

वी० के० जिन्दल

संयुक्त सचिव एवं मिशन निदेशक

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सत्यमेव जयते



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

Date: 11 September, 2018

D.O. No: 15/53/ 2018-SBM-I

Dear Mission Directors,

Please refer to MoHUA Secretary's D.O. No. 15/53/2018-SBM-I dated September 7, 2018 (attached) to Chief Secretary regarding "Swachhata Hi Seva" (SHS) campaign from September 15 to October 2, 2018.

2. As part of the upcoming year long celebrations of the 150th birth anniversary of the Father of the Nation, Mahatma Gandhi commencing on 2 October, 2018, the Campaign being launched by Honourable Prime Minister seeks to galvanize every citizen to join the Jan Andolan, a movement owned by crores of Indians. In this regard, States and cities have been requested to undertake the following activities during the fortnight:

- i. Large scale citizen centric activities 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.
- ii. All ULBs to pass resolutions to become plastic free by October 2nd, 2019
- iii. All ULBs to get approved Action Plans to mechanize cleaning of sewers across the country by October 2, 2019
- iv. All States to complete framing SWM policies as per MoEF 2016 SWM Framework
- v. Massive sanitation drives to be organized in all Industrial Estates.

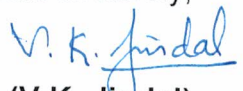
3. Therefore, you are requested to advise all your ULBs to make a concrete plan for effective implementation of the campaign. ULBs should also do the following:

- i. Mobilise all your citizens and stakeholder groups to take up Swachhata activities daily at all possible locations, to result in visible impact of cleanliness in every corner of the city
- ii. Create events and also upload before-after pictures / videos of these activities, as well as descriptions of activities undertaken, on Swachh Manch (www.swachhmanch.in).
- iii. Submit a weekly report of the activities undertaken, with the following details at sbmurban.moud@gmail.com
 - Details of work / activities undertaken in the city:
 - Estimated number of people who participated in the activities
 - Details of press coverage
 - Participation of important celebrities, influencers in events and activities
- iv. Promotion of Theme through Creatives, Print and Social Media
 - Promotion of the tagline, 'Swachhata Hi Seva through posters (shared by MoHUA on www.swachhbharaturban.gov.in) and other creatives designed at the ULB level.
 - Sharing of all city updates and activities around the theme of 'Swachhata Hi Seva' on Twitter, Facebook and other social media platforms. Please tag @SwachhBharatGov in your posts with the hashtags #MyCleanIndian #SwachhBharat #SwachhataHiSeva and #SwachhManch

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

With regards,

Yours sincerely,


(V.K. Jindal)

Encl: As Above

To: All State Mission directors with request to advise all Municipal Commissioners accordingly and personally monitor the progress.

Copy to: All Municipal Commissioners/ Executive Officers of ULBs