



Ministry of Urban Development  
Government of India

## Launch of Swachh Survekshan 2017

The Hon'ble Minister for Urban Development, Shri Venkaiah Naidu launched the Swachh Survekshan 2017 at a glittering ceremony on 6<sup>th</sup> August 2016 from the National Media Centre in Delhi. In a first of its kind initiative under Swachh Bharat Mission (Urban), 500 cities that are going to be surveyed under the Swachh Survekshan 2017 simultaneously participated in the event through video conferencing held from 364 district headquarters of NIC.

The event included a series of launches by the Hon'ble UDM, aimed at facilitating cities with various 'tools' to improve their service delivery to citizens and hence their survey scores. The tools that were launched included a Swachh Survekshan guidebook, a self-assessment tool to help cities rate themselves on their current status on cleanliness, a promotional video on Swachh Survekshan, a dedicated communication campaign titled 'Asli Tarakki' targeted at addressing the issue of open defecation in urban India, a mobile app called 'Swachhata – Swachh Bharat App', and a Swachhata helpline number 1969 for any queries citizens may have on any component of SBM. It is expected that these tools will help to garner increased participation and engagement of citizens in SBM, so necessary to the success of the survey and the Mission as a whole.

Swachh Survekshan 2017 will cover 500 cities and towns with a population of one lakh and above, besides capital towns with less than one lakh population and towns known for heritage, tourism and hilly locations. The first round of survey was conducted among 73 cities with a population of one million and above in which Mysuru achieved the first rank.

The launch event, attended by the media, officials from MOUD, and development partner guests, started at 11 am. Dignitaries present on the dais included the Hon'ble UDM – Shri Venkaiah Naidu, the Secretary (UD) – Rajiv Gauba, the AS (Smart Cities) Dr Sameer Sharma, DG-PIB (Shri Frank Noronha), Shri Adil Zainulbhai, AS (UD) Shri D S Mishra, and JS(SBM)- Shri Praveen Prakash.



The Secretary (UD) began the session by addressing opening remarks to the audience.



Subsequently, the Mayor and the Ex-Commissioner of Mysuru gave a brief presentation on steps undertaken to retain their 1<sup>st</sup> rank for two consecutive years. This was followed by a presentation by the Mayor of Dhanbad on initiatives launched in the last six months to improve the city's ranking in the upcoming survey. Both the presentations happened over live video conference in the presence of the media.

The formal launches were followed by a series of felicitations, to corporates, to RWAS, to municipal workers. Among corporates, Shri Adar Poonawalla for his Rs 100 crore donation to the Adar Poonawalla Clean City initiative, Tata Chemicals for their Rs 1.5 crore donation to SBM projects in Gujarat, and Mahindra & Mahindra for their Rs 1.39 crore donation to Mohali – were felicitated. RWAs that have proactively practicing composting from waste (Rajhans Zion Housing Society from Surat, DLF Garden City, Indire, and Jawaharnagar Housing Society, Kochi) were felicitated with citations by the UDM. A special felicitation was held for three municipal workers for their outstanding contribution to the mission. Shri B Nagaraj from Coimbatore Municipal Corporation, Shri Nila Bora from Guwahati Municipal Corporation and Shri T Venkataiah from Greater Hyderabad Municipal Corporation not only showed exemplary dedication towards maintaining cleanliness in the area allotted to them; neither of them have taken a single day's leave in their careers.



Finally, TV actors (Drashti Dhami, Deepika Singh, Jennifer Winget) and their absent

colleagues Sakshi Tanwar and Rashmi Desai were felicitated for their pro-bono participation in the Swachh Survekshan 2017 promotional video.

The felicitations were followed by an inspiring speech by the Hon'ble UDM, who, through his narration of admirable acts of sanitation and cleanliness by citizens, and a recap of the achievements under SBM, motivated the participating cities towards their journey to 'MODI' (Making of Developed India).

The event concluded with a vote of thanks by the Mission Director (Swachh Bharat Mission – Urban) Shri Praveen Prakash.

Prior to the national event, and after the event, there were a series of technical presentations facilitated at the District headquarters level for their participating cities, aimed at building the capacities of the cities in readiness for the survey.