

बिनय कुमार झा
BINAY KUMAR JHA

निदेशक
DIRECTOR
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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. 14/5/2019 – SBM-III

Dated 21st November 2019

Dear Sir/Madam,

The five years of Swachh Bharat Mission – Urban (SBM-U) have shown transformative results in the area of both sanitation and solid waste management with significant changes having been observed in several urban areas of the country.

2. The Ministry is keen to showcase these changes through comparison of photographs of various urban areas under ULBs before and after the Mission related interventions.

3. For the same purpose, we request you to kindly share **Before-After high resolution photographs** of particular areas and activities as specified in detail in **Annexure 1** in the format given in **Annexure 2**. The examples of Before-After photographs are also provided in **Annexure 3** for your reference.

4. You are requested to provide the photographs at sbmurbaniecmaterial@gmail.com latest by **5 pm on 29th November 2019** (Friday).

We look forward to your continued support in making Swachh Bharat Mission a success.

Yours sincerely,

(Binay Kumar Jha)

To
All Municipal Commissioners
Copy to,
All State Mission Directors

Annexure 1: Specification of Areas/Activities

The **Before-After photographs** of these areas or activities of the city may be shared:

- Condition of Toilets (CT/PT)
- Remediation of Landfills
- Methods of waste collection
- Waste processing plants
- Transformation of Garbage Vulnerable Points (GVPs)
- Plastic waste management
- Alternatives to plastic articles adopted by the people/offices – clay/ glass bottles in place of plastic bottles etc.
- Waste management near water bodies
- Fecal sludge and septage management

Kindly note that **this is only a suggestive and not an exhaustive list.**

Please feel free to showcase any other activity that highlights the positive change brought about in your respective areas.



Annexure 2: Details of photographs to be shared

Kindly note the photographs to be shared should be **high resolution (of size > 1 MB)** and these must be shared **ONLY** either as attachments in email or through **WeTransfer/Drive** link and **NOT to be included in a word/pdf file.**

1. The Photographs in set of 2 (Before and After an intervention)

Please provide 2 pictures of an area, one photograph before the intervention was undertaken and other after the transformation of an area or change in behavior. You may include the same pictures in the word file with the following details (please make sure that you send photographs separately and not just as part of the document since the resolution of the photographs included as part of the document reduces significantly making them less optimum for usage by the Ministry)

2. Title of the Photo

Please provide a brief title to the photograph that captures the overall message and success of the story behind that photo.

3. Date/Year of both before and after photographs

Please include the dates or years(in case full details of date are not available) of both before and after photographs to be shared

4. Location and Area where the photo is clicked

Please mention the location or area where the photo has been clicked. Please try to be as specific as possible.

5. The Issue

Please mention in brief the issue/ problem that has been addressed by the ULB. Also, where possible, describe why this issue is significant.

6. Activities undertaken and their impact

Please elaborate on how initiatives by the ULB and citizens under the SBM (U) are bringing about a positive change in the area. Please provide evidence through numbers, where possible. Please mention the stage in which the initiative/project currently is, if required.

7. Quotes/Testimonials

Include quotes or testimonies to highlight the impact of the work done in the area. Please share the quotes of citizens, sanitation workers and general observations regarding the change in levels of cleanliness/sanitation.

Please feel free to include any other detail that is pertinent to the story.

Annexure 3: Examples of Photographs

Before



After



Before



After



Before

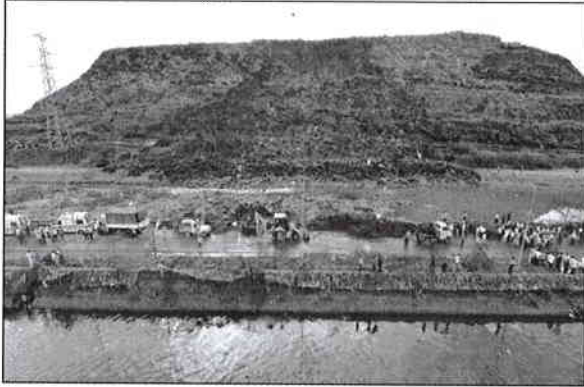


After



On

Before



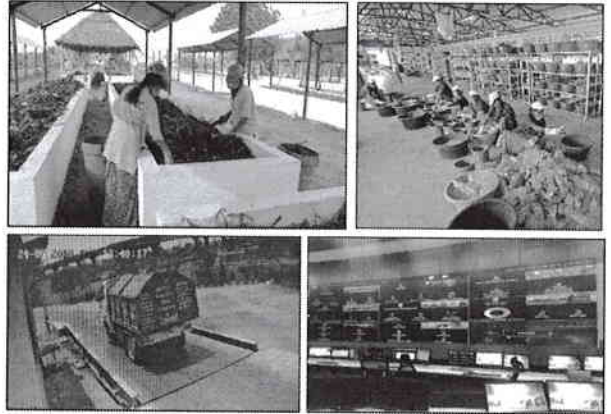
After



Before



After



On