



DO. No. SB / SBM / 37 / 2016

Date: 12th April 2016

Dear Sir / Madam,

Re: Thematic Cleanliness drive: 16th – 30th April 2016

Kindly refer to circular number SB / SBM / 30 / 2016 dated 29th March 2016, giving the detailed calendar of thematic drives to be taken up during April 2016 – March 2017.

The theme for the special drive to be conducted during the fortnight 16th – 30th April 2016 will be “**Cleanliness drives in Heritage places and monuments**”. During this fortnight, please arrange to conduct the following activities:

- Cleanliness drives around heritage sites in your cities,
- Getting school children to clean nearby monuments
- Entry tickets for all monuments to have SBM logo and messages printed at the back
- Felicitating individuals and organizations in your city who have been doing exemplary work around swachhata in heritage places

Please reach out to your local media (both press and TV) for covering these drives in local newspapers and TV channels.

Please note that henceforth, for all the upcoming thematic drives, press cuttings and TV video clippings (only related to the theme for a particular fortnight) will be awarded 1 point per press clipping, and 3 points per TV video clip, and these marks will be counted towards the final scores in the next round of “Swachh Survekshan” to be conducted towards the end of this year.

In this respect, the marks scored by cities on press clippings and TV video clippings during the government offices cleaning fortnight (1st – 15th

March'16) are attached as annexure. Subsequent marks scored by cities in the forthcoming rounds will be added to these marks.

We look forward to your cooperation in making this drive a success.

With regards,

Yours sincerely,


(Praveen Prakash)

All State Mission Directors (SBM) All Municipal Commissioners
c.c. DS-SBM (MSS) / JA-CPHEEO