



सत्यमेव जयते



D.O. No: SJ / SBM/ 31 / 2016

22nd September' 2016

Dear Sir / Madam

As you are aware, we are approaching the completion of 2nd year of Swachh Bharat Mission since it was launched on 2nd October 2016. As part of the 2nd anniversary celebrations, it has been decided to hold a "Swachh Bharat Week" starting from 25th September (the birth anniversary of Pandit Deendayal Upadhyay) and culminating on 2nd October'16.

2. To kick start the "Swachhata week", and to give an added impetus to the mission initiatives in States and Cities, several activities have been planned starting the 25th. You are requested to please undertake the activities scheduled on the specific dates and share the details and photos from events so that the same can be covered on SBM portal and other platforms.
3. The list of various activities are enclosed and will require active participation from various departments, swachhagrahis, NGOs, SHGs and citizens to jointly review the progress so far and reinforce the commitment to achieve the mission target before 2nd October 2019.
4. The expenses incurred for conducting these activities may be met from the state's IEC funds under SBM-Urban.

We look forward to your continued support and cooperation in making the swachhata week and Swachh Bharat Mission a huge success.

With regards

Yours sincerely,

(Praveen Prakash)

To
Mission Directors and Municipal Commissioners of 500 cities
CC:
PPS – Secretary (UD)
Director – SBM,
Director General, QCI

Annexure – I

Swachh Bharat Week (25th Sep - 2nd Oct) Event/Media Plan

To commemorate the 2nd anniversary of the Swachh Bharat Mission, the Ministry of Drinking Water and Sanitation & Ministry of Urban Development will be celebrating Swachh Bharat Week from 25th September, Pandit Deen Dayal Upadhyay Jayanti, to 2nd October 2016, Gandhi Jayanti. The following is the calendar of events for the week at the National and State levels:

Date	Location	Event
24 th Sep	Delhi	Issue of curtain raiser Press Note
25 th Sep	Pan-India Gujarat	Formal launch of the Swachh Bharat Week <ul style="list-style-type: none">Pan-India ODF Triggering with engagement of over 19,000 swachhagrahis in identified OD hotspots with support from SHGs, NGOs, departments; Special drive around Railway tracks with support from RailwaysCities declare ODF status in Kadodra and Mandvi (Gujarat) – QCI awards cities with 3rd party verified Swachhta Certificates
26 th Sep	Delhi Maharashtra, Telangana, Gujarat	<ul style="list-style-type: none">Ward-level Social auditing of sanitation and SWM infrastructure constructed during mission period in urban areas – to be attended by local MLAs and ParshadsCities declare ODF status in 19 ULBs in Maharashtra, Shadnagar (Telangana), Bareja, Kadi, Kutch (Gujarat) – QCI awards cities with 3rd party verified Swachhta Certificates
27 th Sep	Siddipet (Telangana)	<ul style="list-style-type: none">City Declares ODF status in (Siddipet (Telangana) – QCI awards cities with 3rd party verified Swachhta CertificatesMass cleanliness drive in hospitals and market places
28 th Sep	Pan-India Telangana, Gujarat	<ul style="list-style-type: none">City Declares ODF status in Achmapet, Suryapet, Huzurnagar, (Telangana), Vanthli (Gujarat) - QCI awards cities with 3rd party verified Swachhta Certificates

Date	Location	Event
29 th Sep	Whole country/Delhi	<ul style="list-style-type: none"> • School Swachhta Day –o conduct school specific cleanliness activities • DD News panel discussion with Secy MDWS and MoUD on SBM, SBW and IndoSan • Technology Exhibition in Delhi to be inaugurated by hon’ble UDM and MDWS; will be an open-public exhibition
30 th Sep	Delhi	<ul style="list-style-type: none"> • INDOSAN, India Sanitation Conference 2016
1 st Oct	Delhi	<ul style="list-style-type: none"> • Launch of 3-month long youth led community mobilization program in urban slums by NYKS, in the complete NCR region • Secretary MoUD interview on All India Radio about SBM progress
2 nd Oct	Pan-India/Delhi	<ul style="list-style-type: none"> • Flagship event - ODF Declaration of all ULBs in the states of Gujarat and Andhra Pradesh • City-level workshops on lines of INDOSAN involving city stakeholders <ul style="list-style-type: none"> • Awards at city-level for best schools, hospitals, residential societies, NGOs, Individuals • Inauguration of newly constructed Community and Public Toilets and new Compost plants in cities • Flagger off new Solid Waste Equipment (Collection and Transportation) equipment • Participation in NDTV Swachhta campaign culmination on partnership basis
All Week	Pan-India	<ul style="list-style-type: none"> • Activities of mass mobilization in States/ champions recognition/ULB ODF declarations/ Social Media intensification and more in both urban areas