



**D.O. No: SJ / SBM/ 30 / 2016**

**22<sup>nd</sup> September' 2016**

Dear Sir / Madam

As you are aware, we are approaching the completion of 2<sup>nd</sup> year of Swachh Bharat Mission since it was launched on 2<sup>nd</sup> October 2016. As part of the 2<sup>nd</sup> anniversary celebrations, it has been decided to hold a "Swachh Bharat Week" starting from 25<sup>th</sup> September (the birth anniversary of Pandit Deendayal Upadhyay) and culminating on 2<sup>nd</sup> October'16.

2. To kick start the "Swachhata week", and to give an added impetus to the drive against open defecation (OD) in States and Cities, a PAN India intensive drive is scheduled on 25<sup>th</sup> September across every OD vulnerable spot in all cities (e.g. lands adjoining railway tracks, slum areas, open areas where OD is rampant, as well as OD spots within premises of large hospitals, educational institutions, open grounds around tourist spots, etc.) through the municipal authorities.

3. Kindly refer to earlier DO letter no. SB / SBM / 124 / 2016 dated 21<sup>th</sup> August 2016, regarding intensive triggering drive to be taken up on 25<sup>th</sup> September 2016 at PAN India level. These triggering drives may please be organized along with the swachhagrahis already engaged by the ULBs, as well as local NGOs, and representatives of all other concerned departments (health, education, tourism, etc) to underscore the fact that the Swachh Bharat Mission is a movement which requires participation from every stakeholder an every department. MoUD will be sending its senior officials to the cities listed in Annexure-I and hence will request your support by way of active support from the cities' officials and other stakeholders as listed above.

4. We have also engaged Railway Board to make special arrangement by deputing senior officials on 25<sup>th</sup> September and organize triggering activities. A copy of the same is also enclosed for your reference. The triggering drives may please be organized in similar fashion as done earlier viz:

- Formation of teams by each ULB, comprising of sanitary inspectors, engineers, other municipal staff, NGOs and SHG reps, and representatives from other departments to carry out community participation and mobilization exercises on the appointed day (25<sup>th</sup> September) at every identified OD spot in the city (no. of teams = no. of OD spots).

- Reconnaissance visits to be undertaken by teams to OD spots, and allocating one team per OD spot. SHGs, swachhagrahis, local NGOs and other government departments are to be involved in the process, and briefed about the proposed activities on the 25th September.
- Self-training of teams on triggering techniques through community participation, to demonstrate the 'fecal oral transmission route'. The following video will be a useful training tool for teams to watch and learn I understand the method of demonstration: <https://www.youtube.com/watch?v=uHKxU307zFM>  
(Especially between 6.5 - 11.4 minutes)
- On 25<sup>th</sup> September'16, Railway Staff and ULB teams are to visit allocated OD spot and carry out the participatory triggering activities, between 5 - 8 am.
- Following the completion of the exercise, swachhagrahis (SGs) are to be selected (based on self-nomination) from among the SHG members. (In case functional SHGs are not available, SGs may be selected (based on Self- nomination) from among ASHA workers and Anganwadi workers)

5. The expenses incurred for conducting these activities may be met from the state's IEC funds under SBM-Urban.

We look forward to your continued support and cooperation in making the swachhata week and Swachh Bharat Mission a huge success

With regards

Yours sincerely,



(Praveen Prakash)

To

PS (UD) (Assam, Chhattisgarh, Goa, Gujarat, Haryana, Jammu and Kashmir, Jharkhand, Madhya Pradesh, Maharashtra, Nagaland, Punjab, Rajasthan)  
Municipal Commissioners of Cities mentioned in Annexure - I

CC:

PPS – Secretary (UD)  
Director – SBM,  
JA – CPHEEO

## **Annexure – I**

Cities to be scheduled for visit on 25<sup>th</sup> September 2016

<b>#</b>	<b>Name of the State/ UT</b>	<b>Name of City</b>
1	Assam	Guwahati
2	Chhattisgarh	Raipur
3	Goa	Panaji
4	Gujarat	Ahmedabad
5	Haryana	Gurgaon
6	Jammu and Kashmir	Jammu
7	Jharkhand	Ranchi
8	Madhya Pradesh	Bhopal
9	Maharashtra	Mumbai
10	Nagaland	Kohima
11	Punjab	Chandigarh
12	Rajasthan	Jaipur