

# INVITATION



## NATIONAL SEMINAR

ON

### SWACHH BHARAT CAMPAIGN 2014: Administrative Perspectives, Issues and Challenges

स्वच्छ भारत अभियान २०१४  
प्रशासनिक परिप्रेक्ष्य, मुद्दे और चुनौतियाँ

04<sup>th</sup>-05<sup>th</sup> January 2016

#### SPONSORED BY:

Indian Council of Social Science Research  
(Ministry of Human Resource Development)  
Government of India, New Delhi

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GOVERNMENT GIRLS P.G. COLLEGE  
BINDKI, FATEHPUR (U.P.)

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- ❖ Dr Subhash Ram, Government Degree College, Chandauli (U.P.)

# **INTRODUCTION**

## **About the College:**

The first step is always a small step. The college was established in 1996 and since then has played an important role in the promotion of higher education among girls of Bindki and adjoining areas. The College started as an Arts Graduate College in 1996 and today it is a Post Graduate College with Post Graduation programme in three subjects in Humanities. Moreover, the under graduate course in Commerce is in the process of initiation from next session. During this two decade long journey the college has set up many milestones besides many other successes and achievements. It has been a journey with the vision & mission of quality & relevant education.

It aims at preserving traditional knowledge and intellectual heritage as well as generating innovative activities in the field of higher education. Since its establishment in 1996, the College has not looked back. It has scaled new heights under the joint venture of various learned and eminent Principals, faculties, staff and students. Government Girls P.G. College, Bindki, Fatehpur looks forward to continue its vision and mission of providing accessibility and imparting 'quality education' to the girls of Bindki and adjoining areas.. In a span of 20 years, the College has progressed leaps and bound to emerge as a leading centre of higher education.

## **About the Political Science Department:**

The Department of Political Science was established in the College in 1996. P.G. Classes has been running it successfully since 2008. The department is dedicated to promote teaching and research in the emerging fields of political science like public policy and governance, comparative politics, international relations and human rights while maintaining the scholarship in some of the conventional fields like political thought, political philosophy etc. The department has two teachers and around 618 students. Since its inception, the department has been concentrating on maintaining global standards in its teaching as well as research programmes. its teachers are deeply interested in understating the social problems around them. The department is committed to give new directions to the teaching methods and research areas in the discipline.

## **About the Host City :**

Bindki is a Historical place in india. It is a very old city and was named after its emperor 'Raja Venuki' it is also the birth place of renowned Hindi Poet 'Sohan Lal Dwivedi'. Bindki is also associated with first war of independence in 1857. 52 Freedom Fighters were hanged to death from the 'Bavani imli' Tree 'on 28<sup>th</sup> April 1858 By Britishers. It is about 25 kms. From Fatehpur and 51 kms. From Kanpur.

## **Theme of the Seminar:**

'SWACHH Bharat Abhiyan (Clean India campaign) is a national campaign by the Government of India, covering 4041 statutory towns, to clean the streets, roads and infrastructure of the country. This campaign was officially launched on 2 October 2014 at Rajghat, New Delhi, where Prime Minister Narendra Modi himself cleaned the road. It is India's biggest ever cleanliness drive and 3 million government employees and school and college students of India participated in this event. The mission was started by Prime Minister Modi, who nominated nine famous personalities for the campaign, and they took up the challenge and nominated nine more people and so on (like the branching of a tree). It has been

carried forward since then with people from all walks of life joining it. This campaign aims to accomplish the vision of a 'Clean India' by 2 October 2019, the 150th birthday of Mahatma Gandhi. It is expected to cost over 62000 crore (US\$9.8 billion). Fund sharing between the Central Government and the State Government and Urban Local Bodies (ULBs) is 75%:25% (90% : 10% for North Eastern and special category states). The campaign has been described as "beyond politics" and "inspired by patriotism".

With Prime Minister's appeal to the nation for Swachh Bharat Abhiyan, there has been an overzealous positive sentiment in organizations and individuals both. Many organizations have routed their CSR budgets in this direction. However, if the campaign is to go beyond symbolism and actually achieve the goal of making India open defecation free by 2019, it needs a multi-pronged strategy encompassing sustained involvement of multiple stakeholders, focusing on changing behavior, going beyond toilet construction and fund allocation.

It is an inclusive responsibility of not only the politicians and government officials, but each and every citizen of India. A lot has to be done to achieve this national goal. The present conference is an attempt to give a platform to these NGOs, Central and State Government Departments, Education Institutes, Public and Private Organizations, and various agencies to share their ideas of clean India with respect to Administrative perspectives they are adopting, challenges and issues faced and future roadmap for the success of the campaign.

### **SUB THEME:**

- ❖ **Human Resource Initiatives & Clean India Campaign.**
- ❖ **Environmental Challenges, Issues, Monitoring & Controlling Process.**
- ❖ **Sanitation Issues, Legal Issues & Waste Management.**
- ❖ **Strategies to Market the Concept of Swachh Bharat.**
- ❖ **Grey's Area, Policies and Practices, Social Marketing, Social Awareness and Sensitization.**
- ❖ **Role of NGOs , Social Volunteers, Public & Private organizations & Especially Constituted Agencies.**
- ❖ **Strategic Initiatives by Government Departments, PSUs, Private Organizations etc.**
- ❖ **Clean India Campaign & Social Media, Clean Economy and Sustainable Development.**

### **Guidelines for abstract/paper submission:**

Participants are requested to submit the Abstract by 15<sup>th</sup> Dec,2015 and it should not exceed 300 words. The text should be typed in Times New Roman font (12 points) for English and Kruti Dev 10 font (14 point) for Hindi with single spacing in MS Word. Manuscripts should preferably not exceed 12 printed pages or between 2000-4000 words With full corresponding address of author(s) with contact no.(s) and email ID(s).

### **Note:**

1. The delegates will be paid TA/DA for participating in the Seminar as per ICSSR & UP Govt. Norms.
2. Time allotted for each paper presentation – 10 minutes.
3. The contents of REGISTRATION FORM are available on the College website- [www.gdcbindki.org](http://www.gdcbindki.org)
4. The manuscript should be accompanied by a declaration letter that the paper is original and has not been submitted elsewhere for publication.
5. The abstract along with full length paper must be submitted to Organising Committee either in C.D. or through e-mail on or before 15th Dec 2015 to **E-mail : arvinddbsk@gmail.com**

## **Post Conference Publication:**

Selected papers presented in the seminar will be published in Special Volume-1 & 2, an edited book entitled "SWACHH BHARAT CAMPAIGN : Issues and Challenges" with ISBN. & An International Multi-disciplinary Annual Research Journal With ISSN.

## **Accommodation:**

The delegates, who require accommodation facility, are requested to intimate the Organizing Secretary by 25th Dec, 2015 so that comfortable arrangements for boarding and lodging can be made.

**Last date for submitting of abstract and full papers: 15 /12/2015**

## **REGISTRATION FEE:**

(1) Registration Fee shall be submitted in cash or by a Demand Draft in favour of "**Principal, Govt. Girls P.G. College Bindki, Fatehpur**" payable at Bindki and should be sent on or before 15<sup>th</sup> DEC 2015.

(2) Mode of Payment of Fee Through Money Transfer by Bank: **RTGS/NEFT/CASH to the following Account:**

**Account Holder's Name- ARVIND KUMAR SHUKLA**

**Bank Name and Branch: STATE BANK OF INDIA, RATAN LAL NAGAR, KANPUR NAGAR**

**Account No: 33237344722**

**IFS Code: SBIN0007646**

**MICR Code: 208002058**

Category	Registration Fee (on or before Dec 15 <sup>th</sup> 2015)	Registration Fee on spot
Academicians	Rs, 500	Rs, 600
Research Scholars	Rs, 300	Rs, 400
Students	Rs, 200	Rs, 200

We look forward to welcome you at the Seminar.

With warm regards,

**Mr. ARVIND KUMAR SHUKLA**

**(M) 9026809646, 9236807279**

**Email: arvinddbsk@gmail.com**

**Organizing Secretary,**

## **Postal Address:**

**Mr. ARVIND KUMAR SHUKLA  
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# Registration Form

## **NATIONAL SEMINAR ON**

**“SWACHH BHARAT CAMPAIGN 2014: Administrative Perspectives, Issues and Challenges”**

**04th-05th JANUARY 2016**

**Organized by:  
GOVERNMENT GIRLS P.G. COLLEGE  
BINDKI, FATEHPUR (U.P.)**

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Designation: .....

Department: .....

University/Institution .....

Title of the Paper .....

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Name of Co-author/s(if any) .....

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