

Tamil Nadu School Education Department
Proceedings of the Member Secretary/ Director of School Education
State Level Committee for School Engagement Activities

Rc.No: 0554773/M2/S1/2025

Dated: 21/08/2025

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| Sub: | School Education Department – Expression of interest in “School Engagement” category from “Gramalaya” – permission to implement “School Hygiene Education Program” in 20,000 Government Schools - Ariyalur, Coimbatore, Chennai (EXT.GCC), Cuddalore, Kallakurichi, Chengalpattu, Kanchipuram, Dharmapuri, Dindigul, Erode, Kanniyakumari, Karur, Krishnagiri, Madurai, Mayiladuthurai, Nagapattinam, Namakkal, Nilgiris, Pudukottai, Ramanathapuram, Sivagangai, Salem, Theni, Tenkasi, Thanjavur, Thoothukudi, Tiruchirapalli, Vellore, Tirunelveli, Tiruppur, Tiruvarur, Perambalur, Tiruvallur Ranipet, Tiruvannamalai, Tirupathur Villupuram, Theni, Nagapattinam and Virudhunagar- reg. |
| Ref: | <ol style="list-style-type: none">1. Standard Operating Procedure (SOP) for Co-curricular and Extra Curricular activities in schools issued by the School Education Department.2. Proposal submitted by “Gramalaya” - Dated: 08/07/20253. Minutes of the State Level Meeting held on - 07/08/2025 |

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In the reference 1st cited, guidelines issued by the School Education Department emphasizes student safety, holistic development, and adherence to educational and cultural objectives. Key highlights include ensuring school activities align with learning goals, promoting co-curricular and artistic events under proper supervision. All initiatives aim to foster a balanced academic and extracurricular environment conducive to student growth and societal contribution.

In continuation, in the reference 2nd cited, **Gramalaya** have submitted its proposal to involve in School Engagement activities in Government Schools and the details of the proposal are furnished as follows:

With reference to the proposal letter submitted:

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|--------------------------------|---|
| Donor Name | Reckitt India Private Ltd. |
| Implementation Partner | Gramalaya |
| Project Budget | Rs. 3,52,38,500/- |
| Project Name | “Dettol Banega Swasth India (DBSI) - School Hygiene Education Program” |
| Project Duration | August 2025 to July 2026 |
| Total Number of Schools | 20,000 |

Detailed break up of service:

The project details are furnished below:

Districts: Ariyalur, Coimbatore, Chennai (EXT.GCC), Cuddalore, Kallakurichi, Chengalpattu, Kanchipuram, Dharmapuri, Dindigul, Erode, Kanniyakumari, Karur, Krishnagiri, Madurai, Mayiladuthurai, Nagapattinam, Namakkal, Nilgiris, Pudukottai, Ramanathapuram, Sivagangai, Salem, Theni, Tenkasi, Thanjavur, Thoothukudi, Tiruchirapalli, Vellore, Tirunelveli, Tiruppur, Tiruvarur, Perambalur, Tiruvallur Ranipet, Tiruvannamalai, Tirupathur Villupuram, Theni, Nagapattinam and Virudhunagar Districts.

No. of Schools: 20,000

Project Timeline: August 2025 to July 2026

Total Project Budget: Rs. 3,52,38,500/-

Program : School Hygiene Education Program

Project Key Objectives:

- Create school environments that enable hygiene learning and healthy practices.
- Improve students' hygiene knowledge and empower them to influence peers and families.
- Strengthen community participation through WASH visibility and local leadership.

- Provide comprehensive hygiene and menstrual health education for government school students.
- Promote long-lasting hygiene behaviors using the Child-to-Child approach.
- Encourage safe sanitation practices and environmental cleanliness within schools.
- Build student ownership for sustaining healthy hygiene practices.

Area of Focus:

- Deliver structured hygiene education sessions across government schools.
- Use innovative IEC tools such as buddy kits, videos, puppet shows, and hygiene corners.
- Introduce practical initiatives like soap banks, workbooks, and hygiene comics.
- Reinforce habits of handwashing and personal hygiene daily.
- Maintain clean sanitation practices within schools for health and safety.
- Promote menstrual hygiene awareness among adolescent girls.
- Encourage environmental preservation through student-led hygiene actions.

Program Process:

- **Personal Hygiene** – Students maintain body cleanliness, proper handwashing, and grooming.
- **Hygiene at Schools** – Ensure clean classrooms, safe water, toilet use, and hygiene facilities.
- **Hygiene at Home** – Follow safe food handling, clean living spaces, and regular hygiene routines.
- **Hygiene during Illness** – Practice safe behaviors like covering coughs, using tissues, and proper waste disposal.
- **Hygiene in the Neighborhood** – Keep communities clean, avoid littering, and support waste management.

- Build hygiene leadership among students to influence peers and families.
- Reinforce behaviors through creative IEC methods and peer learning.

Monitoring and Evaluation:

Monitoring: The Chief Educational Officers (CEOs) will be responsible for overseeing the implementation of the program. Periodic reports and evaluations will be conducted by Namma School Namma Ooru Palli in collaboration with Gramalaya to assess the progress of the project.

Evaluation: The success of the program will be evaluated through student progress tracking, feedback from teachers, and volunteer impact assessments. A final impact report will be submitted by the Gramalaya at the conclusion of the project.

The monitoring will also ensure that the program adheres to the guidelines established by the Tamil Nadu State Education Department.

Resources:

Trained Resource Persons: Gramalaya will deploy qualified and experienced teachers, mentors, and volunteers to deliver the Road to School and Road To Livelihood programs.

Materials and Infrastructure: Gramalaya will provide necessary educational materials, including books, learning tools, to support the project's implementation.

Volunteers: Volunteers will assist in tutoring, mentoring, organizing extracurricular activities, and administrative tasks. They will be trained and oriented prior to their engagement in the schools.

“Gramalaya” has selected “School Engagement” and has expressed interest in implementing the project.

The organization agrees that:

1. It will follow all the norms as stipulated by the department for ensuring safety of the students and any interaction thereof with the students will happen in the presence of teachers.
2. It will deploy only empanelled resource persons in implementing their activities and have a clear policy for empanelling the resource persons.
3. It will adhere to statutes such as Protection of Children from Sexual Offences (POCSO) Act, 2012 & Protection of Women from Sexual Harassment (POSH) Act, and

that all the employees/resource persons connected to this project are thoroughly oriented about these Acts.

4. All data generated from the initiative will be jointly owned by the School Education Department, Tamil Nadu & the organization and that such data will be used only for academic purposes and if the organization wishes to use the data in any manner shall do so only after receiving written permission from the department.
5. It will adhere to values enshrined in the Constitution of India.
6. It will periodically report on progress of the project and that the reporting period will be mutually decided depending on the project period.
7. It will lend itself for observation and feedback on the progress and achievement of the project from the School authorities and the School Management Committee of the school where the project is being implemented.
8. It will submit the impact evaluation of the project (third party or otherwise depending on the nature of the project and as determined by the dept.

The Chief Educational Officers are hereby instructed to intimate the DEOs/BEOs/DCs/Supervisor In charge/BRTes/CRTes and the respective Head Masters to ensure and monitor the effective implementation of those programs laid out in their Proposal and help the assessment and impact study at periodic intervals.

TERMS AND TERMINATION

Upon receiving this permission letter, a consolidation of contact details of the Resource Persons should be submitted for each school to the Namma School Namma Ooru Palli team for effective tracking of projects. The "Gramalaya" is hereby instructed to share their quarterly and annual progress reports to Namma School Namma Ooru Palli.

The permission letter shall be valid as per the timeline in the permission letter with the effective date unless terminated earlier by competent authorities.

"Gramalaya" shall neither breach this permission letter nor will they delay in performance, or fail to perform any of its obligations under this approval. If such delay or failure results from events, circumstances or causes beyond its reasonable control, "Gramalaya" shall intimate Namma School Namma Ooru Palli with substantial justification for the same. All the program schedules have to be followed as per the availability of the timetable already in the school and the concerned Head Master is authorized to allot the timing to the volunteers without compromising the regular timetable for the academic performance of the students. "Gramalaya" is required to share the exact timetable and schedules of their programs along with the clear breakup of their budget.

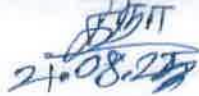
Non-compliance of any terms and conditions under this letter and inability to rectify or respond within 30 days of receipt of a written communication from the Trust/Society in this regard, shall be deemed as a breach of contract and automatic termination of the said agreement.

Enclosure: Proposal from the "Gramalaya"


Member Secretary

State Level Committee for School Engagement Activities

To:



1. **The District Collector / Chairperson**, District Level Committee (DLC)-NS-NOP, Ariyalur, Coimbatore, Chennai (EXT.GCC), Cuddalore, Kallakurichi, Chengalpattu, Kanchipuram, Dharmapuri, Dindigul, Erode, Kanniyakumari, Karur, Krishnagiri, Madurai, Mayiladuthurai, Nagapattinam, Namakkal, Nilgiris, Pudukottai, Ramanathapuram, Sivagangai, Salem, Theni, Tenkasi, Thanjavur, Thoothukudi, Tiruchirapalli, Vellore, Tirunelveli, Tiruppur, Tiruvarur, Perambalur, Tiruvallur Ranipet, Tiruvannamalai, Tirupathur Villupuram, Theni, Nagapattinam and Virudhunagar Districts
2. **The Chief Educational Officer / Member Convenor**, District Level Committee (DLC)-NS-NOP, Ariyalur, Coimbatore, Chennai (EXT.GCC), Cuddalore, Kallakurichi, Chengalpattu, Kanchipuram, Dharmapuri, Dindigul, Erode, Kanniyakumari, Karur, Krishnagiri, Madurai, Mayiladuthurai, Nagapattinam, Namakkal, Nilgiris, Pudukottai, Ramanathapuram, Sivagangai, Salem, Theni, Tenkasi, Thanjavur, Thoothukudi, Tiruchirapalli, Vellore, Tirunelveli, Tiruppur, Tiruvarur, Perambalur, Tiruvallur Ranipet, Tiruvannamalai, Tirupathur Villupuram, Theni, Nagapattinam and Virudhunagar Districts.

Copy To:

1. **The Principal Secretary**, School Education Department, Secretariat, Chennai -09.
2. **The State Project Director**, State Project Directorate, PAK Valagam, Chennai -06.
3. **The Member Secretary**, Model Schools, PAK Valagam,, Chennai -06
4. **The Director of Elementary Education**, Directorate of Elementary Education - PAK Valagam, Chennai -06
5. **The Director**, State Council of Educational Research and Training (SCERT), PAK Valagam, Chennai -06.
6. **The Head Masters** – Schools Name as furnished in the attached school list table (via. Chief Educational Officers)
7. **"Gramalaya"** - gramalayango@gmail.com