



सत्यमेव जयते



एक कदम स्वच्छता की ओर

D.O. SB / SBM / 49 / 2016

Date: 5<sup>th</sup> May 2016

Respected Sir,

**Sub: Thematic cleanliness drives around factories and manufacturing premises: 1<sup>st</sup> – 15<sup>th</sup> May 2016**

As you are aware, the current fortnight's thematic drive is dedicated to cleanliness around factories and manufacturing premise. In this regard, deputed representatives from the Ministry of Urban Development (MOUD) will be participating in some of the cleanliness drives to be carried out by the concerned Municipal authorities in your state, as per the details given below:

Date	Suggested Location of cleanliness drives	Name of MOUD representative participating in the drives
9 <sup>th</sup> May 2016	Factories in Mohan Nagar industrial area, Ghaziabad	Shri Saurabh Jain, Director (SBM), MOUD
11 <sup>th</sup> May 2016	Factories in NOIDA	Shri J B Ravinder, Dy Advisor, CPHEEO, MOUD

I request your kind intervention in advising the respective Municipal Commissioner / CEO and Secretary (Industries) to identify and organise cleanliness drives in these locations.

A representative list of activities to be taken up during the cleaning drives are given below:

- Swachhata pledge to be taken by factory management and workers
- Posters, banners on Swachhata to be prominently displayed around the factory premises

- Repair and painting work to be carried out in factory premises, including in toilet facilities
- Screening of video to demonstrate harmful effects of open defecation, to factory workers
  - ✓ A list of videos that can be screened are provided here for reference  
<https://www.youtube.com/watch?v=uHKxU307zFM> (specially between 6.5 - 11.4 minutes)  
<https://www.youtube.com/watch?v=vtW50PhH8Qg>  
<https://www.youtube.com/watch?v=JSoUH2s0eio>  
[https://www.youtube.com/watch?v=h\\_JL3h-F9yk](https://www.youtube.com/watch?v=h_JL3h-F9yk)
- Inauguration / foundation stone laying of a gender- and disabled-friendly 'swachh toilet' in the factory premises
- The local press may be invited to cover the event in the local media. At the end of the event, a press conference may be held, with the following presentations:
  - ✓ Presentation by factory management on their plan to maintain sanitary and clean conditions in and around the premises
  - ✓ Presentation by municipal officials on plans for door-to-door collection and transportation of factory generated waste (in case the same does not exist at present)

We look forward to your cooperation and inspired leadership in making the mission a success.

Yours sincerely,

  
**(Praveen Prakash)**

Shri Alok Ranjan, Chief Secretary, Uttar Pradesh  
c.c CEO, NOIDA  
c.c. Municipal Commissioner, Ghaziabad  
cc. Dir (SBM) – SJ (MoUD) / JA-CPHEEO