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सत्यमेव जयते



एक कदम स्वच्छता की ओर

भारत सरकार

शहरी विकास मंत्रालय

निर्माण भवन, नई दिल्ली-110011

GOVERNMENT OF INDIA
MINISTRY OF URBAN DEVELOPMENT
NIRMAN BHAWAN, NEW DELHI-110011

नई दिल्ली—110011, तारीख 201
New Delhi - 110011, Dated the 201

D.O. No.Q-16019/1/2014-CPHEEO

Dated 22nd May, 2015

Sub.: Progress of Swachh Bharat Mission – Sustenance of momentum - Reg.

Dear Sir/Madam,

The Swachh Bharat Mission was launched on 2nd October, 2014 with a time bound focus to enhance cleanliness in urban areas to high standards and at the same time, making the towns/cities open defecation free.

2. Hon'ble Prime Minister during the video conference had urged upon dealing officials at Centre, States and local bodies level to take concerted steps to ensure that the positive momentum is sustained over the Mission period.

3. It has been noticed through our interaction by way of video conferencing and other means that while many states and cities are taking procedural steps towards achieving their targets under SBM, there is a distinct lack of visible action with which the stakeholders can gauge our earnestness. The following actions are suggested:

a) Sanction of grant to individual household for construction of toilets – The letter committing assurance of provision of Central and State assistance for construction of toilets must be immediately released to the intended beneficiary along with the first instalment of funds. Where states are yet to finalise their share / contribution, the letter may endorse that a minimum of Rs.1333 shall be provided, subject to upward revision by the State in due course.

b) Community and public toilets (CT & PT) – Activities to construct CTs & PTs and also repair and revive existing blocks shall give a clear statement of intent of the urban local body. Accordingly, these activities may be taken up. Especially, the revival of existing blocks may not require much effort.

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c) Promotion of Swachh Bharat logo and tagline – It is essential that the unity of purpose is shown by making the logo and tagline of Swachh Bharat Mission visible. Therefore, all Municipal bins, vehicle, aprons worn by municipal workers, establishments and even the stationary should carry these visible symbols of the mission. The states and cities may modify the tagline as for example:

Swachh Bharat – Swachh Bihar
or
Swachh Bharat – Swachh Lucknow

It is also suggested that since the municipal authorities exercise control over hoardings/ public display panels in urban areas, they may insist upon suitable display of the SBM logo and tagline on these panels along with the main advertisement.

d) Door to door collection of domestic solid waste – This is a comparatively straight forward activity which can be extended to the uncovered areas in cities which already have partial coverage while also being taken to other ULBs.

e) Involvement of senior citizens in IEC activities – Senior Citizens are a comparatively untapped resource for civic action in our country. It is suggested that these may be organized to assist the Municipal bodies by way of suitable responsibilities as deemed suitable.

4. Release / sanction of funds to urban local bodies (ULB) – Amount in excess of Rs.1000 Crore has been released to the States. However, the share of ULBs has not been passed on. This may be also expedited.

5. I would also request you to share other innovative ideas by way of which this prestigious mission can be sustained to its successful accomplishment.

With regards,

Your sincerely


(Praveen Prakash)

Principal Secretary/Secretary
Urban Development Department State Govts.