



D.O. SB / SBM / 28 / 2016

Date: 15th March 2016

Dear Sir / Madam,

Re: Special cleanliness drive in old cities and main markets

As you are aware, for the upcoming fortnight (16th - 31st March 2016), special thematic drives will be focusing on **Old cities and main markets**.

I request you to please plan ahead for these drives, with some suggested activities given below:

- Conduct meetings with all main market associations regarding maintenance of cleanliness in the market areas (including making available functional public toilets, sufficient garbage bins separately for wet and dry waste, etc at the market places)
- Conduct awareness drives to educate shopkeepers about managing their own waste, including solid and liquid resource management at local levels.
- Conduct awareness drives among local residents in old city areas on waste segregation techniques, as well as solid and liquid resource management.
- Announce category-wise awards for bulk waste generators (e.g. cleanest chicken and mutton shops, cleanest poultry farms, cleanest orchards, cleanest parks and horticulture gardens, cleanest restaurant / eatery, etc). The awards may be announced at the end of the drive and given wide publicity in your local media, in both newspapers and TV channels.

We look forward to your help and support in making this mission a success.

Yours sincerely,


(Praveen Prakash)

All Municipal Commissioners / All State Mission directors (SBM)
c.c. Dy Secretary (SBM - MS) / JA-CPHEEO, MoUD