

वी० के० जिन्दल
संयुक्त सचिव एवं मिशन निदेशक

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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. No.15/37/2017-SBM-1

23 October, 2017

Sub: Special cleanliness drives for cleanliness and maintenance of Community and Public Toilets, 23rd October – 22nd November, 2017

Dear State Mission Directors,

Under the Swachh Bharat Mission, community and public toilets play a key role in ensuring achievement of Open Defecation Free towns/cities. It has been observed that these toilets are not maintained properly forcing the public to defecate/urinate in the open. The deficiencies are generally of following categories:

1. Cleanliness is not maintained
2. Encroachment around CT/PT
3. Toilet are without water/light
4. Toilets are in a dilapidated condition
5. There is a bad smell around these toilets
6. The behaviour of the person in-charge of the toilet is not courteous

2. In view of the above, you are requested to launch a special cleanliness drive in your respective states/cities for a period of three months, from 23rd October – 22nd January, 2018 to ensure proper O&M of CT/PTs and triggering behaviour change among users towards their upkeep and cleanliness, to enhance usage of these facilities by all citizens.

3. Following activities may be conducted during the drive:

- IEC activities to inculcate behaviour change in citizens for using public toilet in a responsible manner (like flushing) – nukkad nataks, community-level awareness drives/functions, etc. (Please find attached with this letter some creative designs that can be printed out and displayed in and around CT/PTs, conveying messages for their safe and sustainable maintenance. The open files of these designs can be shared with you over mail, based on your request).
- Dissemination of the 'Swachh Shauchalaya' campaign via multiple media
- Awareness creation regarding Google Toilet Locator, for enabling easy access to public toilets by citizens
- State/City/Ward level functions to felicitate sanitation champions (SI/Toilet In charge) for their efforts in ensuring cleanliness and proper functionality of CT/PTs

...2/-

- Provision of contact details of concerned SI/Toilet In charge and helpline number at all CT/PTs for lodging complaints regarding CT/PTs as well as details of when the toilet was last cleaned
- Regular inspection and monitoring of cleanliness and usage levels of CT/PTs by concerned officers as well as citizen representatives
- At least 25% of the PTs in cities should be fitted with the "Swachh Poll" feedback system
- Toilets under O&M are staffed with trained persons
- Quick response to request for cleaning of CT/PTs within Service Level Agreement
- Facilities of soap, etc. is provided


4. Please note that MoHUA will be instituting a rating system to rate all CT/PTs in cities based on the above O&M parameters.

5. It is requested to share reports of the results of the 3-month drive on the SBM portal (www.swachhbharaturban.in) including any photographs/video clips.

6. I, therefore, request you to kindly direct all Urban Local Bodies to launch this drive in their respective towns/cities.

With regards,

Yours sincerely,



(V K Jindal)

To,
All State/UT Mission Directors, SBM (Urban)

Copy to:
Municipal Commissioners, 500 Cities