

Date: 8<sup>th</sup> November 2025

*Received*  
*10/11/25*  
 To  
 The Secretary (Education)  
 Department of Education (DoE)  
 Government of Punjab  
 Chandigarh

**Subject:** Request for Permission to Implement the “Dettol School Hygiene Education Program” (DSHEP) in Selected 1800 Schools under the Department of Education, Punjab 2025-28

**Respected Sir/Madam,**

Greetings from Jagran Pehel!

We are pleased to share that under the flagship initiative “Dettol Banega Swasth India” by Reckitt India, Jagran Pehel successfully implemented the Dettol School Hygiene Education Program (DSHEP) across selected schools of the Punjab Education Department. The program has been very well received and has made a significant contribution towards promoting hygiene awareness and healthy habits among students.

In continuation of our efforts under the Harpic Safe Sanitation Program—which has already reached 600 schools—we now propose to extend the Dettol School Hygiene Education Program (DSHEP) to **1800 schools** across Patiala, Moga, Ludhiana, Amritsar, SAS Nagar, and Jalandhar districts under the Department of Education, Government of Punjab.

This extension will be supported by our partners including PHFI, DURE, SESAME, GSF, HARIBHARI, UAF, and EY, Quytech, and will aim to build sustainable hygiene practices among students, teachers, and other stakeholders such as parents and communities.

**Key Activities Proposed in DoE and other selected Schools:**

1. Hygiene education sessions for students
2. Teachers’ training on hygiene awareness and behavior change
3. Wall paintings and posters on hygiene and sanitation in schools
4. Distribution of Dettol soaps to promote regular handwashing
5. Organization of puppet shows and folk music performances on hygiene themes
6. Use of innovative learning tools, including animated videos
7. School Management Committee (SMC) orientation through hygiene sessions
8. Installation of Hygiene Corners/Soap Banks (BALA Model) with Dettol soaps
9. Distribution of Diarrhoea Net Zero Kits to (BALA Model) schools
10. Support for Swachh Vidyalaya Puraskar / Swachh Survekshan activities as per guidelines
11. Digital hygiene curriculum for especially abled children (deaf, mute, blind, autistic)

**Delhi Office:**

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We firmly believe that this program will complement the existing hygiene and sanitation initiatives of the Department of Education, Government of Punjab, and will contribute to improved hygiene behaviors and school outcomes.

We therefore seek your kind permission and support to implement the Dettol School Hygiene Education Program (DSHEP) in 1800 selected schools under your esteemed department.

Thank you for considering our request. We look forward to your guidance and approval to proceed.

Warm regards,

Sincerely,  
(Signed)

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**Sahil Talwar**

Director, Impact Initiatives and Partnerships, Jagran Pehel

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