



D.O. No. SB / SBM / 85 / 2016

Date: 28<sup>th</sup> June 2016

Dear Sir / Madam,

**Re: Special Thematic drive in RWAs: 1<sup>st</sup> – 15<sup>th</sup> July 2016**

Kindly refer to my earlier letter no. SB / SBM / 80 / 2016 dated 14<sup>th</sup> June 2016, informing about focused thematic drive planned to be taken up in RWAs during 1<sup>st</sup> – 15<sup>th</sup> July 2016. As reiterated during the video conference discussions, please find below a suggested list of activities that can be conducted during this fortnight by states and cities.

**2. At the state level:**

State Mission Directorates (SBM) are advised to:

- a) Conduct a felicitation event at the state level for well-performing RWAs / mohalla committees / housing societies from different cities who have been doing exemplary work on various 'swachhata' related initiatives.
- b) Bring out paper and TV advertisements in the local media exhorting RWAs to participate for the cause of SBM. As usual, MOUD will also be providing you with soft copies of ad designs, radio jingles, and TV spots, which you might customize to suit your requirements locally.
- c) With some selected RWAs from different cities, arrange to have a workshop on how to put in place decentralized solid and liquid waste management solutions within RWA premises. Relevant vendors and providers of such solutions may be invited for the workshop to share their expertise and products. The cost of holding such workshops may be met from the state's capacity building funds under SBM.
- d) States may decide to put up community toilets within RWA premises (as part of their mission target), or put in place solid waste management systems within RWAs (placing segregated dustbins in each household, installing composting equipment, etc) within the RWA complex, etc. For these facilities and equipments, states may contribute upto 20% of the funds required, from their SBM funds. The balance amount required for CTs and / or solid waste management equipments may be met by the RWA themselves.

- e) Upload all these activities on swachhbharat.mygov.in, post these activities on Facebook, and tweet about these activities, using #MyCleanIndia.
- f) Post pictures of above activities on the swachhbharaturban.gov.in portal

**3. At the city level:**

All ULBs are advised to:

- a) Conduct similar workshops as mentioned in point 2(c) above. However, in cities, the venue of the workshop may be in the premises of a proactive RWA who has been doing good work on SBM, and other RWAs in the city may be invited to their premise.
  - b) Conduct at least three such events during the fortnight.
  - c) Any community toilet facilities or solid waste management facilities being put up by RWAs may be partly funded by the respective municipal corporations from their SBM funds as outlined in point 2(d) above.
  - d) Conduct a rating exercise of all RWAs in the city within 1<sup>st</sup> – 15<sup>th</sup> July 2016, based on an assessment tool provided as part of a Swachh RWA SOP document to be shared shortly by MOUD. The results of the rating exercise may be publicized widely through press conferences and advertisements.
  - e) Publicise the above activities on print and social media as detailed out in points 2(e) and 2(f) above.
4. Kindly arrange to start the media build-up and publicity for these activities immediately in order to ensure maximum participation by RWAs.
5. Since Ministry of Urban Development is the nodal ministry solely responsible for this drive, we look forward to your cooperation and active involvement in making this drive a grand success.

With regards,

Yours sincerely,



(Praveen Prakash)

To: All State Mission Directors (SBM) / Municipal Commissioners of 75 cities  
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