

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: 15 February, 2021

Dear Sir/ Madam,

India has made remarkable leaps in the Swachh Bharat Mission - Urban (SBM - U) in the last 6 years and the nation has achieved transformative changes to enable leapfrog several steps in public health, sanitation. There have been breakthrough achievements in solid waste management, livability, and hygiene of the cities which can be attributed to rigorous interventions undertaken by Urban Local Bodies (ULBs).

2. In this regard, MoHUA is launching "Swachhata Ka Jaadu" drive where photographs (before and after) and videos of activities undertaken for transforming the urban landscape, water bodies, public places, garbage vulnerable points with detailed write-up along with high-resolution photos must be sent to sbmurbaniecmaterial@gmail.com. Annexure 1 has sample pictures for reference. The idea behind this initiative is to showcase the high ended impacts and magical transformations the Mission has brought to improve the aesthetics of the urban landscape. The pictures/ videos should be of the following categories:

- 1) Garbage Vulnerable Points (GVPs)
- 2) Water Bodies (canals, ponds, lakes and rivers)
- 3) Drains and Nallahs
- 4) Landfill sites
- 5) Solid Waste Dump yards
- 6) River Ghats
- 7) Beaches
- 8) Vegetables (Sabzi) and Fruits (Phal) Mandis
- 9) Defunct/ Dysfunctional Community and Public Toilets
- 10) Any other relevant location/site/interventions

3. Please share pictures/videos of activities on your social media handles (tagging @SwachhBharatGov on Twitter and Swachh Bharat Urban on Facebook) with hashtags #SwachhataKaJadu #SwachhBharat #SwachhSurvekshan2021 #MyCleanIndia.

We look forward to your continued leadership as we embark on the next phase of a Swachh Bharat and continue in maintaining the momentum and stimulate new thinking and innovation in order to manage waste sustainably.

With Regards,

Yours Sincerely,

(Naveen Kumar Agarwal)

Encl: As mentioned above
All Municipal Commissioners

Copy to:
All State Mission Directors

Annexure 1

Sample Pictures



Fig 1: Before and After Picture of Water Body



Fig 2: Before and After Picture of Drains