



DO: SB / SBM / 12 / 2016

Date: 19th January 2016

Dear Sir / Madam,

As you are aware, the thematic cleanliness drive from 1st - 15th February 2016 will be focusing on "Water Bodies (*Areas surrounding lakes, riverfronts, beaches, ghats, waterways*), Recreation Parks, Play Areas, Rest Areas & other Landscapes (*linked to public gatherings*)".

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

- (i) Undertake rigorous inspection of all manufacturing units along rivers and water bodies in each of your town / city, to ensure that no pollution norms are being flouted.
- (ii) Organize cleanliness drives of ghats, river fronts, beach fronts
- (iii) Disseminate flyers, brochures on cleanliness to tourists on the beaches and river fronts
- (iv) Ensure placement of dustbins at strategic locations in play areas to ensure no littering.
- (v) Organise display of child friendly hoardings and message boards in recreational parks to spread the cleanliness initiative.

Additionally, kindly take up the following two activities with active engagement from all citizens:

- On 6th February, between 11 am - 1 pm, please organize mass cleanliness drives of all water bodies / parks / recreational places, in all the small towns of your state, with extensive citizen participation. Please ensure large scale media coverage of the drive in all your regional channels.
- Conduct a similar drive on 13th February in all the large towns and cities of your state. Please ensure large scale media coverage of the drive in all

your regional channels. MoUD will also facilitate in getting national media coverage for this event on 13th February'16.

Looking forward to your cooperation and help in making this drive a success.

With regards,

Yours sincerely,



(Praveen Prakash)

To:

All Mission Directors / All PS-UDs

c.c. Director (SBM) / JA (CPHEEO)