



सत्यमेव जयते



D.O. SB / SBM / 019 / 2017

Date: 9th February 2017

Respected Mr Tata,

Re: Request for sponsoring Swachhagrahi Fellows for Swachh Bharat Mission- Urban

At the outset, on behalf of the Government of India, I would like to express our thanks to the Tata Trusts for sponsoring young professionals as 'Swachh Bharat Preraks' to help district administrations to scale up Swachh Bharat Mission in rural areas of India, under the Ministry of Drinking Water and Sanitation. This would significantly enhance the capacity and resources of the local administration to effectively make rural India open defecation free.

As you are aware, the urban counterpart of this programme is the Swachh Bharat Mission – Urban (SBM-U), with a mandate to create all 4041 statutory towns in the country open defecation free and garbage free, by ensuring safe disposal of human waste and municipal solid waste.

While the Ministry of Urban Development (MOUD) is the nodal ministry for implementing Swachh Bharat Mission – Urban, ensuring disbursement of funds under various components of SBM to the state Mission directorates, the actual implementation of the Mission components is done by Urban Local Bodies (Municipal Corporations / Nagar Nigams) at the city level.

Given the criticality of the Swachh Bharat Mission in India's development agenda, and the need to make it into a 'people's movement' – a 'jan andolan', there is a need for continued and intensive engagement with communities and citizen groups at the grass – roots level by ULBs. However, given the structural constraints on ULBs whose capacities are stretched to the maximum for

implementing a wide variety of government programmes, there is a need for significant enhancement of ULBs' capacities and manpower, specifically in their citizen connect mandates.

You will surely agree with me that in this context, there is a need to integrate common citizens into the Swachh Bharat Mission by deploying a cadre of professionals (to be called *Swachhagrahi Fellows*), (similar to the Zila Swachh Bharat Preraks for rural India), who can work closely with ULBs and act as an interface between the Corporation and local communities / citizen groups.

We have received a proposal from the premier Tata Institute of Social Sciences (TISS) to train and deploy a cadre of such professionals as Swachhagrahi fellows. The programme, proposed for three years, aims to start with a limited cadre of 100 Swachhagrahi fellows for 20 cities across 5 states in the first year, and scale it up in subsequent years with 500 additional fellows across 15 more states in year 2, and covering all states in the third year. A copy of the TISS proposal is attached here for your reference.

We would like to therefore request Tata Trusts to kindly sponsor this three-year programme by TISS to add to ULBs' capacities and strengthen their community engagement mandate. The TISS could be the programme manager for the programme, while working with MOUD to implement the same on the ground. For any queries or clarification in this matter, you may write to sangha65@gmail.com.

We await your positive response on this issue and look forward to your cooperation and involvement in making the Swachh Bharat Mission a success.

With sincere regards,


(PRAVEEN PRAKASH)

To:
Shri Ratan Tata, Chairman, Tata Trusts