

No. 15/38/2015-SBM
Government of India
Ministry of Urban Development

Nirman Bhawan, New Delhi
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Circular

Sub: Theme based Cleanliness Drive as part of Swachh Bharat Mission– reg.

On 02nd October 2014, the nation took a pledge to make our country Open Defecation Free and Clean by 02nd October, 2019. For Urban India, achieving this goal will require construction of 1 crore household toilets, 5 lakh community/public toilets seats, 100% modern and scientific management of solid waste in all 4,041 cities in our country. In the last one year, against the target to construct 25 lakh household toilets by 31st August, 2015, over 4.85 lakhs have already been constructed and construction for 12 lakh toilets is currently in progress.

2. As the mission completes its Year One, it is necessary to review the progress made so far, acknowledge the efforts undertaken by the Municipal bodies and citizens towards a Clean India and reinforce our commitment to the rest of the mission, **an intensive National Cleanliness Campaign is being undertaken beginning 11th October 2015 across the nation.** In addition to celebrating this important milestone, the campaign will also help intensify the 'Jan Andolan' with increased awareness and higher participation from all sections of the society.

3. To ensure a continuous engagement and higher awareness among the citizens, a participatory approach to implementation of the Swachh Bharat Mission is essential. **One such approach is theme-based Cleanliness drives on regular intervals**, which not only keeps the mission refreshed but also allows specific challenges and opportunities to be addressed, which are specific to an area or industry. Hence, theme-based cleanliness drives will be conducted. In the first phase of this thematic intervention, the Sardar Patel United clean India drive will be held from 11th – 31st October. Subsequently, every 15 days, other theme-based interventions will be held, targeting core city spaces and areas. Depending upon the specific theme, relevant government departments and entities will be engaged to facilitate the conduct of the drives and participation by relevant stakeholders.

4. Following themes have been identified for consideration:

#	Areas / Theme	Stakeholders	Dates
1	Sardar Patel United clean India drive (Railways Stations, Metro Stations, Bus stands & stops, Auto/ Taxi stands, & Airports)	M/o Road Transport and Highways, M/o Railways, M/o Civil Aviation, AAI	11 th – 31 st Oct
2	Education Institutions (<i>Schools, Colleges, Public Libraries, Anganwadis</i>)	M/o HRD	1 st Nov – 15 th Nov
3	Agriculture Mandis, Vegetable and Grain Markets	M/o Agriculture	16 th Nov – 30 th Nov
4	Religious Places, Tourism and Heritage sites (<i>and surrounding areas</i>)	M/o Tourism, M/o UD, Department of Urban Development	1 st Dec – 15 th Dec
5	RWAs	Municipal Corporations	16 th Dec – 31 st Dec
6	Underpasses, Areas under Flyovers and Main Roads	M/o Road Transport and Highways	1 st Jan - 15 th Jan
7	Cantonment boards	M/o Defence	16 th Jan - 31 st Jan
8	Water Bodies (<i>Areas surrounding lakes, riverfronts, beaches, ghats, waterways</i>), Recreation Parks, Play Areas, Rest Areas & other Landscapes (<i>linked to public gatherings</i>)	Department of Urban Development	1 st Feb – 15 th Feb
9	Hospitals and Health Centers/ Institutions	M/o Health	15 th Feb – 28 th Feb
10	Government Offices/ Buildings and other Public Institutions	All Offices	28 th Feb – 15 th Mar
11	Old cities and main markets	Municipal Corporations	15 th Mar – 31 st Mar

5. Concerned Ministries & departments will develop the relevant parameters to effectively monitor the drive's progress and evaluate the outcome of the initiatives undertaken. The concerned Ministries and departments will share the report on the parameters, outcomes and rating of the institutions with the Swachh Bharat Mission Directorate.

Railways Stations, Metro Stations, Bus stands & stops, Auto/ Taxi stands, & Airports

a) Railways/ Metro Stations

- (i) Mission-Mode repair/replacement of all public toilets & garbage bins in the railway stations and trains (including all components, toilets, fixtures, light equipment, doors, etc.).
- (ii) Complete facelift of walls & roofs of Railway Stations via. Paintings, signage, lighting
- (iii) Distribution of 'Keeping Railways Clean' pamphlets to all passengers entering/leaving stations.
- (iv) Hoardings at Railway Stations about cleanliness etiquette at Stations.
- (v) Swachh Pledge by all Railway employees in a public gathering at the railway station. Passengers should be encouraged to join hands.
- (vi) Swachhta Pledge to be affixed in the train coaches. Play Swachhta Pledge on Display Boards showing Train information.
- (vii) Swachhta Pledge to be printed on Train Tickets.
- (viii) Porters/Coolies to be nominated as 'Clean Railways Ambassadors' and talk to passengers about the Swachh Bharat Mission when assisting passengers with their luggage. Porter/Coolies to lead-by-example by helping with the station cleaning (solid large items).
- (ix) Public Service Announcements at Railway Station Speakers before and after the announcement about the trains and intermittently.
- (x) Engaging vendors outside the railway stations to commit to keeping the areas outside the stations clean themselves.
- (xi) Public Recognition of the Ambassadors and Cleaning Staff for their efforts to keep the stations/ trains clean. This can be displayed at specific railways stations or trains.

b) Bus Stands/ Taxi & Auto Stands

- (i) Distribution of 'Keeping Your Bus Clean' pamphlets to all passengers entering/leaving bus-stands
- (ii) Hoardings at each Bus-Stand Stations about cleanliness etiquette at bus stands
- (iii) Swachh Pledge by all Transport employees in a public gathering at the bus-stands. Passengers should be encouraged to join hands.

- (iv) Swachhta Pledge to be affixed in the buses. Play Swachhta Pledge on Display Boards showing bus information.
- (v) Mission-Mode repair/replacement of all public toilets, urinals & garbage in the bus- stands and buses (including all components, toilets, fixtures, light equipment, doors, etc.).
- (vi) Complete facelift of walls & roofs of bus-stands via. Paintings, signage, lighting
- (vii) Swachhta Pledge to be printed on Bus Tickets.
- (viii) Porters to be nominated as 'Clean Ambassadors' and talk to passengers about the Swachh Bharat Mission when assisting passengers with their luggage.
- (ix) Porters/ Bus Drivers/ Attendants to lead-by-example by helping with the station cleaning (solid large items).
- (x) Public Service Announcements at Bus-stand Speakers intermittently.
- (xi) Engaging vendors outside the bus-stands to commit to keeping the areas inside and outside the stands clean
- (xii) Encourage Auto/ Taxi Drivers to display Swachhta Pledge in their vehicles and talk to their passengers about their commitment to keeping their vehicles, stands and the roads they driven on clean.
- (xiii) Auto/ Taxi Drivers to participate in cleanliness drives at their respective stands/ stops.
- (xiv) Public Recognition of the Ambassadors and Cleaning Staff for their efforts to keep the stands/ buses clean.

c) Airports

- (i) Distribution of 'Keeping Your Airports Clean' pamphlets to all passengers entering/leaving airports.
- (ii) Hoardings at each airports about cleanliness etiquette at airports/ planes.
- (iii) Swachh Pledge by all Airport employees in a public gathering at the airports. Passengers should be encouraged to join hands.
- (iv) Mission-Mode repair/replacement of all public toilets, urinals & garbage in the airports (including all components, toilets, fixtures, light equipment, doors, etc.).
- (v) Complete facelift of walls & roofs of airports via. Paintings, signage, lighting
- (vi) Swachhta Pledge to be affixed in the airports. Play Swachhta Pledge on Display Boards showing arrival/departure information.
- (vii) Swachhta Pledge to be printed on Boarding Passes and in in-flight magazines.
- (viii) The announcements at the time of take-off and landing can contain references to keeping the airport/ airplanes and their environment clean.

- (ix) Airport Officials at Counters, to be nominated as 'Clean Ambassadors' and talk to passengers about the Swachh Bharat Mission when assisting passengers with their check-ins and security checks.
- (x) Public Service Announcements at airport speakers intermittently and when announcing arrival/departures.
- (xi) Encourage Auto/ Taxi Drivers to display Swachhta Pledge in their vehicles and talk to their passengers about their commitment to keeping their vehicles, stands and the roads they driven on clean.
- (xii) Distribute Swachh Bharat Mission mementos to the passengers at random, this will help in branding.

Educational Institutions

- (i) Block/Department wise cleanliness challenges where each department/block takes up the responsibility to clean their Area. Principal of the School/College to review each block at the end of 15 days and announce winners.
- (ii) Inter-School / Inter-College cleanliness challenges to announce the cleanest educational institution in the region.
- (iii) Schools should have Swachhta monitor (student of the class) in each class and the best Swachhta monitor be awarded.
- (iv) Initiating one-on-one interaction platforms amongst teachers and students in educational institutions to discuss available sanitation facilities and taking action. Broken infrastructure to be mended and new toilets to be constructed in record 15 days' time.
- (v) Organizing Swachh Bharat Mission quiz and poster making contests for students
- (vi) Nominating Student Swachh Bharat Ambassadors (SSBAs) and giving them a position in the Students' Union for greater responsibility.
- (vii) Organizing workshops for staff and students on keeping their institution and surroundings clean. Workshops to include training in available best practices, solid waste management, paper recycling and behavior change communication.
- (viii) Ensuring availability of clean drinking water by installation of water purifiers. Availability of safe food to be ensured through cleaning of canteen area and proper utilization of food waste.
- (ix) Dedicated days for all educational institutions in a specific region to come out together and clean regions outside of their respective campuses. This good serve as a good networking opportunity for students to work towards a common cause.
- (x) Installation of Swachh Bharat murals and enactment of plays pertaining to Mahatma Gandhi's views on a clean India, to generate enthusiasm amongst the students.

Agriculture Mandis, Vegetable and Grain Markets

- (i) Visit all major agri mandi lands, vegetable and grain markets – and evaluate their existing waste disposal mechanism.
- (ii) Mission-Mode repair/replacement of all public toilets, urinals & garbage in the mandis and markets (including all components, toilets, fixtures, light equipment, doors, etc.).
- (iii) Install huge garbage bins in agri lands and markets, and instruct all sellers to dump the waste only in those bins.
- (iv) Facilitate proper transportation mechanism for the waste collected here to central collection centers or treatment plants (since the waste collected here is in huge quantities).
- (v) Educate and create awareness amongst the people coming in mandis (both buyers and sellers) by organizing nukkad nataks, street-plays, displaying posters etc regarding cleanliness.
- (vi) Collection and transportation of waste can be multiple times a day, as per the local need.

Religious Places, Tourism and Heritage sites *(and surrounding areas)*

- (i) Tourism department to advertise in national and regional newspapers, TV and Radio on keeping our heritage and religious sites clean – as part of Swachh Bharat mission. Messages to run for 2 weeks and beyond.
- (ii) ASI to conduct a drive to check the functioning and cleanliness of toilets, cleanliness of the heritage sites and lawns - in all ASI sites and undertaking repairs of any broken infrastructure in the 2 week campaign time. To undertake an assessment and reward the cleanest heritage sites under them.
- (iii) ASI and Tourism departments to install Flex Board messages in religious places and heritage sites on importance of swachhta.
- (iv) ASI and Tourism department to print new entry tickets to national heritage sites, with swachhta message on the backside.
- (v) Tourism department to contact NGOs and Schools for undertaking cleanliness drives with students from schools and universities - within the religious places and heritage sites.
- (vi) Tourism department - All the 11 national heritage sites of India to host a one day music and culture event around the national heritage monument - highlighting the importance of swachhta and cleanliness. MoT to prepare a schedule for 2 weeks and promote this in national press.
- (vii) Tourism department to contact Heads of Religious places to issue statements highlighting importance of swachhta and cleanliness. Press coverage to be organized for this by the Tourism department in national and regional media.
- (viii) MoUD to contact swachhta ambassadors and celebrities for giving a personal message of swachhta and national pride, what they have personally done to promote swachhta.
- (ix) MoUD - Aamir Khan's message on tourism and swachhta can be broadcast on national and state TV and Radio.
- (x) MoUD to contact NGOs and Trusts to undertake swachhta campaigns in their cities and around Heritage sites.
- (xi) MoUD to promote swachhta campaigns in the cities where Heritage sites are located. Issue letters to ULBs and Cities to promote swachhta campaign for one week by involving prominent citizens and holding city level events – music and culture programmes, adventure and sports activities.

Resident Welfare Associations (RWAs)

- (i) Mission-mode cleaning of premises
- (ii) Repair / facelift / installations of public facilities (toilets for maids and drivers)
- (iii) Create murals/art-works related to SBM theme on outside boundary walls to convey the message of cleanliness.
- (iv) Swachhata Pledge by residents and self-policing
- (v) Door-to-door collection initiated (if not being done currently)
- (vi) Garbage bins at landing and lounges of buildings
- (vii) Segregation of waste initiated
- (viii) Cleaning of building terraces
- (ix) In case of availability of unused space, may construct public urinals for pedestrians

Cantonment boards

- (i) Mission-mode cleaning of premises
- (ii) Repair / facelift / installations of public facilities (toilets for maids and drivers)
- (iii) Create murals/art-works related to SBM theme on outside boundary walls to convey the message of cleanliness.
- (iv) Swachhata Pledge by residents and self-policing
- (v) Door-to-door collection initiated (if not being done currently)
- (vi) Garbage bins at multiple points
- (vii) Segregation of waste initiated
- (viii) In case of availability of unused space, may construct public urinals for pedestrians

Underpasses, Areas under Flyovers and Main Roads

- (i) Create murals/art-works related to SBM theme on underpass walls to convey the message of cleanliness.
- (ii) Mission-mode cleaning of roads, streets, underpasses, flyovers.
- (iii) Clear the garbage dumps on underpasses and under flyovers.
- (iv) Place garbage bins at appropriate distance on roads, beneath flyovers and underpasses.
- (v) Educate and create awareness – amongst the households who live below the flyovers (many flyovers have temporary establishments of families living below those), educating them the benefits of healthy living and keeping the surroundings clean.
- (vi) Create awareness amongst the shop-owners on the roadside – to keep the roads, streets and area surrounding their shops clean, and place dustbins outside their shop to avoid littering.
- (vii) Identify areas that lack public toilets, and use this information to build proposals for public toilets.
- (viii) Visit the existing public toilets along the roads or in the underpass, and get the broken infrastructure (toilet seats, taps etc.) repaired, and clean them.
- (ix) Organize cleanliness drives in all major areas – mobilize people to clean their surroundings including nearby roads, flyovers and streets.
- (x) Organize cleanliness competitions in every city – where people living in different localities clean their surrounding roads/underpass, and compete against other roads/underpasses, and the most clean road/underpass is announced as winner in every city.
- (xi) Collaborate with various organizations that have their offices across the roads to organize rallies of their employees coming together to clean the roads (similar to tree plantation drives being done by corporates).
- (xii) Collaborate with organizations to improve the road infrastructure around them by donating and placing garbage bins at appropriate locations, donating money for building public toilets etc.
- (xiii) Organize open mic sessions with residents in various localities to listen to their complaints and suggestions.
- (xiv) Create norms for the Dhabas, small shops, restaurants etc. on highways – to keep the highway patch surrounding them clean, and place dustbins outside the dhabas to avoid littering, educate them of safe waste disposal methods, and instruct them to build toilets/repair existing toilets, if need be.
- (xv) Collaborate with all petrol pump stations across highways – instructing them to build toilets if not existing, and repair existing toilets.

Water Bodies (*Areas surrounding lakes, riverfronts, beaches, ghats, waterways*), Recreation Parks, Play Areas, Rest Areas & other Landscapes (*linked to public gatherings*)

- (i) Rivers and water bodies are often polluted by untreated /semi treated effluent from the manufacturing units. The drive should prepare a list of manufacturing and ancillary units along each water body and undertake a rigorous inspection at each of these units to ensure they are not flouting any norms.
- (ii) In cities, bridge over the river used for dumping remains of ritual rites. Regular cleanliness drive should be organized to clean specific sites.
- (iii) Ghats are often used for dumping carcass of dead animals. During the cleanliness drive alternate facilities should be created for disposing the dead animals in order water-bodies are not polluted.
- (iv) Beaches are often misused by tourists for littering. A tourist information guideline to be followed strictly. During the cleanliness drive information dissemination to tourists to ensure no littering policy.
- (v) Play areas should ensure placement of dustbins at strategic locations to ensure no littering.
- (vi) "Nukkad nataks" (Street plays) to be organized for children in the playing areas to spread the importance of keeping the surrounding's clean.
- (vii) Recreational parks to display child friendly hoardings and message boards to spread the cleanliness initiative.

Hospitals and Health Centers/ Institutions

- (i) As hospitals generate bio medical waste, the drive should ensure a Waste to Compost machine appropriate capacity is installed.
- (ii) IEC Material should also include educational posters for the patients and other visitors and on how they can help in keeping the area clean and disinfected.
- (iii) In public health facilities, often large spaces are occupied by un-serviceable medical equipment, broken medical furniture's and old patient vehicles. Intensive efforts are required to be undertaken to clear such spaces. Those items which can be repaired should be sent for repairing and put in use as soon as possible. Those beyond economic repair should be disposed off as per procedures and protocols of the state.
- (iv) Special areas such as water tanks, fire tank, etc. should also be cleaned by following laid down procedure.
- (v) Stray Dogs are a usual sight at public hospitals. This drive should focus on keeping all stray dogs and animals out of the campus. Methods should be adopted to discourage the animals from coming back.
- (vi) Waste bins with appropriate liners should be placed wherever required and a schedule is laid down for removal of waste and cleaning of the bins. Segregation of general waste into biodegradable and recyclable should be done at the point of generation to facilitate disposal. Segregation of the biomedical waste should be done at the point of generation of waste.
- (vii) Training of the staff on the under-mentioned topics may be carried out during the drive:
 - Hand-washing techniques
 - Segregation of waste
 - Handling and treatment of biomedical waste
 - Cleaning of special areas which are prone to infections- OT, Labor Room, Nursery, ICU, Emergency etc.

Old cities and main markets

- (i) Visit all major markets in old city and evaluate their existing waste disposal mechanism.
- (ii) Mission-Mode repair/replacement of all public toilets, urinals & garbage in the markets and public places (including all components, toilets, fixtures, light equipment, doors, etc.).
- (iii) Install huge garbage bins in main markets and all public places, and instruct all sellers to dump the waste only in those bins.
- (iv) Facilitate proper transportation mechanism for the waste collected here to central collection centers or treatment plants (since the waste collected here is in huge quantities).
- (v) Educate and create awareness amongst the people coming to markets (both buyers and sellers) by organizing nukkad nataks, street-plays, displaying posters etc regarding cleanliness.
- (vi) Collection and transportation of waste can be multiple times a day, as per the local need.

Government Offices/ Buildings and other Public Institutions

- (i) Swachh Bharat Pledge in Groups during lunch time by employees of all Government Departments & other Public Institutions at office entrance/ open space within office compound.
- (ii) Get multiple copy of the Swachh Bharat Pledge signed by govt. employees and display the same at common places of Government offices/ buildings.
- (iii) Make 30 minutes to 1 Hr. mandatory training program for all Govt. employees on SBM mission including inspiration video, cleanliness linkages with health parameters etc.
- (iv) Prepare & Paste Swachh Bharat Posters in Reception area, lift, meeting hall, staircase turning area etc.
- (v) Constitute a Swachh Bharat Mission Team at District level which will visit Government offices/ buildings & other public institutions and certify them as "Swachh Karyalay".
- (vi) Recognition and Awards for Govt. employees for cleanliness maintained around there work place/ cubicals and display on Office notice board.
- (vii) Government office HoD has to visit each corner of office premises on every Tuesday & Thursday and maintain the report of same to be review by Swachh Bharat Mission Team.
- (viii) Rating of Office cleaner Vendor and allow them to charge some extra/ bonus amount based on higher rating by Swachh Bharat Mission Team.
- (ix) Organise Swachhta Awards at the level of departments and extend some benefits in the form of team lunch and mementos.



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Copy for kind information and necessary action to:

1. Chairman, Railway Board
2. Secretary, M/o Road Transport and Highways
3. Secretary, M/o Civil Aviation
4. Secretary, M/o HRD
5. Secretary, M/o Agriculture
6. Secretary, M/o Tourism
7. Secretary, M/o Defence
8. Secretary, M/o Health and Family Welfare
9. Principal Secretary (Urban Development), All States/ UT