

राजीव रंजन मिश्रा, भा.प्र.से.

अपर सचिव

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भारत सरकार

आवासन और शहरी कार्य मंत्रालय

निर्माण भवन, नई दिल्ली-110011

Government of India

Ministry of Housing and Urban Affairs

Nirman Bhawan, New Delhi-110011

D.O. AddlSecy/SBM/2017

Dated: 9th August, 2017

Dear Sir / Madam,

As you are well aware, on the 9th of August 1942, Mahatma Gandhi had started the Quit India movement to free our country, which was achieved on 15th August 1947. Today, to celebrate the 75th anniversary of the Quit India movement, the Hon'ble Prime Minister has formally launched the "**Sankalp Se Siddhi**" campaign. The campaign envisages the emergence of a New India by 2022, the year of India's 75th anniversary of independence, through a new kind of freedom movement - an India free from poverty, dirt, corruption, terrorism, casteism, and communalism. An interactive portal www.newindia.in has also been launched, which should be used effectively for taking pledges, creating causes, etc.

Given that a clean India is one of the stated objectives of the campaign, you will of course appreciate the criticality of the Swachh Bharat Mission in contributing to this vision of a New India. This would necessitate every citizen and every stakeholder reenergizing themselves in the cause of swachhata and taking a firm resolve to become 'swachh' cities, in this march towards a clean India.

To kick-start this campaign, between 9th – 15th August 2017, we request you to take up a series of cleanliness activities in your cities as a run-up to the independence day celebrations. An indicative list of activities that you might take up over the next week, with public participation, are given below as reference:

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1. Prepare a vision/resolution document for the state / ULB for becoming 'Swachh' by 2nd October 2019 through consultations with stakeholders including experts, students and youth.
2. Get all your municipal workers to take the quiz provided in the "waste segregation teaching aid" circulated last week, and award / felicitate the winners.
3. Involve all school students in the city to carry out spot beautification drives at all garbage vulnerable points within the city
4. Publicly felicitate RWAs in the city who have done exemplary work in sanitation and waste management in their premises (you may refer to the Swachh RWA SOP circulated by MoHUA for an indicative list of initiatives that RWAs may be assessed on).
5. Conduct competition within NGOs / SHGs in the city to create artwork out of waste, preferably around the theme of this historical context of Quit India.
6. Publicly felicitate Swachhagrahis in the city and carry out swachhagrahi registration camps
7. Take up cleaning drives in community and public toilets to make them functional and clean.
8. Carry out focused cleaning drives around water bodies /ghats / river banks in your city
9. Carry out cleaning and beautification drives around flyovers in the city
10. Carry out cleaning drives in agricultural and vegetable mandis, alongwith installation of decentralized composting equipment
11. Carry out daily triggering drives around railway slums, alongwith installation of mobile toilets, to stop OD in these locations
12. Organize **recycling melas** to showcase and sell products made from waste by local entrepreneurs and local groups

In addition to preparing the vision / resolution document, you may identify and focus on carrying out at least 4- 5 activities given above during the week.

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The expenses for the above activities may be met from your IEC funds under SBM-Urban.

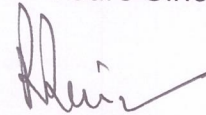
Keeping in view the criticality and significance of this week, I request you to send us a detailed report on the activities taken in your cities, as well as the results of the competitions held to enable us to felicitate them, as well as acknowledge the best performing cities. Please also share daily photographs and other documents of the activities on Whatsapp and upload them on the SBM and mygov portals.

Given that the focus of the "Sankalp to Siddhi" campaign is a New India in the long run, I would request your firm resolution to achieve all the objectives of SBM-Urban by 2019, alongwith ensuring their sustainability, so that the mandate of cleanliness continues even after the tenure of the Mission ends.

I request you to bring this information to the notice of all Municipal Commissioners/ Executive Officers of all ULBs. We look forward to your cooperation and involvement in taking to fruition the resolve of a New India.

With regards,

Yours Sincerely



(RAJIV RANJAN MISHRA)

To: All State Mission Directors