

दुर्गा शंकर मिश्र
सचिव
Durga Shanker Mishra
Secretary



सत्यमेव जयते



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. No. 15/53/2018 – SBM - I
September 7, 2018

Dear Sir/Madam,

Hon'ble Prime Minister had given a clarion call from the ramparts of Red Fort on 15th August, 2014 to make country fully clean by 2nd October, 2019 as a tribute to Mahatma Gandhi on his 150th birth anniversary. Since then, the Swachh Bharat Mission has truly turned into a people's movement, a Jan Andolan with citizens and all segments of society taking ownership and responsibility for the creation of Swachh Bharat.

2. As a precursor to the launch of the year-long 150th birth anniversary celebrations of Mahatma Gandhi, and in the run up to the 4th anniversary celebrations of Swachh Bharat Mission, it has been decided to observe Swachhata Hi Seva (SHS) from 15th September to 2nd October, 2018, to garner greater citizen engagement and realize the Mahatma's dream of a truly Swachh Bharat for one and all.

3. In this connection, all States and ULBs should organize large scale citizen engagement activities for awareness generation and community mobilization during the fortnight in the form of Sharamdaan, Clean & Green Drives, Swachhata Pledges, Swachhata Rallies, etc spread over their respective regions with a special focus on slum areas. A list of suggested activities has been provided in **Annexure 1** for your ready reference besides following :

- i. All ULBs to pass resolutions to become **Plastic Free** by October 2, 2019;
- ii. All ULBs to get approved Action Plans to mechanize cleaning of sewers across the country by October 2, 2019;
- iii. All States to complete framing SWM policies as per SWM Rules, 2016 notified by MoEF&CC and initiate expeditious action thereunder; and
- iv. Massive sanitation drives to be organized in all Industrial Estates.

4. I, therefore, request you to convene a meeting of all concerned officials for the successful organization of these activities to result in visible impact of cleanliness in their respective regions with the large scale participation of government officials, ULBs, citizens, NGOs, and all other stakeholders.

Contd....

5. As the activities are being monitored at the apex level, it is requested to document all such activities by uploading photographs, videos and detailed report of these initiatives on the Swachh Manch (www.swachhmanch.in) portal. I would like to add that in Swachh Survekshan - 2019, all such photographs/videos and activities uploaded on Swachh Manch during the whole year will be counted for 5% marks. Any queries on this may be addressed to Ms. Sreejita Basu at 91-9650617674 or mailed to sbmunban.moud@gmail.com

6. I look forward to your continued support in strengthening the Swachh Bharat Mission.

Warm regards,

Yours Sincerely,



(Durga Shanker Mishra)

Encl: As above.

To,



Chief Secretaries of all States/UTs

**Annexure 1: Suggested list of activities for States and Cities for
'Swachhata Hi Seva' 15th September – 2nd October 2018**

Serial No.	Date	Activity	Details
1.	15 September, 2018	Cleanliness drives- Shramdaans	Citizens and other stakeholder groups to participate in Shramdaan across the city with a special focus on slum areas. Being the launch of SHS, ULBs are to ensure coverage of these Shramdaan efforts through local and regional media. Engagement should be sought with spiritual leaders, influential people, opinion makers, experts, etc wherever possible to motivate citizens.
2(a)	15 -16 September, 2018	Swachhata Rallies by school students	The rallies by school children should be used to also highlight the Swachhata activities undertaken by the entities in the last three years and also the way forward.
2(b)		Inter-school Swachhata competitions (essay writing, painting, drama, nukkad natak, etc)	ULBs to closely monitor these competitions and document the same. Best performing schools may be suitably acknowledged/ felicitated by ULBs at local level.
2(c)		Swachhata Pledges and Swachhata Rallies/ Runs by citizens, NGOs, RWAs, corporates	
3(a)	17 – 23 September 2018	Garbage Transformation Point (GVP) drives across the city, with citizens	Plantation activities, painting of walls (in case of defacement), placement of bins and CCTV cameras, hoardings (with messages on Swachhata), creation of pathways for pedestrians, to also be made a part of the

			GVP transformation activity. Along with this, local monitoring committees of citizens to be created for maintenance of these spots. Photos of GVPs before and after may be uploaded on Swachh Manch.
3(b)	17 - 23 September 2018	Plogging drives by citizens across the city	ULBs to provide citizens with bags, sticks and other necessary equipment to collect trash. The groups collecting maximum trash may be suitably acknowledged/ felicitated by ULBs at local level.
3(c)		Neighbourhood cleanup drives by RWAs and residential colonies	All clean up drives to include plantation activities in the spirit of 'Clean and Green' neighbourhoods. Ratings of RWAs and colonies may be undertaken and best performers may be suitably acknowledged/ awarded.
3(d)		Meetings with RWAs for source segregation and on-site managing of waste	The Ambikapur Model of waste management is to be made a part of these discussions.
4(a)		24 - 27 September 2018	Cleaning drives in agriculture mandis and commercial areas along with shopkeepers and traders. Ratings of commercial areas may be undertaken and best performers may be suitably acknowledged/ awarded.
4(b)	Cleanup drives of flyovers, bus-stations, parks etc in the city		
4(c)	Cleaning drives around all heritage places, water bodies, tourist places, with citizens, NGOs, SHGs		
		Screening of 'Halkaa feature film in low	ULBs having facilities for 1) LED fitted Vans or/ and 2) through back projection

5(a).	28 September – October 2, 2018	income settlements (Only in Metro/ Class I cities)	<p>screens should arrange screening of the film "Halka" to citizens particularly in Slum areas. The film is based on a story creatively depicting an eight-year-old boy's dedication, struggle, aspiration and achieving the goal with persistence to build a toilet for his family even with resistance from his father. For this purpose, ULB can contact producer of the film which will arrange to send the person with copy of the film on designated day free of cost. Screening may only be done post sunset.</p> <p><i>Contact: Mr. Narayan: 91-9718452626</i></p>
5(b).		Local level felicitations of sanitary workers	ULBs to undertake this activity and funds for the same may be made available from IEC/ capacity building funds under SBM Urban
5 (c).		Cleaning, maintenance and rating of all public toilets	ULBs to ensure cleanliness and maintenance and renovation of all public toilets. Rating of the same may also be undertaken.

**All activities to be conducted are to have a major focus during the weekends to ensure maximum citizen engagement*

*** Please note that this is an indicative list. States and cities may undertake any other activity(ies) that celebrate the Swachh Bharat Mission in the spirit of a Jan Andolan*

