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सत्यमेव जयते



एक कदम स्वच्छता की ओर

भारत सरकार
शहरी विकास मंत्रालय

निर्माण भवन

GOVERNMENT OF INDIA
MINISTRY OF URBAN DEVELOPMENT
NIRMAN BHAWAN

नई दिल्ली-110011, तारीख 20

New Delhi-110011, Dated the 20

D.O. No. MD-SBM/SK/2016/04

Dated: 17th November, 2016

Subject: **Policy to "Give-Up" Household Toilet subsidy under Swachh Bharat Mission (Urban)**

Dear Sir/Madam,

Government of India has launched the "Give-Up" campaign which requires, whenever any service or assistance is given to any beneficiary, real cost of service and subsidy/benefit given by the Government should also be communicated to him and the recipient should be encouraged to "Give-Up" the subsidy/benefit and pay the cost of the service so that Given Up amount can be given to other needy sections of our society.

2. The savings derived from the campaign can be used for other developmental activities of the Government.

3. It is requested to promote the "Give-Up" Campaign for subsidy of Individual Toilet through various modes of Media – Web, SMS, Mobile, and submission of paper at ULB. Your support in this endeavor will be highly appreciated.

With Regards,

Yours sincerely

(Saurabh Jain)

To,

1. Principle Secretaries/Secretaries, Urban Development Departments of all States/UTs
2. Mission Directors (SBM) – of all States

Copy to:

1. JS (SBM)
2. Director (SBM –II)
3. PPS to Secy (UD)
4. CPHEEO
5. Section