



D.O No.15/38/2015-SBM

Dated 24th September 2015

Dear *Sw*

As you are aware, the Prime Minister gave a clarion call for "Swachh Bharat" as a mass movement to realize Gandhiji's dream of a clean India by the 150th birth anniversary of Mahatma Gandhi in 2019. He has desired that once again on the eve of the first year of the Mission, a nation-wide campaign be organized with the participation of all sections of the society to intensify the campaign to ensure lasting behavioural change to achieve the goal. In this context, it has been proposed that an intensive National Cleanliness Campaign be undertaken beginning from Late Pandit Deendayal Upadhyay anniversary on 25th September 2015 and ending with the birth anniversary of Shri Jaya Prakash Narayan on 11th October 2015.

2. As a part of this campaign several activities have been planned at Ward, City and State levels which will require active support from your office. We will request your support to engage the ULBs and ward functionaries to implement the campaign activities under your guidance. The details of such activities are enclosed at Annexure-I, II and III respectively. Expenditure on these activities will be met from Information Education and Communication (IEC) Component of Swachh Bharat Mission funds released by this Ministry to the States.

3. I look forward to your active participation in this intensive National Cleanliness Campaign and hearing from you on the action plan of your State/UT as well as suggestions to undertake the cleanliness and awareness campaign to make this mission a 'Jan Andolan'.

With regards,

Yours sincerely,


(Praveen Prakash)

Principal Secretary (UD)
All States/UTs

City level

Sub: Organise public gatherings to showcase achievements, ongoing activities and plan for the future.

1. Prepare the Swachh City Plan highlights for sharing with public. List out the planned targets for the following activities till 2019. To highlight the ambitious scale of the programme.
 - a. Individual Toilets
 - b. Community and Public Toilets
 - c. Solid Waste Management Projects
2. List out achievements against each activity till date till 2015-16.
3. Prepare the 14 day plan of city level celebration events and advertise them in all prominent newspapers.
4. Prepare a list of key messages that should be given for the city, alongwith the data, to the Press and to Media.
5. Organise TV panel discussion and talk shows on city targets and plans. Participants should include Mission Director, celebrities and experts who can offer suggestions on what needs to be done. Organise atleast 10 such programmes to be broadcast in each city during the 14 days.
6. Contact celebrities and prominent citizens to be part of the celebration events in the city and give messages. Share with them the list of events and dates. Make arrangements for their pick up and drop for attending these events.
7. Organise city level celebration events to highlight the SBM goals in your city. These events can include the following;
 - a. City level meetings by Mayor and Councillors – one meeting every day for 14 days in prominent locations.
 - b. Atleast 10 Musical evenings in different public places in the city to promote swachh bharat aims and give messages.
 - c. Walkathon or short road race (5Kms) for children and youth to promote swachh bharat message.
 - d. Any other public event.
8. Ensure good coverage by press and media.

Sub: Cleanliness drives around main markets, bus stands, railway stations in the city in which citizens too can participate.

1. List out all the public infrastructure that needs to be cleaned as part of the campaign.
2. Prepare large hoardings announcing the celebration of swachhta campaign in front of railway station, bus stand and main markets.
3. Send letters to all the authorities (bus stand, railway station, markets, parks) informing them of the proposed activities to be undertaken for a city level cleaning campaign.
4. Inspect the status of toilets in railway stations, bus stands and markets. List out the repairs that need to be undertaken.
5. Prepare a plan for the 14 days to carry out the repairs and make all toilets functional.
6. Reach out to the staff, unions and officers of railways, roadways and market yards to bring all their staff into the campaign. To prominently display swachhta campaign logo on their business and government establishments.
7. Make public advertisements/hoardings announcing the plan. Advertise around railway station, bus stand. Advertise in newspapers and radio. Ask people to also volunteer in these activities and clean the public places.
8. Undertake whitewashing of walls and buildings of Railway station, Bus stands and sweeping and washing of pavements.
9. Undertake repair and maintenance of all broken infrastructure in bus stands, railway stations, markets and parks.
10. Give swachhta awards to the staff, coolies and drivers and conductors who have done the best work during the 14 day campaign.

Sub: Schools to participate through quiz, painting and essay competitions and recognised by the City Mayor.

1. Issue letters to all school principals requesting their school participation in the celebration of one year of swachh bharat mission.
2. Write letters to the Mayor and Councillors to participate in all major school events in their wards. To encourage school principals and motivate school children by their presence and giving awards.
3. Share with School Principals the plan of activities that they should undertake as part of the city wide celebration. These should include among others;
 - Organise a Quiz contest on general knowledge with some questions on sanitation and hygiene.
 - Organise a Painting competition of children on Swachh Bharat.
 - Organise a Sports event.
 - Appoint atleast 20 children swachhata monitors for the 2 weeks to monitor cleanliness in schools. Award the best performing swachhata monitors.
 - Award 3 cleanest classes in each of the junior, middle and senior school in each ward.
 - Award the 5 cleanest school in the city.
4. Organise a city level campaign involving school children. This can be done in the following ways;
 - Organise swachhata rallies by school children in all wards in the city during school time.
 - Organise city level events including music evenings

Sub: Showcase achievements on the Swachh City Plan through print media and hoardings

1. Prepare a list of all the achievements in the last one year including
 - Number of individual, community and public toilets sanctioned
 - Number of DPRs prepared for solid waste management
 - New Door to Door waste collection undertaken
 - Any new solid waste management technology introduced
2. Identify at least 10 locations in the city where print hoardings can be prominently displayed for 2 weeks. These should include;
 - bus stand,
 - railway station,
 - markets,
 - colleges and universities,
 - religious places,
 - government offices etc.
3. Design attractive advertisements/hoardings with the achievements in the last one year of swachh bharat mission in your city, in 3 to 4 different sizes(10ftx10ft, 20ftx10ft and 30ftx10ft).
4. Give these advertisements in all prominent newspapers and magazines in your city/state, for all the 14 days.

Sub: Visual media campaigns

1. Prepare short 20 second sound bites on SBM achievements for broadcasting on FM radio and other popular channels. Alongwith highlighting achievements, please include a message asking people to contribute to making their city clean.
2. Prepare messages in both female and male voices and target all sections of society – young, old, working, housewives, students, children.
3. Get some local celebrities to endorse the radio and print messages by giving their voice.
4. Develop exclusive caller tunes with jingles that prmote swachh bharat capmaign. Involve local artists and media agencies in preparing entertaining caller tunes and jingles. Give awards for the best caller tunes and jingles.
5. Undertake a public event with some celebrities for unveling of swachh city exclusive caller tunes and any related merchandise (T shirts and caps). Get local business to endorse and support this initiative.
6. Take short messages for promoting swacch bharat from your CM/Mayors. Play recorded message of the CM/Mayor through voive messages on mobiles, sms and FM radio at prime time in the morning and evening.
7. Contact all the leading cinemas and ask them to play the Swachh Bharat Anthem in cinemas. The anthem can be downloaded from the SBM website.
8. Use all social media to promote swachh bharat. Launch the city social media page for Swachh Bharat Mission and link with the National portal.

Ward level

Sub: Public discussion on Swachh Bharat Ward Plan with progress so far and key initiatives planned through organising Ward Sabhas to be attended by Municipal Commissioner/Additional Municipal Commissioner.

- a. Every household of the Ward is sent a written notice of the meeting in advance informing them about the date, time and venue of the meeting. Loudspeaker announcements to be made prior to the date.
- b. The meeting is chaired by the Councilor. It is an open meeting. Outsiders can also attend as observers.
- c. Attendees narrate their views on improving sanitation. They collectively discuss and debate their problems, suggest solutions, and decide what facilities they want to improve sanitation.
- d. Copies of the minutes of the meeting, including the decisions taken, are sent to each household of the area.
- e. The participants also decide the time and place of the next Mohalla Sabha meeting in which the councilor will present a report of the progress on implementation of the decisions taken earlier.

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Sub: Administering of Swachh Bharat Pledge throughout the campaign

- a. Take a pledge of cleanliness during the morning assembly in various schools across the ward.
- b. Government Officials in the ward take the 'Swachhta Shapath'
- c. 'Swachhta Shapath' to be printed and a framed copy to be placed in all Government offices within the Ward

Sub: painting contests/ quizzes in schools and colleges

- a. Painting Competition for school children. Theme of the painting should be around the cleanliness.
- b. Quiz contest for school children with topics covered from cleanliness.
- c. Graffiti wall painting conveying messages to inculcate behavioural change towards improvement of cleanliness
- d. Inter college cultural festivals themed on cleanliness

Sub: Swachh Bharat Nukkad Nataks

- a. Street plays / Nukkad Nataks at various strategic locations within the ward which involves high footfalls.
- b. Dramatics competition themed on cleanliness and stopping open defecation.
- c. Skits/street plays/group talks on Swachh Bharat Abhiyaan
- d. Involvement of youth clubs

Sub: Organise registration drive for Mygov.in.

- a. Information dissemination on date time and place of the drive.
- b. Details required to be filled up and supporting documents required
- c. Setting up of helpdesk for addressing queries related to registration

Sub: inauguration of New Public/community toilets

- a. Voice of the community: Where citizens provide feedback with regard to the construction of new toilets in the block and how its brought convenience and cleanliness and reduced open defecation.
- b. Inaugurate newly built Public/Community Toilets in the block
- c. Reward and recognition to individuals instigating behavioural change from open defecation to usage of public/community toilets.

Sub: Special drive by the Community Service Centres in conjunction with the Ward

Hold a Special drive by the Community Service Centres in conjunction with the Ward.

Sub: booths in the wards for special complaints relating to cleanliness issues

- a. Setting up of information booths
- b. Setting up of grievance redressal cells
- c. Documenting the action taken against each complaint with the timeframe involved

State level

Sub: displaying progress of state level performance

- Disseminate to the citizenry data regarding how the state has progressed in the last one year of the launch of SBM campaign, along various parameters (physical progress of infrastructure creation, financial allocation and disbursal, behaviour change among citizens, new initiatives taken up, best practices, etc.).
- The progress data may be printed in all major newspapers circulated in the state
- The print media dissemination may be strengthened further by displaying the progress in hoardings and posters on government buildings, public places, places of congregation.

Sub: Walkathons and engaging SBM ambassadors

1. Organize a walkathon in the state capital on 2nd October 2015, by the Governor/Chief Minister, MLAs, Swachh Bharat Ambassadors and other eminent citizens, who will symbolically reinforce the spirit of Swachh Bharat.

- plan out the route map for the walkathon (starting point, ending point),
- list of participants to be contacted for being a part of the walkathon,
- speeches to be made after the walkathon.

2. As a run-up to the walkathon, nominated Swachh Bharat ambassadors in state may be engaged to organize some specific events, between 25th Sept – 1st Oct'15.

Sub: Visit by the CM/ Municipal Minister/Senior officials to various locations

On 2nd Oct'15, plan a series of visits by the Chief Minister / Municipal Minister/Senior officials to various stakeholder locations, at all cities, in:

- a sample of individual households who have constructed new toilets,
- localities where new community and public toilets have been constructed,
- any new Waste to energy plant/compost plant that might have been put up.

Accordingly, following may be planned:-

- details of individual households to be visited in each city
- CTs and PTs to be visited / launched in each city
- WTE plants / compost plants to be launched city
- Government official who will be undertaking these visits at each location
- Decision on public building in each city where swachhata pledge will be taken
- A copy of the pledge to be printed and put up in all public buildings

Sub: Recognition and awards to performing ULBs and functionaries/ volunteers and NGOs

- Send letters to each ULB for initiatives that they have taken in the last year, as also citizen initiatives in their cities
- Request NGOs to share their cleanliness initiatives
- Decide on the best three initiatives each from ULBs, NGOs, volunteers
- Decide on awards for each
- Communicate to the winners to participate in the ward ceremony on 2nd October'15

Sub: Hold fair showcasing technologies for segregation of waste.

Plan and undertake the following activities:

- Venue to be decided for holding fair
- Various existing best practices to be identified across the country and showcased through films / videos / pictures
- Public announcement to be made informing the public about the fair
- Vendors to be contacted for showcasing technologies for waste segregation