

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: 02 March, 2021

Dear Sir/Madam,

Please refer to MoHUA Director's D.O. No 15/17/2019- SBM-I dated February 09, 2021 to all Municipal Commissioners regarding organizing Sunday Mega Event "**Swachhata Sankalp Desh Ka, Har Ravivaar Vishesh Sa**" campaign on each Sunday of every month since February 2021.

2. This campaign has garnered a lot of traction and support from the cities and ULBs and it is witnessing mass participation, contribution and involvement of the citizens. To sustain the same impetus, "**Swachhata Sankalp Desh Ka, Har Ravivaar Vishesh Sa**" campaign will continue to be celebrated **every Sunday** in the month of **March 2021**.
3. **Annexure 1** provides a list of suggested activities that has to be undertaken "every Sunday" of **March 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 also requested to share a brief-write-up about the activities undertaken in your ULB along with photographs on sbmurbaniecmaterial@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,

Naveen Kumar Agarwal

Encl: As mentioned above
All Municipal Commissioners

Copy to:
All State Mission Directors

Annexure 1

“Swachhata Sankalp Desh Ka, Har Ravivaar Vishesh Sa”

Timeline (March)	Theme of the Week	Sunday Mega Event*	Other parallel activities to be conducted throughout the week
1 st Sunday of the Month	International Women's Day- AatmanirbharNari	<ol style="list-style-type: none"> 1. Identification and Felicitation of Women/Girls' Swachhata Champions (officials'/ sanitation workers/local women leaders) who have exhibited outstanding contribution for the cause of SBM-U. 2. Identification and formation of groups of local influential women leaders/SHGs, CBOs and organizing trainings/workshops on waste segregation into 3 categories (Wet, dry and domestic hazardous waste) and menstrual hygiene management. 3. Organizing health checkup camps for women sanitation workers and workshops with medical practitioners on segregation and handling of menstrual hygiene waste. 4. Uploading short videos of Women Swachhata Champions on social media platforms. 	<p>The following activities can be organized/ in addition and parallel to every week, Sunday Mega Activity:</p> <p>1) Outdoor Media Hoarding/ Banners/ Screen Rolls/ Leaflets to be displayed and distributed on Source Segregation of Waste into 3 categories</p> <p>2) Mass Media Advertisements in daily local newspapers and other media inviting citizens for the Sunday Mega Event.</p>
2 nd Sunday of the Month	AlagKaro Campaign	<ol style="list-style-type: none"> 1. Organizing door to door campaigns through small groups of trained local influential women leaders/SHGs,CBOs/ Women Associations to sensitize the citizens, members of RWAs and other Mohalla Associations on source segregation. 2. Organizing trainings for House helps (Maids), informal domestic helpsand House Keeping teamson Source Segregation and waste identification based on 3 categories and felicitation of best performers in the trainings. 3. Organizing training by medical practitioners for women and girls school children on segregation of menstrual hygiene waste (domestic hazardous waste). 	<p>3) Identify city level brand ambassador(s), influential leaders to create awareness on Source Segregation and roping them in Sunday Mega Event.</p>

3 rd Sunday of the Month	AlagKaro Campaign	<ol style="list-style-type: none"> 1. Door to Door campaigns and interpersonal communication to be conducted by trained local influential women leaders/SHGs, CBOs/ Women Associations along with ULB officials. 2. Organizing workshops and seminars in schools, colleges, coaching institutes and universities for promoting source segregation. 3. Conducting quizzes for the participants of the workshop on source segregation and categories of waste and felicitation of best performers in the workshops. 	<p>4) 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><i>**Those ULBs who are yet to initiate Swachh Internship in the ULBs.</i></p>
4 th Sunday of the Month	AlagKaro Campaign	<ol style="list-style-type: none"> 1. Organizing NukkadNataks, deploying SwachhtaRaths/Vehicles to promote source segregation zone wise in the cities and ULBs. 2. Organizing door to door campaigns through small groups of trained local influential women leaders/SHGs,CBOs/ Women Associations to sensitize the citizens, members of RWAs and other Mohalla Associations on source segregation 	

*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/ Mobilized in the Activity/Intervention	Photographs of event (Maximum 3)
1					
2					
3					
4					
5					
6					