

प्रवीण प्रकाश, आई.ए.एस.

PRAVEEN PRAKASH, IAS

Joint Secretary

संयुक्त सचिव

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सत्यमेव जयते



एक कदम स्वच्छता की ओर

भारत सरकार

शहरी विकास मंत्रालय

निर्माण भवन, नई दिल्ली-110011

GOVERNMENT OF INDIA

MINISTRY OF URBAN DEVELOPMENT

NIRMAN BHAWAN, NEW DELHI-110011

नई दिल्ली—110011, तारीख 201

New Delhi - 110011, Dated the 201

D.O No. 15/38/2015-SBM

Dated 29th December 2015

Dear Sir/Madam

As you are aware we are conducting fortnightly thematic cleanliness drives for the Swachh Bharat Mission and the theme for the upcoming drive from 1st to 15th January 2015 is Underpasses, Flyovers and Main Roads. You are requested to arrange to publicize this drive widely among all stakeholders and ensure complete participation. Some of the suggested activities that might be taken up by Municipal Corporations during this fortnight could be:

- (i) Special Cleanliness Drives to be undertaken near underpasses, flyovers and main roads.
- (ii) To ensure that dirt is not accumulated at road curvatures and on both sides of the dividers.
- (iii) Clearing of garbage dumps on underpasses and under flyovers.
- (iv) Repair of existing dustbins and establishment of new bins along pathways and roads.
- (v) Rejuvenation and repainting of Bus stands.
- (vi) Create art works related to Swachh Bharat Mission on underpass walls.
- (vii) Collaborate with Dhabas, small shops and Petrol Pumps, constructed along the Highways, to keep the highway patch around them clean and place dustbins around them to keep them litter-free. Encourage these institutions to build toilets, if not already present.

2. You are also requested to kindly use the Collaterals specially designed for this theme by Ministry of Urban Development. The same have been uploaded on the Swachh Bharat Urban Portal at <https://swachhbharaturban.gov.in/WhatsNew.aspx> and also shared with you on email.

Yours sincerely,


(Praveen Prakash)

To

All State Mission Directors for Swachh Bharat Mission (Urban)
Municipal Commissioners of 75 Cities
Principal Secretary (UD) of all States

CC: JS(ST) / JA(CPHEEO)