

## Launching of Swachhh Bharat Abhiyaan People's Awareness Drive

S. NO	Activities	Action Required	Agencies Involved	Remarks
1	Dedication of Public Toilets at important Places for Public by Hon'ble Chief Minister/ Central Ministers/MP's/Mayor	<ul style="list-style-type: none"> <li>State Govt./Local Body to identify and ensure readiness of toilets for inauguration</li> </ul>	<ul style="list-style-type: none"> <li>Water and Sanitation Board/Department, PHED</li> </ul>	<ul style="list-style-type: none"> <li>ULB to liaison with CM Secretariat for inauguration function</li> </ul>
2	Flagging off "Swachha Bharat" Marathon/walkathan by Hon'ble Chief Minister/Central Ministers/MP's/ Mayor from important Place	<ul style="list-style-type: none"> <li>State Govt./ULB to identify the location and route and volunteers/ NGOs to organise Marathon.</li> </ul>	<ul style="list-style-type: none"> <li>State Govt./Local Body</li> </ul>	<ul style="list-style-type: none"> <li>ULB to liaison with CM Secretariat for the event.</li> </ul>
3	<p>Building Awareness in public at large about the cleanliness of houses/ premises</p> <ul style="list-style-type: none"> <li>Organizing 'Prabhat Pherie' in various society/mohallas to create awareness</li> <li>Household Sanitation: 7-8 A.M</li> <li>Locality Sanitation: 8-9 A.M</li> <li>Mohalla Sanitation and other sanitation related activities : 9-11 A.M</li> </ul>	<ul style="list-style-type: none"> <li>MP/MLA/Mayor/ Councillors to lead the 'Prabhat Pherie'</li> <li>Print &amp; Electronic media</li> <li>Recorded voice appeal from dignitaries and public figure like CM, Mayors and Celebrities etc. through mobile phones</li> <li>SMS</li> <li>Broadcasting through radio</li> <li>Social Network</li> </ul>	<ul style="list-style-type: none"> <li>State/ULB</li> <li>NGO/CBO/RWA</li> <li>Ward level representatives</li> <li>Senior Citizens including retired Govt. Servants</li> <li>Individuals</li> </ul>	<ul style="list-style-type: none"> <li>Guidelines on organising SWACHH BHARAT SAPTAH issued to all the States along with UDM letter</li> <li>Letters issued to all Chief Secretaries</li> </ul>

4.	Pledge taking not to litter on road and to deposit only at designated waste collection point and not to spit in public places: 12.00 A.M	<ul style="list-style-type: none"> <li>Administering public pledge on the birth anniversary of Mahatma Gandhi, at the public gathering and during assemblies in schools/ colleges</li> </ul>	<ul style="list-style-type: none"> <li>Assembly of public by MP/MLA/Mayor/ Councillors</li> <li>Concerned Department</li> <li>School authorities</li> </ul>	<ul style="list-style-type: none"> <li>Open public invitation to all citizens to participate in the public pledge taking on 2<sup>nd</sup> Oct, 2014 shall be organised by concerned ULB / Departments</li> </ul>
5.	Display of message of cleanliness through sign boards at public places / markets.	<ul style="list-style-type: none"> <li>Issuing pamphlets</li> <li>Hoardings/posters/stickers</li> </ul>	<ul style="list-style-type: none"> <li>ULB</li> <li>NGO/CBO/RWA</li> </ul>	<ul style="list-style-type: none"> <li>ULB to facilitate the action in coordination with NGO/CBO/ RWAs</li> </ul>
6.	Repair, maintenance, cleaning & sanitizing of Public / Community toilets	<ul style="list-style-type: none"> <li>Motivating sanitary workers /Volunteers</li> <li>Repair and Maintain damaged toilets</li> <li>Providing water and sanitizing of toilets</li> <li>Monitoring of functioning of toilets</li> </ul>	<ul style="list-style-type: none"> <li>ULB</li> <li>Community</li> <li>Garnering volunteering efforts</li> <li>Sanitary Workers</li> <li>Students, Volunteers,</li> </ul>	<ul style="list-style-type: none"> <li>ULB to develop a standard operating procedure and schedule for cleaning</li> </ul>
7.	Create awareness on usage of Toilets to eliminate open defecation	<ul style="list-style-type: none"> <li>Print &amp; Electronic media</li> <li>Recorded voice appeal from dignitaries and public figure like CM, Mayors and film stars etc. through mobile phones</li> <li>Broadcasting through radio</li> </ul>	<ul style="list-style-type: none"> <li>State/ULB</li> <li>NGO/CBO/RWA</li> <li>Ward level representatives</li> <li>Senior Citizens including retired Govt. Servants</li> <li>Individuals</li> </ul>	<ul style="list-style-type: none"> <li>ULB to identify the localities of open defecation prevalence under their jurisdiction for initiating awareness drive</li> </ul>

		<ul style="list-style-type: none"> <li>• Issuing pamphlets</li> <li>• Hoardings/posters/ stickers</li> </ul>		
8.	Cleaning of Public / common areas of the City and Locality	<ul style="list-style-type: none"> <li>• Cleaning of Bus stands /Roads /Streets/Parks/ Markets/Public Places/ Pavement Areas/ backyards/ front yards/ areas surrounding the Railway Stations</li> <li>• Motivating sanitary workers /Volunteers</li> </ul>	<ul style="list-style-type: none"> <li>• MP/MLA/ Mayor/ Councillors/ NGO/CBO/RWA/Senior Citizens including retired Govt. Servants</li> <li>• Students/Volunteers</li> </ul>	<ul style="list-style-type: none"> <li>• ULB shall ensure safety gloves and cleaning equipment's for all involved</li> </ul>
9.	Cleaning of Statues of National leaders	<ul style="list-style-type: none"> <li>• Identify statues of National leaders in various localities</li> </ul>	<ul style="list-style-type: none"> <li>• Public representatives</li> <li>• NSS/NCC volunteers</li> <li>• Students volunteer organisations</li> </ul>	<ul style="list-style-type: none"> <li>• ULB shall ensure safety gloves and cleaning equipment's for all involved</li> </ul>
10.	River / Talab side waste cleaning	<ul style="list-style-type: none"> <li>• Cleaning of Riverside/ Talab side surrounding</li> <li>• Motivating sanitary workers /Volunteers</li> </ul>	<ul style="list-style-type: none"> <li>• MP/MLA/ Mayor/ Councillors/ NGO/CBO/RWA/Senior Citizens including retired Govt. Servants</li> <li>• Students/ Volunteers</li> </ul>	<ul style="list-style-type: none"> <li>• ULB shall ensure safety gloves and cleaning equipment's for all involved</li> </ul>
11.	Removal of Debris and garbage heaps in public places.	<ul style="list-style-type: none"> <li>• Removal of debris and garbage heaps in public places, Roads and Streets</li> <li>• Motivating sanitary workers /Volunteers</li> </ul>	<ul style="list-style-type: none"> <li>• MP/MLA/ Mayor/ Councillors/ NGO/CBO/RWA/Senior Citizens including retired Govt. Servants</li> <li>• Students/Volunteers</li> </ul>	<ul style="list-style-type: none"> <li>• ULB shall ensure safety gloves and cleaning equipment's for all involved</li> </ul>

12.	Cleaning of Toilets in Government buildings/ Hospitals /Schools	<ul style="list-style-type: none"> <li>• Issuing notices to Government buildings/Hospitals/Schools by ULB for cleaning</li> <li>• Monitoring by Sanitation/Health Department of ULB</li> </ul>	<ul style="list-style-type: none"> <li>• Concerned Department</li> <li>• Hospital authorities</li> <li>• School authorities</li> </ul>	<ul style="list-style-type: none"> <li>• ULB to develop a standard operating procedure and schedule for cleaning</li> </ul>
13.	Cleaning of Government Buildings including removal of excess furniture /records / lying in corridors	<ul style="list-style-type: none"> <li>• Issuing notices to Government Departments</li> </ul>	<ul style="list-style-type: none"> <li>• Concerned Department</li> </ul>	Concerned departments to monitor the action taken
14.	Educating School children about the importance of sanitation, through distribution of educating material.	<ul style="list-style-type: none"> <li>• Issuing notices to schools to organise awareness programs through educational videos, lectures, skits/dramas</li> </ul>	<ul style="list-style-type: none"> <li>• Education Department/ School Administration/ULB</li> </ul>	<ul style="list-style-type: none"> <li>• Schools may organise special events focusing on sanitation on through educational videos, lectures, skits / dramas</li> </ul>
15.	Sanitation Marathon / Sanitation Walkathon	<ul style="list-style-type: none"> <li>• ULB may organise Quarter/ Half Marathon/ Walkathon to raise awareness on sanitation</li> </ul>	<ul style="list-style-type: none"> <li>• ULB/NGO /other public service organisations and general public</li> </ul>	<ul style="list-style-type: none"> <li>• Due publicity may be given for wider participation, that would serve as a tool of awareness generation</li> </ul>
16.	School Children : Sanitation Painting Competition	<ul style="list-style-type: none"> <li>• To catch them young on the aspects of sanitation, involving children as a change agents, by making wider participation of all schools</li> </ul>	<ul style="list-style-type: none"> <li>• Education Department/ School Administration/ULB</li> </ul>	<ul style="list-style-type: none"> <li>• NGO and volunteers may be involved to bring in more participants</li> </ul>

17.	100 Hours volunteer service to sanitation by each citizen in a year	<ul style="list-style-type: none"> <li>• Motivation by leaders to the general public to exhort them to devote time for a public cause</li> </ul>	<ul style="list-style-type: none"> <li>• MP/MLA/ Mayor/ Councillors/ NGO/CBO/RWA/Senior Citizens including retired Govt. Servants</li> <li>• Students/Volunteers</li> </ul>	<ul style="list-style-type: none"> <li>• Instilling civic sense towards sanitation as public duty in all citizens</li> </ul>
18.	Creating/ Establishing SHG for maintenance of Public / Community Toilets	<ul style="list-style-type: none"> <li>• SHGs to be formed /organised and necessary training may be given for upkeep of toilets</li> </ul>	<ul style="list-style-type: none"> <li>• ULB/ CBO and RWAs</li> </ul>	<ul style="list-style-type: none"> <li>• Training on safe and hygienic cleaning practices to be ensured</li> </ul>
19.	Engagement of Swachhata Doot in each Ward to work as ear and eye for ULBs	<ul style="list-style-type: none"> <li>• Identification of Volunteers to work as Swachhata Doot in each Ward</li> </ul>	<ul style="list-style-type: none"> <li>• ULB</li> </ul>	<ul style="list-style-type: none"> <li>• ULBs shall take assistance from RWA/NGOs to identify volunteers</li> </ul>
20	Kites Flying Celebration with Message on Kite "Swachha Bharat Mera Sapna"	<ul style="list-style-type: none"> <li>• ULBs/CBOs/NGOs/RWAs/Any local Organization to make available such kites to Children</li> </ul>	<ul style="list-style-type: none"> <li>• ULBs/CBOs/NGOs/ RWAs/Any local Local/ Organization</li> </ul>	<ul style="list-style-type: none"> <li>• ULB to identify a suitable date and duly publicise for celebration.</li> </ul>