



D.O. SB / SBM / 137 / 2016

Date: 13th October 2016

Dear Madam / Sir,

Re: Special Cleanliness drives during 16th – 30th November 2016

As you are aware, during the fortnight of 16th – 30th November 2016, the focus of cleanliness drives will be on “*Special drive in Community and Public toilets in slums and public places*”.

Kindly note that in order to make this fortnight an intensive and focused one, the quarterly triggering date earlier fixed for 21st October 2016, will now be rescheduled, and be taken up as a “triggering fortnight” between 16th – 30th November 2016, to mobilise communities around OD vulnerable spots towards construction and usage of community and public toilets. You may kindly reach out to your local NGO partners to participate in the fortnight’s triggering drives.

Some other activities that may be taken up during this fortnight of 16th – 30th November will include:

- Clean-up drives, Art and painting drives by local artists on public toilet walls
- Audit of all existing community and public toilet infrastructure by municipal officers and staff
- Intensive drive to make all community and public toilets functional
- Formal inauguration of new CT/PTs constructed
- Focused drive to begin construction on all balance community and public targets required as per the Mission targets.
- States and cities may plan to organise public functions to felicitate those communities / SHG groups who have successfully taken up the responsibility of operation and maintenance of community and public toilets in their areas, in order to motivate and inspire other groups and communities also to follow suit.

You may please start planning for the above well in advance, so that the activities may be conducted successfully. Please also reach out to your local media (both press and TV) for covering the above events in local newspapers and TV channels.

We look forward to your cooperation in making this drive a success.

With warm regards

Yours sincerely,


(Praveen Prakash)

All State Mission Directors (SBM) / Municipal Commissioners of 500 cities
Copy to : JA-CPHEEO (MOUD) / DS-SBM-2