



D.O.No.SB / SBM / 143 / 2016

Dated: 15<sup>th</sup> November, 2016

**Sub: Request for widespread coverage of special cleanliness drives around Community and public toilets: 16<sup>th</sup> - 30<sup>th</sup> November 2016**

Dear Sir/Madam,

As part of the ongoing "swachhata pakhwadas" under Swachh Bharat Mission, the Ministry of Urban Development, through all municipalities and urban local bodies will be taking up focused cleanliness drives around community and public toilets during the fortnight 16<sup>th</sup> - 30<sup>th</sup> November 2016.

The activities planned to be undertaken by cities and towns during the said fortnight will include the following:

- i. *At least two community sensitisation and triggering drives against open defecation to be undertaken during the fortnight (e.g during 16<sup>th</sup> - 17<sup>th</sup> November, and again during 24<sup>th</sup> - 25<sup>th</sup> November)*
- ii. *A detailed audit of all existing community and public toilets (CT / PTs) will be undertaken with senior municipal officials and community representatives; based on the audit, all CT/PTs to be made fully functional, clean and white-washed*
- iii. *For CT / PTs under tendering, foundation-stone laying ceremony for new CT/PTs to be organised*
- iv. *For those individual toilets (IHHLs) pending payments, camps to be organised for distributing payment slips to beneficiaries*
- v. *For all existing CT/PTs, wall painting drives to be organised on their walls, alongwith school students. Additionally, Asli Tarakki hoardings and posters to be prominently displayed on all CT/PTs*
- vi. *Launch of a Google toilet locator app by MOUD*
- vii. *Release of a toilet compendium by MOUD*

In this context, and in continuation to the partnership on Swachh Bharat Mission (Urban) that has already begun between MOUD and you, I would like to request your help to ensure widespread coverage of these events in all your channels / stations.

Adiitonally, I request you to kindly orgaise a panel discussion on the topic "Sustainable maintenance of community and public toilets" by experts during any day of this said fortnight on some of your national channels / stations, to further strengthen the messaging around this theme. If required, MOUD can work with you to ideniffy the experts who may be invited for the panle discussions.

I look forward to your active cooperation and involvement in making this drive a success.

With regards,

  
(PRAVEEN PRAKASH)

To: DG-Doordarshan / DG-AIR /

Copy to : JA-CPHEEO (MOUD) / DS-SBM-2