

NAVEEN KUMAR AGARWAL

**ADDITIONAL MISSION DIRECTOR
SWACHH BHARAT MISSION**

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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. :- 15/17/2019 SBM-I

Dated: 09 February, 2021

Dear Sir/Madam,

In continuation to our various ongoing IEC campaigns, in order to galvanize our momentum towards a Swachh, Swasth, and Samriddh Bharat, we are launching weekly drives across the length of urban India beginning February 2021 till April 2021 themed "**Swachhata Sankalp Desh Ka, Har Ravivaar Vishesh Sa**". While citizen cognizance and ownership in Swachhata has seen generous upsurge, it is important that the same impetus is sustained through continuous engagement and with renewed vigour.

2. In this regard, **each Sunday of every month** will be observed as a **Mega Event**. For every forthcoming Sunday activity, ULBs are expected to build momentum in advance leveraging social, digital & mass media and public announcements in order to ensure maximum participation and outreach of the activity.
3. **Annexure 1** provides a list of suggested activities that has to be undertaken "every Sunday" beginning February 2021 by the respective ULBs ensuring maximum participation from all stakeholders for this Mission. ULBs are also encouraged to undertake any other activity for the promotion of the aforementioned theme and ensure maximum mobilisation and participation of the citizens and other stakeholders in every **Sunday Mega Event**.
4. IEC materials developed for each week as per the theme will be uploaded on the SBM-U portal (www.swachhbharaturban.gov.in) shortly. States and ULBs are also encouraged to develop their own IEC collaterals with appropriate regional customisation in addition to the ones shared by the Ministry.
5. You are requested to share a brief-write-up about the activities undertaken in your ULB along with photographs on onsbmurbaniecmaterial@gmail.com as per the template in **Annexure 2**. Further details specific to each week will be shared at the beginning of each month.

We look forward to your continued leadership and request you all to adopt this campaign in your respective states and cities that shall foster in stirring a mass movement- Jan Andolan for the Mission.

With Regards,

Yours Sincerely,

NK Agarwal
9/2/2021

(Naveen Kumar Agarwal)

Encl: As mentioned above

To,

All Municipal Commissioners

Copy to:

All State Mission Directors

Annexure 1

“Swachhata Sankalp Desh Ka, Har Ravivaar Vishesh Sa”

Timeline (February)	Theme of the Week	Sunday Mega Event*	Other parallel activities to be conducted throughout the week
2 nd Sunday of the Month	Main Bhi Swachhata Superstar	<p>1. Competition between Youth Clubs in the ULBs for conducting cleanliness drives/plogging. <i>(*Local Influencers of the ULBs to be roped in to enhance the outreach amongst the youth)</i> Best Performing Youth Club to be felicitated as Swachhata Superstars by the ULB.</p> <p>2. Swachhata Superstar Mascots, developed by MoHUA (with costumes) to organise dance shows, flash mobs in public areas, malls</p>	<p>The following activities may happen in addition to every week, Sunday Mega Activity:</p> <p>1) Swachh Internship ULBs to intimate Universities, Colleges, Schools, Coaching Institutes to conduct Swachh Internships (minimum 4 weeks) or Social /Swachhata Impact Projects and the successful students to be felicitated by the ULBs.</p> <p>2) Slogan Writing Contest (Literary Contest) on Swachhata Theme in Schools/ Colleges/ Universities and Coaching Centres – Best slogan to be adopted across all cities and winner to be felicitated on one of the Sunday Mega Events</p> <p>3) Outdoor Media Hoarding/ Banners/ Screen Rolls/ Leaflets to be displayed and distributed on Swachh Survekshan 2021 and Safai Mitra Suraksha Challenge.</p> <p>4) Mass Media Advertisements in daily local newspapers and other media inviting citizens for the Sunday Mega Event.</p> <p>5) Identify city level brand ambassador(s) to create awareness on Swachh Survekshan 2021 and Safai Mitra Suraksha Challenge and roping them to inaugurate Sunday Mega Event.</p>
3 rd Sunday of the Month	Hum Hai Tayyar	<p>1. Targeted door to door campaign for source segregation with the help of Nodal officers assigned to each zone with three bins (green, blue and black) and popularising source segregation into 3 categories and contributing in making the city no 1 in SS 2021.</p> <p>2. Source Segregation campaigns and competitions to be organised by RWAs. Best Performing RWAs to be Felicitated by the ULB.</p>	
4 th Sunday of the Month	Ye to Bada Easy Hai	<p>1. Demonstration of Home/Community Composting methods with the help of municipality officials, brand ambassadors in common public places i.e. parks, community halls.</p> <p>2. Composting Demonstration in Market Associations by ULB officials.</p> <p>3. Organise Nukkad Natak/ Puppet shows/ Kala Jath has or any other local ethnic groups on Home/ Community Composting theme in Public Places.</p>	

*ULBs are encouraged to undertake the activities for the “Swachhata Sankalp Desh Ka, Har Ravivaar Vishesh Sa” campaign while adhering to social distancing norms.

Annexure 2

Activity Reporting Format

Serial No	Name of the Activity / Intervention	Brief Description of the Activity/ Intervention	Date and Location of the Activity/ Intervention	Number of People Participated/ Mobilised in the Activity/Intervention	Photographs of event (Maximum 3)
1					
2					
3					
4					
5					
6					