



सत्यमेव जयते



D.O.No.SB / SBM / 142 / 2016

Dated: 11th November, 2016

Sub: Special cleanliness drives around CT/PTs in Slum Areas and Public Places from 16th -30th November 2016: minutes of VC meeting held on 11th November 2016

Dear Sir/Madam,

Kindly refer to the discussions held during today's VC meeting on the above subject. To reiterate, the activities undertaken during the upcoming fortnight 16th – November 2016 will be crucial to cities to score during the Swachh Survekshan 2017.

The discussions on activities to be undertaken during are being minuted below:

- i. *At least two triggering drives to be undertaken during the fortnight (e.g during 16th – 17th November, and again during 24th – 25th November)*
- ii. *A detailed audit of all existing community and public toilets 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. *All events to be held with media participation and press coverage, and pictures of daily activities to be uploaded on SBM portal as well as the whatsapp groups. During the events, you may please make us of the creatives attached with this mail. In case you require open files for the creative, you may contact sanghamitrab@kpmg.com for the same.*

vii. *Please note that for this specific drive, the media coverage points to be earned will be:*

a. Each newspaper clipping: 2 points

b. Each TV clipping: 2 points

c. Each photo (of different activities) uploaded on SBM portal: 1 point (multiple photographs of the same activity will be given 1 point collectively)

I look forward to your active cooperation and involvement in ensuring that all cities take up this drive with enthusiasm, to ensure higher scores during Swachh Survekshan 2017.

With regards,

Yours sincerely,


(Praveen Prakash)

To:

All State Mission Directors of SBM

Copy To: PPS to secretary (UD)

Dy. Secretary (SBM - I & II), JA (CPHEEO)