

Thematic cleanliness drives: April'16 – March'17

Sl No	Dates	Suggested theme	Reasons for selecting theme	Suggested activities	Concerned ministry
1	1 st – 15 th April 2016	Cleanliness drives in slum communities	Ambedkar Jayanti on 14 th April	Sensitize slum communities regarding: <ul style="list-style-type: none"> • Discouraging manual scavenging • Conversion of insanitary toilets to sanitary toilets 	HUPA; Ministry of Social Justice and Empowerment; MoUD; Ministry of Shipping
2	16 th – 30 th April 2016	Heritage places and monuments	World Heritage Day on 18 th April	<ul style="list-style-type: none"> • Cleanliness drives around heritage sites • Getting school children to clean nearby monuments • Entry tickets for all monuments to have SBM logo and messages printed at the back • Railway stations serving heritage sites to undertake cleaning activities 	Ministry of Railways; Ministry of Consumer Affairs, food and Public Administration Ministry of Commerce and Industry
3	1 st – 15 th May 2016	All factories and manufacturing premises, using manual labourers and workers	International Labour day – 1 st May	<ul style="list-style-type: none"> • Cleanliness drives in and around factory premises • Cleaning and inspection of sanitary facilities for workers 	Ministry of heavy industries and PE; Ministry of Steel; Ministry of Chemicals and Fertilizers; Ministry of MSME; Department of Defence Production

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4	16 th – 31 st May 2016	All government offices	New Ministry of DoNER came into existence on 27 th May & 2 nd anniversary of current government's swearing-in on 26 th May	<ul style="list-style-type: none"> • Mass pledges taken by all ministries, on swachhbharat. mygov.in • Cleaning activities within ministry premises; photographs uploaded on mygov.in 	Ministry of Development of North Eastern Region; NITI Ayog Department of Land Resources Department of Chemicals and Petrochemicals Ministry of Corporate Affairs Department of Disinvestment Ministry of Women and Child Development All ministries
5	1 st – 15 th June 2016	All popular forest sanctuaries, reserved forest areas, parks and animal welfare establishments	In line with World Environment Day – 5 th June	<ul style="list-style-type: none"> • Sensitization drives in parks on safe disposal of animal excreta • Sensitization drives against littering in sanctuaries and forest areas 	Ministry of Environment & Forests

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				<ul style="list-style-type: none"> • Cleaning drives in parks and recreational places • Setting up composting equipments in parks 	
6	16 th – 31 st June 2016	Corporate volunteering by private organizations and corporate entities, for increasing traffic on swachhbharat.mygov.in	UN Public Service day on 23 rd June	<ul style="list-style-type: none"> • Mass pledges by employee volunteers • Volunteer cleaning activities undertaken, and uploaded on mygov 	Ministry of Corporate Affairs, DPE
7	1 st – 15 th July 2016	RWAs, housing societies	In line with International Cooperative day on 4 th July	<ul style="list-style-type: none"> • Pledge taking by RWA residents, and cleaning drives uploaded on mygov.in • Cleaning and inspection of sanitary facilities for maintenance staff, within RWA premises 	MoUD
8	16 th – 31 st July 2016	Honouring municipal workers, with citizens extending the hand of 'friendship' to all municipal workers working for Swachh Bharat Mission	World Friendship Day on 30 th July	<ul style="list-style-type: none"> • Citizens voluntarily put 'friendship bands' on municipal workers serving in their locality • ULB distributes masks and safety kits to all municipal workers 	Ministry of Social Justice and Empowerment
9	1 st – 15 th August 2016	All NSS, NCC, eco-clubs	12 th August: International Youth day	<ul style="list-style-type: none"> • Youth volunteers sensitize citizens and slum dwellers about safe sanitary practices and DSWM 	Ministry of Defence; Ministry of Youth and Sports Affairs; MoEF

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				<ul style="list-style-type: none"> Youth groups take mass pledges on mygov.in, and undertake cleaning drives in various locations in the cities, and upload pictures on swachhbharat.mygov.in 	
10	16 th – 31 st August 2016	All registered sports clubs in the country	National Sports Day- Aug 29th	<ul style="list-style-type: none"> All sports icons -Swachh Bharat ambassadors - to take up special cleaning drives “Swachhata runs” organized by ULBs Cleaning drives in sports stadiums, alongwith functional separate gender-based toilet facilities in every stadium Sensitization messages for spectators during matches, on importance of cleaning up stadium and arena after the event; no use of plastics, etc Entry tickets for all matches to have SBM logo and messages printed at the back 	Ministry of Youth and Sports Affairs

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11	1 st – 15 th September 2016	Focused engagement with teachers	Teacher's Day – 5 th September	<ul style="list-style-type: none"> • Teachers to hold sensitization meetings with parents on imparting messages of cleanliness and sanitation among their children • Teachers to inspect sanitary facilities in every institution and plan for their repair and upkeep 	Ministry of HRD
12	16 th – 30 th September 2016	All major tourist places	World Tourism Day on 27 th September	<ul style="list-style-type: none"> • Special cleaning drives to be conducted in every tourist spot • All tourist places to have sanitary and functional toilet facilities • Entry tickets for all tourist places to have SBM logo and messages printed at the back. • Railway stations serving tourist places to undertake cleaning activities 	Ministry of Tourism; Ministry of Railways
13	1 st – 15 th October 2016	Massive cleanliness drives and celebrations in all cities and towns	2 nd Anniversary of launch of Swachh Bharat Mission – Urban on 2 nd Oct 2014	<ul style="list-style-type: none"> • 'Swachhata' Report cards publicized through popular media by cities • Walkathons 	MDWS; MoUD; Ministry of Culture; Ministry of Food Processing Industries

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				<ul style="list-style-type: none"> Awards and felicitations for individuals and organizations who have done good work on SBM 	
14	16 th – 31 st October 2016	All hotels / eateries / restaurants	World Food Day – October 16 th	<ul style="list-style-type: none"> Sensitization drives with all eating establishments about importance of Decentralized SWM Installing of compost machines by each establishment for handling kitchen waste Cleaning drives in Durga puja pandals every day post 'prasad' and 'bhog' distribution Night cleaning post Diwali celebrations 	Ministry of Tourism DRDO Ministry of Law and Justice
15	1 st – 15 th November 2016	Massive engagement with students	Children's Day – 14 th November	<ul style="list-style-type: none"> Mass pledge taking by all children Sensitization by children to their parents about safe practices in cleanliness and hygiene Cleanliness activities undertaken by students and uploaded on swachhbharat.mygov.in 	Ministry of HRD

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16	16 th – 30 th November 2016	Special drive in Community and Public toilets in slums and public places	World Toilet day on 19 th November	<ul style="list-style-type: none"> • Sensitization drives among slum communities on Operation & Maintenance of Community Toilets • Clean-up drives, Art and painting drives by local artists on public toilet walls • Drive by ULBs to make all PTs functional 	MoUD; Department of Heavy Industries Department of Animal Husbandry, Dairying and Fisheries
17	1 st – 15 th December 2016	Focused engagement with armed forces	Navy day – 4 th December, Armed forces flag day – 7 th Dec	<ul style="list-style-type: none"> • Inspirational messages on public media by Minister (Defence) • Soldiers to undertake 'swachhata marches' • Soldiers to sensitize citizens on themes of cleanliness and sanitation • Cantonment board residents to take up cleanliness drives 	Ministry of Defence Department of Disinvestment
18	16 th – 31 st December 2016	All religious places	Christmas – 25 th December	<ul style="list-style-type: none"> • Inspirational messages on public media and special drives by religious icons – Swachh Bharat ambassadors • Cleanliness drives in all religious establishments 	Ministry of Railways

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				<p>(temples, churches, gurdwara, mosques, etc)</p> <ul style="list-style-type: none"> • Entry tickets for Religious places to have SBM logo and messages printed at the back • Railway stations serving religious places to undertake cleaning activities 	
19	1 st – 15 th January 2017	Agriculture mandis and grain markets, vegetable markets	In line with spirit of Harvest festivals in that period– Pongal, Bihu, Lohri.	<ul style="list-style-type: none"> • Composting equipments installed in every vegetable mandi to process wet waste • Clean-up drives, hoardings and banners put up at every mandi 	Ministry of Agriculture and Farmers' Welfare
20	16 th – 31 st January 2017	Special drive in Girls' schools and anganwadis, special drive separate toilet facilities for girls in schools	National Girl Child Day – 24 th January	<ul style="list-style-type: none"> • Ensuring functional separate toilet facilities in sufficient numbers for girl students in co-educational schools, anganwadis • Sensitization drives among girl students regarding safe sanitation, 	Ministry of Women and Child Development;
21	1 st – 15 th February 2017	Hospitals, clinics, nursing homes	World Cancer Day – 4 th February	<ul style="list-style-type: none"> • All hospitals / clinics to install waste-bins for segregated waste 	MoHFW

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			World Day of the Sick - 11 th February	<ul style="list-style-type: none"> • Massive cleaning drives in all hospital wards and hospital premises • Sensitisation drives by doctors, nurses and medical staff to patients and visitors on importance of safe sanitation and hygiene 	
22	16 th – 28 th February 2017	Petrol pumps, flyovers, bridges, state and national highways		<ul style="list-style-type: none"> • Every petrol pump along state and national highways to have separate functional toilet facilities, and separate waste-bins (for wet and dry waste) • Hoardings and banners along highways against littering, use of plastics • Large dust-bins put up every few kilometers along highways 	<ul style="list-style-type: none"> - Ministry of Road transport and highways - Ministry of Petroleum
23	1 st – 15 th March 2017	Special focus on women SHGs in slum communities	International Women's Day - 8 th March	<ul style="list-style-type: none"> • Training workshops for women SHGs in slums to empower them to lead behavior change initiatives in decentralized SWM and safe sanitation in their communities 	Ministry of Women and Child Development; Ministry of Social Justice and Empowerment

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24	16 th – 31 st March 2017	All water bodies (rivers, ponds, nullahs) and beaches / river banks	World Water Day – 22 nd March;	<ul style="list-style-type: none"> • Mass cleaning drives in all water bodies • Mass cleaning of beaches and river banks 	Ministry of Water Resources

* **Note:**

Common outcome components across all drives will be the following:

- 1) Community outreach, and uploading of all such community activities and pictures on *swachhbharat.mygov.in*
- 2) Media buzz around each of the thematic drives:
 - Each fortnight to have messages from each concerned ministry's Hon'ble Minister being played for the 15 days on FM channels and electronic media
 - During each fortnight, constant tweets to go out about activities being undertaken as part of the drive with #MyCleanIndia
 - Photocopies of press clips appearing during each thematic fortnights to be uploaded on *swachhbharaturban.gov.in* portal