

बिनय कुमार झा
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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. 14/4/2018-SBM-II

19 October 2020

Dear Sir/ Madam

It is a matter of pride that urban India is not only ODF but is well set on the path of safe and sustainable sanitation through its several protocols, initiatives and campaigns. Swachh Bharat Mission-Urban (SBM-U) is committed to strengthening this journey and reinforcing the message among the masses.

2. During the COVID 19 pandemic in order to also contain the virus and keep diseases at bay, it becomes even more important to encourage continued safe sanitation practice and behaviour. Two specific practices i.e. continued usage of toilets; and maintenance of community and public toilets have been determined as vital towards meeting our individual and collective mandate under SBM-U.

3. To help the States with this objective, two specific set of communication collaterals have been designed. These outdoor collaterals may be used as part of Swachh Survekshan 2021 campaign as well as to drive the message of safe sanitation throughout the month of November to commemorate World Toilet Day that falls on 19 November 2020.

a) **Continued Usage of Toilets**

Campaign titled 'Humari Shaan ODF (state name)' is a set of three hoardings/outdoor collaterals that emphasize using a toilet as a sign of real progress/ Asli Tarakki (link to the open files is <https://rb.gy/1pinwe>)

b) **Proper Use and Maintenance of community/ public toilets**


Campaign titled 'Dhoya Kya?' motivates citizens to use CT/PT in a clean and hygienic way in order to remain healthy. These outputs are designed to be implemented on site (i.e. at CT/PTs). The link to the open files is <https://rb.gy/wqvx9m>

These outputs are available in Hindi and English and can be accessed as open files from the SBM Drive of the SBM-Urban portal. Specifications and guidelines for efficient transcreation into local languages and implementation have also been recommended including size, material, placement, customization in the form of a guidance note. It is recommended that the State/ ULBs rolls out these hoardings and CT/PT onsite collaterals for a minimum period of 3 months.

Please share pictures/videos of activities on your social media handles (tagging @SwachhBharatGov on Twitter and Swachh Bharat Urban on Facebook) with hashtags #SwachhBharat #MyCleanIndia #SwachhSurvekshan2021. Additionally, photos and videos must be shared on Swachh Manch.

We look forward to your continued leadership as we embark on the next phase of a Swachh and Atmanirbhar Bharat.

Yours sincerely,


(Binay Kumar Jha)

All Municipal Commissioners

Copy To:

All State Mission Directors