

M. PRASAD
SECRETARY



Government of India
Ministry of Urban Development
Nirman Bhawan, New Delhi-110011

D.O.No.2/8/2015-SBM

Dated: 26th May, 2015

Dear

One of the main objectives of the Swachh Bharat Mission (Urban) is to effect behavioural change and generate awareness regarding healthy sanitation practices and their impact on public health. To meet this objective, it would be desirable to involve senior citizens as volunteers in the Mission.

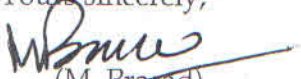
2. Senior citizens, retired (government or non-government), residing in respective districts, comprise a significant and respected human resource. Furthermore they are looking for meaningful engagement and recognition rather than remuneration. Senior citizens should be proactively involved and with their experience they would require only half-day orientation workshops. We have identified the following participation themes for senior citizens;

- (a) **Educate** students at schools and colleges on the aspects of personal and community hygiene.
- (b) **Motivate** citizens through behavioural change about hygiene & sanitation practices.
- (c) **Mobilise** the local community for "Shram Daan" activities to clean local parks, streets, roads, drains and garbage bins.
- (d) **Volunteer** own experience and skills to train functionaries involved in the effective implementation of the SBM.
- (e) **Act** as Sanitation Warden to monitor and report to ULB authorities instances of poor sanitation services.

3. We feel that involving participation of local citizens will lead to more effective implementation of the Swachh Bharat Mission and other activities of ULBs. The senior citizens will feel a sense of usefulness to society, ownership of the results and pride in their contribution to improving the living conditions around them. You may modify the above package of themes, as considered appropriate.

4. Accordingly, you are requested to advise the ULBs in your State to initiate the process of involving senior citizens in the Swachh Bharat Mission and other development schemes of ULBs. I would also be happy to receive your suggestion in this matter and also request to keep me updated with the progress in your state.

Yours sincerely,


(M. Prasad)

All Principal Secretaries/Secretaries of States / UTs

