

V.K. JINDAL
JOINT SECRETARY (SBM)

Tel. No. 23061630



भारत सरकार
आवासन और शहरी कार्य मंत्रालय
निर्माण भवन
GOVERNMENT OF INDIA
MINISTRY OF HOUSING AND URBAN AFFAIRS
NIRMAN BHAWAN
नई दिल्ली-110011, तारीख 20
New Delhi-110011, dated the 20

D.O. SBM-Urban/Mission Director / 07 / 2017

Date: 30th August 2017

Dear Sir/Madam,

This is to inform you that 1st – 15th October 2017 has been designated as "Swachhata pakhwada" for the Ministry of Housing and Urban Affairs.

2. Accordingly, you are requested to carry out mass awareness drives and citizen engagement initiatives including cleanliness drives in your respective cities during this pakhwada. Kindly arrange to reach out to all citizens and stakeholder groups to participate in the same. An indicative list of activities that you may take up in your cities is provided below:

- Involve all school students in the city to carry out spot beautification drives at all garbage vulnerable points within the city
- Publicly felicitate sanitary workers, waste collection & transportation vehicle drivers for their dedication towards the mission
- Publicly felicitate RWAs & other bulk generators who have done exemplary work in sanitation and waste management (you may refer to the Swachh RWA SOP circulated by MoHUA for an indicative list of initiatives that RWAs may be assessed on)
- Conduct a pledge taking ceremony, preferably engaging a SBM ambassador or community champions
- Conduct competition within NGOs/ SHGs in the city to create artwork out of waste, preferably around the theme of 3rd year anniversary of SBM
- Showcase the city's journey of SBM over the past three years through videos, radio jingles, other creatives
- Publicly felicitate Swachhagrahis in the city and carry out swacchagrahi registration camps
- Take up cleaning drives in community and public toilets to make them functional and clean

- Carry out beautification drives around flyovers and garbage vulnerable points across the city
- Carry out daily triggering drives around railway slums, alongwith installation of mobile toilets, to stop OD in these locations

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

4. At the end of the pakhwada, you are requested to submit detailed reports alongwith photographs / videos of activities conducted during the pakhwada.

With regards,

Yours sincerely,



(V K Jindal)

To: Municipal Commissioners of 500 Cities

Copy To: All State/UT Mission Directors of SBM (Urban)