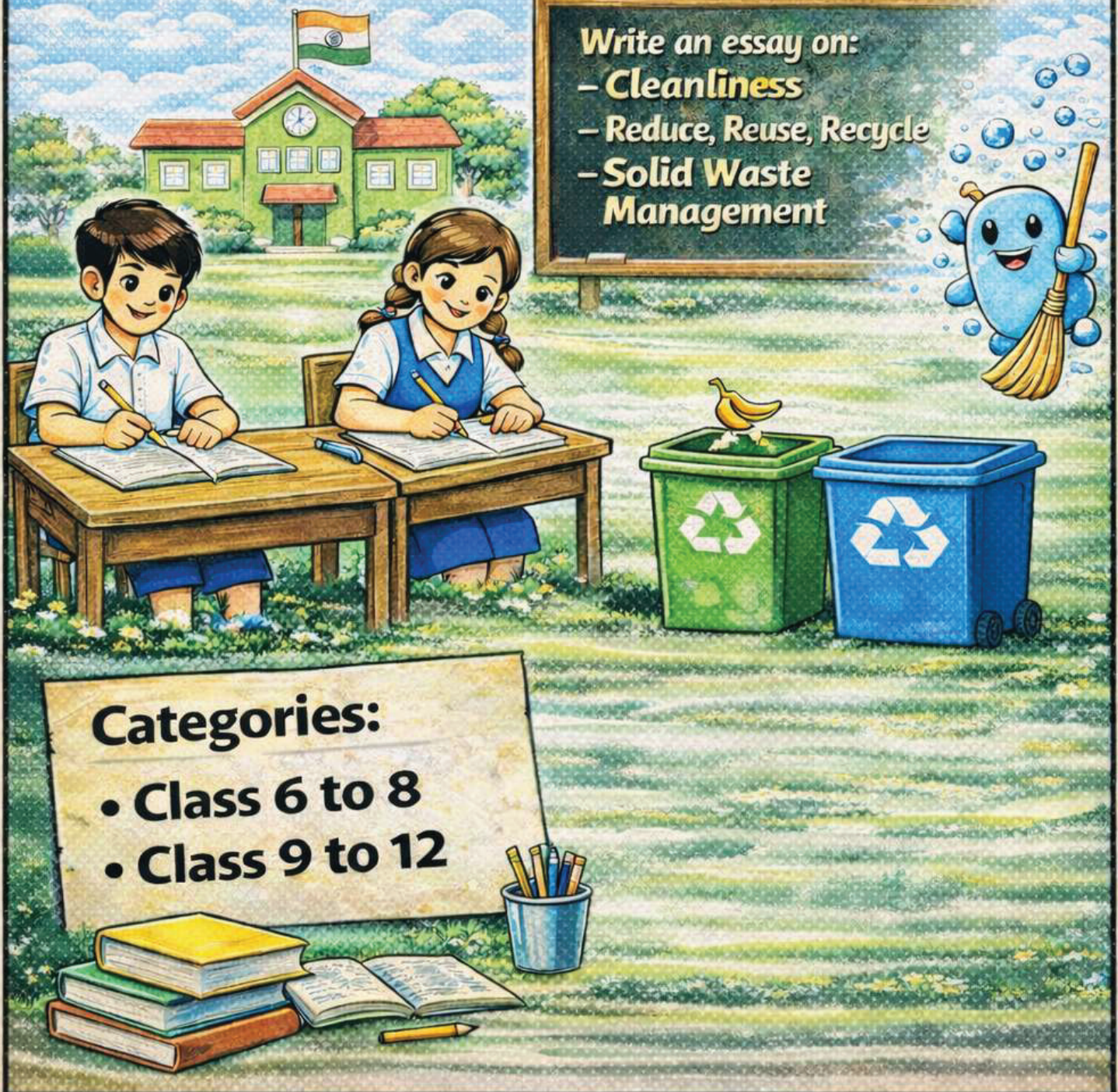
Swachh School Campaign

Write an essay on:

- Cleanliness
- Reduce, Reuse, Recycle
- Solid Waste Management

Categories:

- Class 6 to 8
- Class 9 to 12



ESSAY COMPETITION

The **Essay Competition** under the Swachh School initiative is designed to motivate students to reflect on **cleanliness, hygiene, waste management, and environmental responsibility** within their own schools and communities in a thoughtful, structured way. Through this activity, students go beyond slogans and drawings to express real experiences, problems, and solutions related to sanitation and **Sustainable Development Goal 6 (Clean Water and Sanitation)**, connecting municipal efforts of Gorakhpur Nagar Nigam with daily school practices.

For **classes 6 to 8**, the competition encourages narrative and descriptive essays where students talk about their daily school life: cleanliness of classrooms and corridors, condition of toilets, handwashing before meals, availability of dustbins, and how waste is collected in their school. They are expected to use simple language, real examples, and small actionable ideas such as class cleanliness duties, reminding friends to wash hands, planting trees in the campus, or using cloth bags instead of plastic, so that the emphasis remains on personal responsibility and behavior

For **classes 9 to 12**, essays are expected to be more analytical and reflective, linking school-level sanitation and hygiene with larger themes such as SDG 6, public health, plastic pollution, climate change, menstrual hygiene management, and municipal waste systems. Students can compare “before and after” situations in their schools, discuss challenges like water scarcity, waste segregation gaps, or period stigma, and propose structured solutions like forming active Swachhta Clubs, strengthening linkages with RRR centres, enforcing plastic-free policies, and promoting menstrual hygiene infrastructure, positioning themselves as youth leaders and Swachhta Ambassadors for Gorakhpur Nagar Nigam.

Topics for classes 6 to 8

1. Mera Swachh Classroom: Main Kya Kar Sakta/Sakti Hoon?
2. Hamare School ke Shauchalay: Samasyaen aur Samadhan
3. Haath Dhona, Bimariyon se Bachna: Meri Roz ki Aadat
4. Kachra Kahan Jata Hai? Hamare School ka Kachra Prabandhan
5. Plastic se Pareshani, Kapde ke Jute se Asani
6. Ped Lagao, School ko Hara-Bhara Banao

Topics for classes 9 to 12

7. Swachh School aur SDG 6: Hamare School ki Bhumika
8. Waste Segregation, Composting aur RRR Centre: Ek Puraana Samasya ka Naya Samadhan
9. Plastic Mukht School Campus: Chunauiyan, Niti aur Hamari Jimmedari
10. Menstrual Hygiene Management: Garima, Swachhata aur Surakshit School Vatavaran
11. Pani Bachao, Bhavishya Bachao: School Star par Jal Sanrakshan ki Yojna
12. Swachhta Club aur Yuva Netrutva: Hamara Nagar Nigam, Hamari Jimmedari

Parameters For Essay Competition

Parameter	Group A (Classes 6–8)	Group B (Classes 9–12)
Eligibility	Students of classes 6, 7, 8	Students of classes 9, 10, 11, 12
Participation type	Individual entry only	Individual entry only
Language	Hindi or English (one language per essay)	Hindi or English (one language per essay)
Word Limit (School Level)	200-250 word (30 mins)	350-400 words (30 mins)
Word limit (Zone Level)	350-400 words (45 Mins)	700–900 words (45 mins)
Page format	A4 sheet, neatly handwritten/typed; title at top	A4 sheet, neatly handwritten/typed; title at top
Identification details	Name, class, section, school, contact on separate cover sheet	Name, class, section, school, contact on separate cover sheet
Thematic linkage	Swachh School themes: sanitation, hygiene, waste, water, plastic-free, plantation, etc.	Same themes with deeper link to SDGs, municipal systems, leadership

Parameter	Group A (Classes 6–8)	Group B (Classes 9–12)
Local requirement context	Mention own school situation and solutions	Analyse school/community issues and propose structured actions
Judging - Content & depth	30 marks	30 marks
Judging - Structure	20 marks	20 marks
Judging - Originality	20 marks	20 marks
Judging Solutions/actions -	20 marks	20 marks
Judging Language/presentation -	10 marks	10 marks
Total marks	100 marks	100 marks
Plagiarism rule	Copied essays will be disqualified	Copied essays will be disqualified
Use of winning essays	May be used in municipal awareness materials with student credit	May be used in municipal awareness materials with student credit

Qualifying Marks

Level	Total Marks	Qualifying Marks (Minimum)	Purpose
School Level	100	60 marks	To qualify for Ward Level.
Zonal Level	100	75 marks	To qualify for City-Level Final.

SWACHH COMIC COMPETITION

Swachh School Campaign



Create a comic about
Cleanliness!

Categories:

Class 6 to 8

Class 9 to 12



COMIC DESIGNING

Comic writing under the Swachh School initiative allows students to become **storytellers** of cleanliness and hygiene by creating short comic strips that combine drawings and dialogues to show real-life sanitation problems and their solutions in and around school held on **Zonal Level only**. For **classes 6 to 8**, the focus can be on simple, **4–6 panel comics** with easy language and clear messages about dustbins, handwashing, toilet use, plastic avoidance, and keeping classrooms and playgrounds clean, using child-friendly characters and humour to teach good habits.

For classes 9 to 12, comic writing can be more thematic and issue-based, addressing topics like **SDG 6, waste segregation and RRR centres, menstrual hygiene dignity, plastic-free campus, water conservation, and climate action**, with slightly more detailed plots, sharper dialogues, and stronger advocacy messages. These older students' comics can be used by Swachhta Clubs and Gorakhpur Nagar Nigam in campaigns, wall displays, and digital posts to influence the entire school community and nearby neighbourhoods, turning creative expression into a tool for behavior change communication.

Topic for Comic Writing

For classes 6 to 8

- "Dustbin Hero vs Kachra Monster" – story of a student stopping littering in school.
- "Haath Dhona Squad" – friends who always wash hands before eating and after toilet.
- "Hamare School ke Shauchalay ki Kahani" – from dirty toilet to clean and shiny toilet.
- "Plastic Bottle ki Last Journey" – why single-use plastic is harmful and what to use instead.
- "Ek Beej se Hara-Bhara School" – plantation and caring for plants in the campus.

For classes 9 to 12

- "Segregation Superheroes: Wet aur Dry Kachre ki Jung" – students fixing waste segregation in school.
- "RRR Centre ki Yatra" – a comic on how school waste reaches municipal RRR centre and gets reused.
- "Pani Bachao Mission: Leaking Tap se Jal Sanrakshan tak" – tackling water wastage in school.
- "Period Dignity Club" – boys and girls together breaking menstrual stigma in school.
- "Plastic Mukta Campus: Ek Comic Andolan" – campaigning for plastic-free campus and alternatives.

Parameters for Comic

Parameter	Group A (Classes 6–8)	Group B (Classes 9–12)
Eligibility	Students of classes 6, 7, 8	Students of classes 9, 10, 11, 12
Participation type	Individual entry	Individual entry
Theme focus	Cleanliness, dustbins, handwashing, toilets, plastic use, plantation	SDG 6, waste segregation & RRR, menstrual hygiene, plastic-free campus, water conservation ppl-ai-file-upload.s3.amazonaws
Language	Hindi and/or English in dialogues and captions	Hindi and/or English in dialogues and captions
Format	A4 comic strip, 4–6 panels	A4 comic strip, 6–8 panels
Drawing style	Hand-drawn; pens, pencils, colours; no printed images	Hand-drawn; pens/markers/colours; no digital/printed clip-art
Message requirement	Clear sanitation or environmental message, easy to understand	Strong issue-based and solution-oriented message
Local context	School-based situations (classroom, toilet, playground, canteen)	School plus community/municipal context where relevant
Identification details	Name, class, section, school on back side or separate sheet	Name, class, section, school on back side or separate sheet
Judging – Story & idea	30 marks – clarity of story and problem-solution	30 marks – depth, logic and impact of story
Judging – Message & relevance	30 marks – link to cleanliness/hygiene themes	30 marks – link to themes (sanitation, SDGs, RRR, etc.) ppl-ai-file-upload.s3.amazonaws
Judging – Creativity	20 marks – characters, humour, originality	20 marks – innovative treatment, powerful framing
Judging – Artwork & layout	20 marks – neatness, readable panels and text	20 marks – panel design, expressions, readability
Total marks	100 marks	100 marks

Parameter	Group A (Classes 6–8)	Group B (Classes 9–12)
Prohibited	Copied comics, traced from books/internet, or offensive content	Same restrictions; such entries to be disqualified

Qualifying marks

Level	Total Marks	Qualifying Marks (Minimum)	Purpose
Zonal Level	100	75 marks	To qualify for City-Level Final.

SWACHH QUIZ COMPETITION

Swachh School Campaign

Quiz Topics:

- Cleanliness
- Reduce, Reuse, Recycle
- Solid Waste Management



Categories:

- Class 6 to 8
- Class 9 to 12



QUIZ COMPETITION

The **Quiz Competition** under the Swachh School framework is designed to assess and strengthen students' knowledge on themes related to cleanliness, hygiene, environmental conservation, and civic responsibility. It aims to ensure that students are not only participating in activities but also deeply understand the concepts behind the **Swachh Bharat Mission**, waste management, sanitation practices, water conservation, and sustainable lifestyle choices. The competition encourages students to stay informed, think critically, and connect classroom learning with real-life civic behaviour.

Conducted in the **City Level** format, the quiz features Zonal level students, Participants of **Classes 9–12**, ensuring age-appropriate questioning and fair competition. Questions may include multiple-choice, or rapid-fire segments, or situation-based questions designed to test awareness, application, and decision-making. Through this competition, students are groomed as informed **Swachhta Ambassadors**, capable of spreading awareness and inspiring responsible practices within their schools and communities.

Topic for Quiz Competition

For **Classes 9-12**

- Menstrual hygiene: Safe pad disposal and sanitary vending machines.
- Single-use plastic ban in India: Items banned and alternatives.
- Onsite composting and waste management habits.
- RRR in action: School-level reduce/reuse/recycle projects.
- SDG 6 details: Water conservation linking to hygiene and toilets
- SDG 13,14,15: Deforestation, Pollution, Life on land and Water, Climate Change Crisis

Parameter For Quiz Competition

Parameter	Details
Format	Offline, team-based or Individual quiz conducted at city rounds if planned. Questions asked live by a quiz master; answers given orally via Buzzer round or Will be Given Written Question with Multiple Choice Answers

Parameter	Details
Duration	10 minutes.
Category / Groups	Group B: Classes 9–12. Separate question sets and rankings for each group.
Team Composition (if applicable)	1 team of 3-4 student or Individual Entries
Question Type	Mix of 15 MCQs , direct questions, rapid-fire, and situational/problem-based questions related to cleanliness, hygiene, environment, waste management, Swachh Bharat Mission, water conservation, and civic sense.
Syllabus / Theme Coverage	Swachh Bharat Mission (Urban and Grameen basics), Swachh School, waste segregation, 3R (Reduce–Reuse–Recycle) , plastic-free initiatives, sanitation, personal hygiene, water and energy conservation, local civic rules, and environmental awareness.
Language	Questions may be asked in Hindi and/or English; answers can be given in either language as permitted by the quiz master or Question in Written Format
Participation Rules	Teams or Individuals must report on time; latecomers may miss rounds as per organiser's decision. Use of mobile phones or external help is strictly prohibited.
Scoring Pattern	Marks per question and negative marking (if any) to be declared before the quiz starts (for example: +10 for correct, -5 for incorrect in certain rounds). Tie-breaker round will be used in case of equal scores.

Marking Scheme

Component	Description	Marks Pattern
Direct Questions Round	Concept-based and factual questions on cleanliness, hygiene, environment, Swachh Bharat, waste management, etc. Each correct answer earns +10 marks; -5 negative marking.	+10 / -5
Rapid-Fire Round (If permitted as per Situation)	Short, quick questions to test recall and awareness; encourages prompt responses from teams. Each correct answer earns +5 marks; no negative marking.	+5 / 0
Tie-Breaker (if needed)	3 additional questions asked only if teams are tied on total score; higher score wins.	Higher score wins in Tie breaker

Qualifying Marks

Marks Range	Recognition Level
90-100	1st Prize
80-89	2nd Prize
70-79	3rd Prize
60-69	Consolation Prize (5 awards)

SWACHHTA REEL COMPETITION

Swachh School Campaign



🎵 Make Viral Reels for Cleanliness! 📱



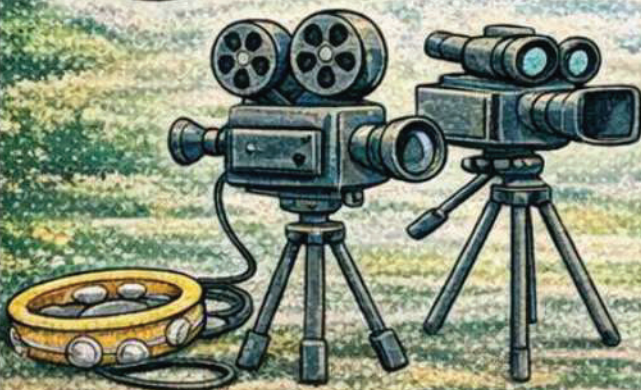
KEEP OUR SCHOOL
CLEAN & GREEN!

REDUCE, REUSE,
RECYCLE! ♻️

SOLID WASTE
MANAGEMENT! ⭐

Categories:

- Class 6 to 8
- Class 9 to 12



SWACHHTA REELS/POST

Swachhta Reel only at **City Level** is a short, vertical video made by students to promote **cleanliness and hygiene** in a style similar to Instagram Reels, YouTube Shorts or Facebook Stories, usually of 30–60 seconds duration and Picture Post related to theme and Tag Swachh School Team. Each reel is expected to communicate one focused message such as proper handwashing steps, keeping toilets clean, using dustbins and segregating waste, refusing single-use plastic, conserving water, supporting menstrual hygiene dignity, or showcasing the work of Swachhta Clubs in the school.

For classes 6 to 8, Swachhta post can be simple demonstration clips or fun skits: for example, "wrong vs right" behaviour before and after a cleanliness drive, a group of students reminding friends to wash hands, or a small act showing how to throw waste in the correct bin, using basic on-screen text and clear actions rather than complex editing. **For classes 9 to 12**, the activity encourages more advanced storytelling and production, such as short narratives around SDG 6, campus plastic ban campaigns, water-saving initiatives, or tackling period stigma, with elements like **voice-over, captions, background music (non-copyrighted)**, smooth transitions and a strong call-to-action at the end. Swachhta Reels directly support Gorakhpur Nagar Nigam's behaviour change communication goals because the best videos can be shared in school assemblies, displayed on projectors, circulated on WhatsApp groups and even posted on official social media handles, turning students into visible Swachhta Ambassadors for their city. The activity also builds digital literacy, teamwork, planning and script-writing skills, as students must think through concept, shot list, roles, location (toilets, handwashing stations, classrooms, playground, RRR corner), and how to present their message in a compelling way within a very short time frame.

Topics For Swachta Reels/Post

For Swachhta Post (Classes 6–8)

- “Galat vs Sahi: Dustbin Use in Our Classroom”
- “20 Second Handwash Challenge Before Mid-Day Meal”
- “Hamare School ke Shauchalay: Pehle aur Ab” (Before and After Cleaning)
- “Plastic Ko No, Steel Bottle Ko Yes”
- “Ek Din Swachhta Monitor ke Saath” (A Day with the Class Cleanliness Leader)

For Swachhta Reels (Classes 9–12)

- “From Mixed Waste to Segregation: Our School's Journey to RRR Corner”
- “Pani Bachao Mission: Fixing Leaks and Small Habits in School”
- “Period Dignity: How Our School Supports Menstrual Hygiene”
- “Plastic-Free Campus Campaign: Steps We Took, Results We Saw”
- “Swachhta Club in Action: Turning SDG 6 into Daily Practice”

Parameters for Swachta Post/Reels

Parameter	Group A (Classes 6–8)	Group B (Classes 9–12)
Eligibility	Students of classes 6, 7, 8	Students of classes 9, 10, 11, 12
Participation type	Individual/Team of 3–5 students	Individual/Team of 3–5 students
Theme focus	Dustbins, handwashing, clean toilets, plastic-free habits, classroom/playground cleanliness	SDG 6, waste segregation & RRR, plastic-free campus, water conservation, menstrual hygiene, Swachhta Club actions
Duration	One Picture	30–60 seconds
Format	Png, Jpeg	Vertical video (9:16), MP4 preferred
Language	Hindi and/or simple English (spoken or on-screen text)	Hindi and/or English (spoken, subtitles, on-screen text)
Style	Simple demos/skits, “wrong vs right” behaviour, basic captions	Structured story, before–after, voice-over, captions, call-to-action

Parameter	Group A (Classes 6–8)	Group B (Classes 9–12)
Location shooting for	Inside school campus only (classroom, corridor, toilet, handwash, playground, garden)	Inside campus; limited community/municipal locations if permitted
Music and audio	Only non-copyrighted or in-app free audio; clear speech	Same; ensure voice and message are audible
Message requirement	One clear sanitation/hygiene/environment behaviour shown correctly	Clear problem–solution storyline linked to Swachh School/SDG 6
Identification	School name, reel title, group class range in file name or cover sheet	School name, reel title, group class range in file name or cover sheet
Judging Concept & relevance	30 marks – clarity of idea and link to cleanliness themes	30 marks – depth, relevance to SDGs/municipal agenda
Judging Communication of message	30 marks – how clearly behaviour is explained/shown	30 marks – strength of message, call-to-action, impact
Judging Creativity	20 marks – engaging idea, acting, use of props	20 marks – innovative framing, storytelling, use of digital tools
Judging Technical quality	20 marks – stable video, clear audio, readable text	20 marks – framing, editing, transitions, overall viewing quality
Total marks	100 marks	100 marks
Prohibited	Offensive content, unsafe acts, showing individuals disrespectfully, copyrighted music	Same; such entries to be disqualified

Qualifying Marks

Marks Range	Recognition Level
90–100	1st Prize
80–89	2nd Prize
70–79	3rd Prize
60–69	Consolation Prize (5 awards)

SWACHH SPEECH COMPETITION

Swachh School Campaign

Keep Our School
Clean & Green!

Unite for
Cleanliness!

CLEANLINESS

REDUCE, REUSE, RECYCLE

SOLID WASTE
MANAGEMENT

Categories:

Class 6 to 8

Class 9 to 12

SWACHH SPEECH

Speech Competition only at **City Level** is an individual speaking activity for students of **classes 6 to 8**, where each participant delivers a clear, impactful speech of about 2–3 minutes on cleanliness and hygiene. The focus is on confident voice, simple language and one strong message that inspires classmates to adopt cleaner habits at home, school and in the community.

For classes 6 to 8, speeches can cover focused topics such as proper handwashing, keeping toilets and classrooms clean, using dustbins and segregating waste, refusing single-use plastic, conserving water, or showing how Swachhta Clubs improve the school environment. Students may share short personal stories, “wrong vs right” behaviour (before and after a cleanliness drive), or easy daily routines like bathing, brushing, wearing clean clothes and not littering, using a few simple props like a dustbin, poster or soap to support their message. The Speech Competition directly supports Gorakhpur Nagar Nigam’s behaviour change communication goals by turning students into vocal Swachhta Ambassadors whose messages can be used in school assemblies, morning announcements, parent meetings and WhatsApp groups. Well-prepared speeches help classmates understand the link between personal hygiene, school cleanliness and better health, reinforcing campaigns like Swachh Bharat and SDG 6 in a child-friendly way.

This activity also builds important 21st-century skills for young students, including public speaking, research, planning and time management, as they organise their thoughts into a structured introduction, body and conclusion with a clear call-to-action. Working with teachers or peers to draft, practise and refine their speeches encourages teamwork, confidence and leadership, while keeping the focus firmly on practical steps that make their classrooms, toilets, playgrounds and RRR corners cleaner and safer for everyone.

Topics for Swachh Speech

Cleanliness and hygiene

- “Why Cleanliness Is the First Step to Good Health”
- “My Daily Hygiene Routine: Small Habits, Big Protection from Disease”
- “How a Clean Classroom Helps Us Learn Better”
- “Clean School, Healthy Children: Our Responsibility, Our Pride”

Waste management and plastic

- “Three Magical Words: Reduce, Reuse, Recycle in Our School Life”
- “Why Using Dustbins Correctly Can Change Our City”
- “Say No to Single-Use Plastic: What Students Can Do Every Day”
- “Segregating Waste: How Green and Blue Bins Protect Our Environment”

Water, toilets and WASH

- “Every Drop Counts: Simple Ways Students Can Save Water”
- “Clean Toilets, Dignity for All: Respecting School Sanitation Facilities”
- “Handwashing with Soap: The Easiest Way to Stop Germs”
- “SDG 6 in Our School: Clean Water and Sanitation Starts with Us”

Campaigns, Swachhta Clubs and community

- "Swachhta Club of Our School: What We Do and Why It Matters"
- "How Students Can Support Swachh Bharat in Their Own Locality"
- "From Home to School to City: Making Cleanliness a Habit, Not a One-Day Event"
- "Be a Swachhta Ambassador: Inspiring Friends, Family and Neighbours to Keep Gorakhpur Clean"

Parameters for Speech Competitions

Parameter	Group A (Classes 6–8)
Eligibility	Students of classes 6, 7, 8 from recognized schools within Gorakhpur Nagar Nigam area.
Participation type	Individual participation (1 student per entry); practice with peers/teacher allowed but only one speaker on stage/recording.
Theme focus	Cleanliness and hygiene themes such as: dustbins and waste segregation, handwashing with soap, clean toilets and urinals, plastic-free habits, classroom/playground cleanliness, water saving, Swachhta Club actions, respect for sanitation workers.
Duration	2–3 minutes per speech; minimum 1.5 minutes and maximum 3.5 minutes allowed to account for variation.
Format	Live speech on stage or clearly recorded video speech (single continuous shot, no heavy editing required).
Language	Hindi and/or simple English; bilingual use allowed but language must stay clear and understandable for middle-school audience.
Style	Simple, child-friendly style: personal stories, "wrong vs right" behaviour, short explanations, rhymes/slogans; focus on clarity of message, not dramatics.
Location (if recorded)	Inside school campus only (classroom, corridor, assembly area, toilet block front, handwash station, playground, garden, RRR corner). No risky locations.
Props and visual aids	Optional simple props like dustbin, chart, soap, water bottle, placard; no expensive sets or costumes required. Props must support, not distract from, the message.
Message requirement	One main sanitation/hygiene/environment behaviour should be explained clearly (e.g., how to wash hands, how to segregate waste, how to keep toilets clean) with practical steps students can follow.
Identification	At the beginning or end: student name, class, school name, and speech title must be clearly stated; for video, also written on cover sheet/file name.
Judging – Content & relevance	30 marks – clarity of topic, correctness of information, direct link to cleanliness/hygiene/Swachhta goals of Gorakhpur Nagar Nigam.

Parameter	Group A (Classes 6–8)
Judging – Organization & clarity	20 marks – clear introduction, body and conclusion; logical flow; speech stays within time limit and on the chosen theme.
Judging – Language & expression	15 marks – simple, correct language; appropriate vocabulary; limited grammar/pronunciation errors; use of effective slogans or key lines.
Judging – Delivery & confidence	20 marks – voice volume and clarity, eye contact, body language, natural gestures, minimum dependence on reading from paper.
Judging – Creativity & impact	15 marks – originality of examples/approach, engaging opening/closing, how strongly audience is motivated to adopt the behaviour.
Total marks	100 marks
Prohibited	Offensive or disrespectful content; unsafe demonstrations; blaming or shaming individuals/groups; political or commercial messages; copying full speeches from internet/others. Such entries may be disqualified.

Qualifying Marks

Marks Range	Recognition Level
90–100	1st Prize
80–89	2nd Prize
70–79	3rd Prize
60–69	Consolation Prize (5 awards)

SWACHH JINGLE COMPETITION

Swachh School Campaign

Let's Make
Cleanliness Sing!

Compose
Catchy Jingles!



KEEP OUR SCHOOL
CLEAN & GREEN!

REDUCE, REUSE,
RECYCLE!

SOLID WASTE
MANAGEMENT!



Class 6 to 8
Class 9 to 12

Class 9 to 12

SWACHHTA JINGLE

The Jingle Competition only at **City level** for **Classes 9–12** under Gorakhpur Nagar Nigam's Swachh School initiative invites students to compose catchy **30–60 second audio jingles** or in Written form promoting waste segregation, hygiene habits, toilet maintenance, composting, greenery, and plastic-free campuses, blending rhythm, rhyme, and real-world calls-to-action. Structured across school, zone, and city levels with top 3 entries earning 1st, 2nd, 3rd prizes plus 2 consolations per stage—judged by teachers and municipal teams on relevance, creativity, clarity, and delivery—winners secure certificates, trophies, and city-wide spotlight on FM radio, social media, billboards, amplifying Swachh Bharat messages to foster lifelong civic pride and a cleaner Gorakhpur.

Jingle Competition Topics

- Waste Segregation, Hygiene, and Green Campuses
- Tunes for Cleanliness and Composting
- Jingles on Handwashing, Toilets, and Plastic-Free Schools
- SDG 6 Water, Menstrual Awareness, and Sustainability
- Waste Segregation Rhythms
- Hygiene Hits for Hands and Health
- Say No to Single-Use Plastics
- SDG 6 Water Warriors
- Plantation and Greenery Grooves
- Menstrual Hygiene Melodies
- Toilet Tales: Clean Seats, Happy Beats

Parameters For Jingle Competition

Parameter	Group B (Classes 9–12)
Eligibility	Students of classes 9, 10, 11, 12
Participation type	Individual or Team of 3–5 students
Theme focus	SDG 6, waste segregation & RRR, plastic-free campus, water conservation, menstrual hygiene, Swachhta Club actions, composting, green campuses
Duration	30–60 seconds
Format	Vertical video (9:16), MP4 preferred; or audio MP3/WAV or in Written form
Language	Hindi and/or English (spoken, subtitles, on-screen text)
Style	Structured story, before–after, voice-over, captions, rhythmic beats, call-to-action
Location for recording	Inside school campus only (classroom, corridor, toilet, handwash, playground, garden); simple instruments/props allowed
Music and audio	Only non-copyrighted or in-app free audio/beats; clear vocals, audible lyrics must dominate
Message requirement	Clear problem–solution storyline linked to Swachh School/SDG 6 with catchy, memorable hook
Identification	School name, jingle title, group class range in file name or cover sheet
Judging – Concept & Relevance	40 marks – depth, alignment with cleanliness/SDG themes library
Judging – Creativity	30 marks – originality of rhythm, lyrics, innovative hooks
Judging – Clarity & Delivery	20 marks – pronunciation, audibility, messaging impact
Judging – Technical Quality	10 marks – audio balance, editing, overall polish
Total marks	100 marks
Prohibited	Offensive content, unsafe acts, copyrighted music, exceeding time limit – entries disqualified

Qualifying Marks

Marks Range	Recognition Level
90-100	1st Prize
80-89	2nd Prize
70-79	3rd Prize
60-69	Consolation Prize (5 awards)

Swachh Poem Competition

For Swachh School Campaign

Categories:

- Junior Group
(Classes 6 to 8)
- Senior Group
(Classes 9 to 12)



SWACHH POEM

The Poem Competition only at **city level**, proudly organized by Gorakhpur Nagar Nigam as part of the Swachh School Initiative, brings together **dynamic groups of students or Individual** from **Classes 6 to 8** in a poetic symphony of awareness and inspiration. Participants will compose and recite original poems in Hindi, English, or a lively mix of Hinglish capturing the essence of vital school hygiene and environmental themes, such as precise waste segregation at source (wet greens to compost, dry blues for recycling, rejects in black), the life-saving ritual of 20-second handwashing before meals, transformative RRR principles (reduce plastics banned since 2022, reuse greywater for gardens, recycle into treasures), menstrual hygiene dignity with sanitary pad machines and proper bins in girls' toilets, SDG 6's promise of clean water flowing to spotless facilities stocked with soap and brushes, onsite composting turning canteen scraps into fertile manure, vibrant plantation drives where painted pots nurture saplings against erosion, and unbreakable habits of daily toilet upkeep for lasting cleanliness. This heartfelt event not only hones literary skills, rhythmic flair, and confident stage presence through group recitations but also ignites a ripple of change, motivating peers to embrace Swachhata as a joyful, collective mission for a pristine, thriving Gorakhpur.

Poem Competition Topics

Basic Awareness Poems

- Handwashing Before Meals
- Clean Toilets Daily
- Waste Segregation at Source
- Green School Garden

RRR & Waste Themes

- Reduce Single-Use Plastics
- Reuse and Recycle Fun
- Onsite Composting Magic
- Reject Waste Properly

Hygiene & SDG Focus

- Menstrual Hygiene Pride
- SDG 6 Clean Water
- Soap and Water Power
- Habit of Cleanliness

Sustainability Poems

- Plantation for Tomorrow
- Greener Gorakhpur Dream
- Swachh School Oath

Parameters for Swachh Poem

Parameter	Details
Eligibility	Students of Classes 6–8
Participation Type	Individual or Team of 2-3 students
Theme Focus	Waste segregation & RRR, SDG 6, plastic-free campus, handwash habits, menstrual hygiene, clean toilets, composting, plantation, Swachhta habits
Duration	2–4 minutes per recitation
Format	Live group recitation;
Language	Hindi, English, or Hinglish (rhyming preferred)
Style	Rhythmic verses, storytelling, emotional appeal, call-to-action ending
Accompaniment	Optional hand claps, basic rhythm instruments (no electronics); clear vocals dominate
Message Requirement	Clear Swachh School story/problem-solution with memorable hook/line
Identification	School name, poem title, group class range on entry form/cover sheet
Judging – Content & Relevance	40 marks – theme depth, Swachhata/SDG alignment
Judging – Creativity	30 marks – originality, rhyme, metaphors, innovative lines
Judging – Delivery	20 marks – voice modulation, expression, group sync
Judging – Overall Impact	10 marks – audience inspiration, memorability, polish
Total Marks	100 marks
Prohibited	Notes during recitation, offensive content, exceeding time – disqualification

Qualifying Marks for Poem Competition

Marks Range	Recognition Level
90–100	1st Prize
80–89	2nd Prize
70–79	3rd Prize
60–69	Consolation Prize (5 Awards)

MULTI-LEVEL QUALIFICATION & PARTICIPANT FILTERING SYSTEM



★ **School Top**
18/event/Category/school



★ **Zonal Top**
60/Activity/Category



★ **City 18 Finalist**
Top 3 each category

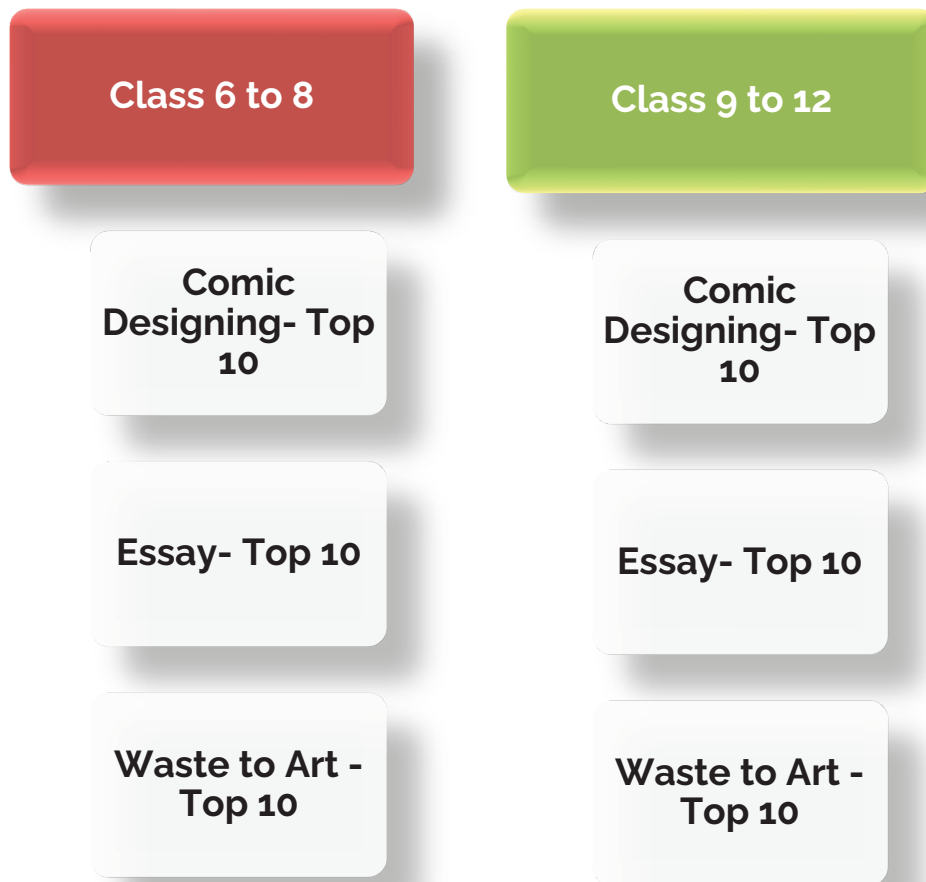


Level 1 School Level (Ward)



Students from **Class 6 to 8** and students from **Class 9 to 12**, with both groups having the same three event categories. **A maximum of 100 Students** must participate from each school. In each group, there will be a Slogan Writing, Essay Writing, and Waste to Art competition, all likely focused on themes such as cleanliness, environment, or creative reuse of waste. For every category in both groups, the best three entries will be selected as "Top 3," meaning first, second, and third positions will be declared separately for Classes 6–8 and for Classes 9–12, hence **Total of 18 Students** From each school will be selected for zonal Level

Level 2 Zone Level



The above format of a school competition where students are divided into two groups, **Class 6 to 8** and Class 9 to 12, and both groups participate in three activities: Comic Designing, Essay Writing, and Waste to Art. In each group, the Top 10 entries are selected for every activity, so 10 students are chosen for Comic Designing, 10 for Essay, and 10 for Waste to Art in Classes 6–8, and the same pattern is followed separately for Classes 9–12.

This means that for each zone, a total of 60 students will advance to the next level: 30 from Classes 6–8 (three activities × Top 10) and 30 from Classes 9–12. Since there are 5 zones, altogether **300 students (60 students × 5 zones)** will qualify and move forward **to the city-level round**

Level 3 City Level



The Above represents the event structure of a cleanliness-themed school competition divided into two groups: **Class 6 to 8** and **Class 9 to 12**, with separate activities for each group. For Classes 6 to 8, there are three events—Speech, Swachh Post, and Poem—and for Classes 9 to 12, the events are Quiz, Swachh Reel, and Jingle, with the Top 3 entries selected in each category. At this level, these **Top 3** will be ranked as 1st, 2nd, and 3rd prize winners, and in addition, 5 more students per category will be selected for **consolation prizes**, ensuring wider recognition of student efforts in every even

JUDGE PANEL

Level	Judge Panel Composition
School Level (only where applicable)	<ol style="list-style-type: none">1. School Principal or Vice-Principal2. One Language Teacher3. One Art Teacher
Zonal Level	<ol style="list-style-type: none">1. Zonal Officer, SWM/NCAP Expert nominated by ULB2. Education Department representative (BEO/School Inspector or nominated official)3. One senior Language or Social Science teacher4. One senior Art/Design teacher5. Parshad nominated by ULB6. One invited external expert in environment / public health / communication (optional)
City Level (Final)	<ol style="list-style-type: none">1. Senior Officer, Nagar Nigam Gorakhpur (e.g., Municipal Commissioner or Additional Municipal Commissioner)2. Representative from Education Department3. One Academic Expert or SBM/NCAP expert nominated by ULB)4. One Art & Design Expert5. One Media/Communication experienced in social campaigns and Swachhata communication

PRIZES AND RECOGNITIONS

Level	Prizes	Recognition
School Level	E-Certificates of Merit for top performers.	Name announcement in school assembly. - Winning work displayed on school notice board. - Winners will be featured on official social media and Swachh School Dashboard.
Zonal Level	Zonal Winner trophies/medals. Special Hard Copy certificates for "Best Emerging Talent" / "Best Innovative Entry". + A monetary Sum of ₹2100 to Each Zonal Winner	Names/photos highlighted in zonal/ward-level communication, groups, posters and banners. Mention on Nagar Nigam Gorakhpur channels where feasible. And Winners will be featured on official social media and Swachh School Dashboard.
City Level (Final)	<p>1st Prize: Trophy + Hard Copy Certificate of Excellence + "City Level Champion – Swachh School Competition". And a generous financial prize</p> <p>2nd Prize: Trophy/medal + Hard Copy Certificate of Excellence. + a generous financial prize</p> <p>3rd Prize: Medal + Hard Copy Certificate of Appreciation. - Special titles: "Best Swachhta Ambassador (Student)", "Best Performing School". + a generous financial prize</p> <p>In addition to Prizes Top 3 Winners will be Given a Nagar</p>	Felicitation by Municipal Commissioner, Nagar Nigam Gorakhpur. Mention in official Nagar Nigam Gorakhpur social media/press notes, Posters and Banners all Over Gorakhpur Winners will be featured on official social media and Swachh School Dashboard.

Level	Prizes	Recognition
	Nigam Sponsored exclusive educational tour for all City winners	



**SHIKSHA AUR SWACHHATA ABHIYAN:
VIDYALAYA SE VIKAS TAK**

SWACHHATA KE KSHETRA MEIN SAFALTAAYEIN.

An Initiative by Nagar Nigam Gorakhpur-2026



गार्बेज ट्रान्सफर स्टेशन चरगाँवा
नगर निगम, गोरखपुर



Shiksha aur Swachhata Abhiyan : Vidyalaya se Vikas Tak

Swachhata Ki Nayi Peהל - Badhayein Haath, Karein Safai Saath

An Initiative by Nagar Nigam Gorakhpur-2026