



D.O. SB / SBM / 100 / 2016

Date: 22nd July 2016

Dear Sir / Madam,

Re: Thematic drives: 1st – 31st August 2016

Kindly refer to circular number SB / SBM / 30 / 2016 dated 29th March 2016, giving the detailed calendar of thematic drives to be taken up during April 2016 – March 2017.

2. During August 2016, two themes for special drives will be taken up:

2.1 **During 1st – 15th August 2016**, the focus will be on cleanliness drives taken up by all **NSS, NCC, eco-clubs** in your states and cities. Please reach out to the concerned youth clubs in your areas, requesting:

- youth volunteers to sensitize citizens and slum dwellers about safe sanitary practices and Decentralised solid waste management
- youth groups to:
 - take mass pledges on mygov.in,
 - undertake cleaning drives in various locations in the cities, and
 - upload pictures on swachhbharat.mygov.in.

2.2 **During 16th – 31st August 2016**, the focus will be on cleanliness drives in all **registered sports clubs** in your states / cities. During this fortnight, please:

- reach out to all sports icons -Swachh Bharat ambassadors - to take up special cleaning drives in your cities
- organise "Swachhata runs" by prominent sportspeople and citizens
- conduct cleaning drives in sports stadiums,
- Ensure that functional separate gender-based toilet facilities re available in every sports stadium in the city
- Organise dissemination of sensitization messages for spectators during matches, on importance of cleaning up stadium and arena after the event; no use of plastics, etc
- Arrange for entry tickets for all matches to have SBM logo and messages printed at the back

At the end of the month, you may organise felicitation functions in your states / cities for those clubs who have taken up exemplary swachhata –related initiatives in their premises.

3. As in the previous fortnights, we will be supplying you with soft copies of creative designs that you can use to bring out posters / banners etc for the fortnight.

4. Please reach out to your local media (both press and TV) for covering the above events in local newspapers and TV channels. As already communicated to you, each press cuttings and ach TV video clippings around this drive, emailed to sanghamitrab@kpmg.com will be awarded 1 point per press clipping, and 3 points per TV video clip, and these marks will be counted towards the final scores in the next round of "Swachh Survekshan" to be conducted in January 2017.

We look forward to your cooperation in making this drive a success.

With regards,

Yours sincerely,


(Praveen Prakash)

All State Mission Directors (SBM) / Municipal Commissioners of 75 cities
Copy to : PPS to Secretary (UD) / JA-CPHEEO