



# Swachhata Hi Seva

## Media Outreach Plan

(Department of School Education & Literacy)



- **Banners, audio/video, short film and creatives to be posted on social media platforms**

### Youtube links

- **'Ek Tareek – Ek Ghanta' : <https://www.youtube.com/watch?v=0EmcEYZktJM>**
- **'Swachhta Hi Sewa' : <https://www.youtube.com/watch?v=yRfcySDd3e4>**

- **Selfie-spots to be placed in the campus to encourage maximum awareness**
- **Videos showing preparedness activities to be shared with Ministry and on social media platforms**
- **Photo stories/video reels showcasing the shramdaan to be shared on social media platforms**
- **On 1st Oct, 2023 use banners as background display of shramdaan activities like cleanliness drive, awareness rallies etc.**

### **Use hashtags**

**#SwachhBharat**  
**#GarbageFreeIndia**  
**#SHS2023**  
**#SpecialCampaign3.0**

### **Tag official handles**

**@SwachhBharatGov**  
**@swachhbharat**  
**@PMOIndia**  
**@EduMinOfIndia**