



D.O. No. MD-SBM/MJ/1/2017

Dated 25th January, 2017

Sub: Uploading of CSR Projects undertaken by ULBs on SWACHH Portal

Dear Sir/Madam,

SWACHH (Swachhata Augmentation through Corporate Helping Hands) is a crowd-funding platform to spearhead involvement of private sector in city level initiatives of Swachh Bharat Mission (SBM). The platform aims to connect city municipal commissioners with private individuals and companies who are interested in funding and getting involved in city level SBM projects of building toilets and solid waste management infrastructure/services. This is one of the project which was selected by Hon'ble Prime Minister last year.

2. The reason of launching this initiative is to encourage private sector participation in ULB initiatives of SBM and bring out capital and expertise to bridge gaps in funding of SBM. With this MoUD would like to expedite SBM targets and provide a transparent monitoring mechanism.
3. SWACHH has a Global dashboard which lists the projects from conception to completion stage, showcased with stage-wise progress of projects and utilization of funds, all of which is in public domain.
4. You are now requested to collate all the projects competed since inception of SBM (U) and upload on SWACHH Portal (www.swachh.org.in). The process of uploading the project is mentioned on portal itself. MoUD will be reviewing all these details uploaded by ULBs and contemplating to launch an Intra – ULB competition to award ULBs attracted maximum number of projects and funding. All these great work will bring additional marks during the next Swachh Survekshan as special initiatives taken by the ULB.
6. Please nominate a nodal officer from your team and share his details with Mr. Pravin Gupta – National PMU - (sbmurban.moud@gmail.com / 9873180695) in case of any further assistance required.

Looking forward to your active support in this endeavour.

With regards,

Yours Sincerely,

To:
Municipal Commissioners of all 500 Cities

Copy To:
SBM Mission Director – All States
Additional Mission Director – SBM, Deputy Secretary (SBM II),
CPHEEO, Section

(Praveen Prakash)