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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: 31<sup>st</sup> March, 2021

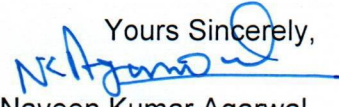
Dear Sir/Madam,

Please refer to MoHUA Director's D.O. No 15/17/2019- SBM-I dated February 09, 2021 and D.O. No 15/17/2019- SBM-I dated March 02, 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 been garnering 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 **April 2021**.
3. **Annexure 1** provides a list of suggested activities that has to be undertaken "every Sunday" of **April 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](http://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](mailto: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



## Highlights of Swachhata Sankalp Desh Ka, Har Ravivaar Vishesh Sa

### Port Blair Municipal Council, Andaman and Nicobar Islands

**Port Blair Municipal Council (PBMC)** organised beach clean-up and sensitization drive for the Swachhata Sankalp Desh Ka, Har Ravivaar Vishesh Sa campaign. As part of the activity, clean up drive was organised on the Marina Beach and Corbyn's Cove Beach in Port Blair. The event witnessed a massive participation of over 100 volunteers from schools, colleges and local NGO. The officials of PBMC also participated enthusiastically in the event. The event was also graced by Smt. Anjali Sehrawat, IAS, Secretary UD/PBMC. The key messages sent out through this event as to ensure waste segregation at households and keeping the sea plastic free.



### Ludhiana Municipal Corporation, Punjab

**Ludhiana Municipal Corporation (MC)** organised demonstration on home composting with appropriate techniques for the Sunday Mega Event. They also selected local brand ambassadors who were felicitated with appreciation certificates and were also given the responsibility to promote home composting techniques with the locals. The event targeted households of the zones falling under Ludhiana MC. Going by March month's theme of "Source Segregation" for the "Swachhata Sankalp Desh Ka Har Ravivaar Vishesh Sa Campaign", tremendous efforts were put by MC to promote the concept with the masses. The activity witnessed a massive participation of more than 1000 participants in the event.





## Highlights of Swachhata Sankalp Desh Ka, Har Ravivaar Vishesh Sa

### Kothagudem Municipality, Telangana

Awareness rallies highlighting the importance of source segregation was carried out by **Kothagudem Municipality**. A Live demonstration was given to the participants on 3 categories of waste i.e. dry, wet and domestic hazardous waste. The awareness campaigns ensured that the participants actively participated in the demonstration by identifying different categories of waste and how effectively the waste can be managed at household level.



### Indore Municipal Corporation

**Indore Municipal Corporation (IMC)** conducted a unique drive to encourage its citizens to segregate their waste in six different categories, i.e. plastic waste, non-plastic waste, organic waste, electronic waste, domestic hazardous waste and sanitary waste. Various activities were simultaneously conducted in the city throughout the day which included prabhat pheris, door to door mobilization drives, events organized in RWAs such as aerobics, zumba, dance, etc. The activities were conducted by the drivers and helpers of the door to door collection vehicles, safai mitras, youth, NGOs, SHGs, and other volunteering groups. The event helped in mobilising residents of 5,58,071 households and other establishments





Annexure 2

**Activity Reporting Format**

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



# Annexure 1

## Swachhta Sankalp Desh Ka Har Ravivaar Vishesh Sa

Timeline (April)	Theme of the Week	Sunday Mega Event*	Other parallel activities to be conducted throughout the week
1 <sup>st</sup> Sunday of the Month	<b>Jan Suvidha Satyapan Campaign</b>  (English Translation-Public and Community Toilets Verification Campaign)	<ol style="list-style-type: none"> <li>1. Conduct review/verification of <b>Public Toilets (PTs)</b> with the help of small groups of local motivators/SHGs/ CBOs/CSOs/NGOs/local youth groups/ and tagging them with ward wise nodal officers to review/verify Public Toilets based on the defined indicators in <b>Annexure 3.</b></li> <li>2. Conduct verification of <b>Community Toilets (CTs)</b> in slums and other informal settlements through different groups and slum development associations based on the defined indicators in <b>Annexure 3.</b></li> <li>3. Organize training for sanitation workers on <b>adequate operation and maintenance</b> of CTs and PTs.</li> </ol>	<p>The following activities can be organized/ in addition and parallel to every week, <b>Sunday Mega Activity:</b></p> <p>1) <b>Outdoor Media</b> Hoarding/ Banners/ Screen Rolls/ Leaflets to be displayed and distributed on promoting upkeep and maintenance of <b>public and community toilets.</b></p> <p>2) <b>Mass Media</b> Advertisements in daily local newspapers and other media inviting citizens for the <b>Sunday Mega Event.</b></p> <p>3) Identify city <b>level brand ambassador(s)</b>, influential leaders to create awareness on verification of public and community toilets and roping them in Sunday Mega Event.</p> <p>4) <b>Swachh Internship</b> 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>
2 <sup>nd</sup> Sunday of the Month	<b>Jan Suvidha Satyapan Campaign</b>  (English Translation-Public and Community Toilets Verification Campaign)	<ol style="list-style-type: none"> <li>1. Organize “<b>Best Maintained and Clean Toilet</b>” competitions between wards of the ULBs and felicitation of the sanitation workers and nodal officers associated/concerned/tagged with the <b>best adjudged toilet.</b></li> <li>2. Organize <b>Nukkad Nataks</b> on the upkeep and maintenance of <b>community toilets</b> by the users in the slums and informal settlements.</li> <li>3. Organize <b>donation drives</b> of consumables (soaps, toilet cleaning agents, buckets, mugs from community to enhance the ownership towards the <b>community toilets.</b></li> </ol>	
3 <sup>rd</sup> Sunday of the Month	<b>Earth Day Week</b>	<ol style="list-style-type: none"> <li>1. Organize <b>plantation drives/</b> potted plants (subject to availability of space) near CTs and PTs premises</li> <li>2. Collect feedback as per the template of Annexure 3 from the citizens and toilet users of CTs and PTs.</li> <li>3. Nukkad Nataks on Save the Earth Theme at the Community Toilets and Public Toilets</li> </ol>	
4 <sup>th</sup> Sunday of the Month	<b>Jan Suvidha Saundaryakaran Campaign</b>  (English Translation-Public and Community Toilets Beautification Campaign)	<ol style="list-style-type: none"> <li>1. Organize <b>wall painting/beautification of public and community toilets</b> by involving community toilet users, citizens and other associated groups.</li> <li>2. Felicitation of winners of “<b>toilet painting</b>” competition by the ULBs</li> </ol>	

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

**\*\*Those ULBs who are yet to initiate Swachh Internship in the ULBs.**



### Annexure 3 Monitoring Parameters (Green: Mandatory, Yellow: Essential)

S.No	Parameters to be Monitored in Community and Public Toilets	Yes	No
1	All <b>toilet seats</b> and <b>urinals</b> clean and usable		
2	<b>Wash basin(s)</b> clean and usable		
3	<b>Water</b> is available		
4	Adequate <b>ventilation</b> facility (vents, slanted glass slats and/or exhaust fan) exists		
5	Premises are <b>well lit</b> , both <b>within and outside</b> , with each seat having its own light point, and all light points functional		
6	Functional <b>bolting arrangements</b> on all doors of all toilet seats (ladies toilets will be assessed separately)		
7	Toilet floor is <b>dry and clean</b>		
8	<b>Available and regularly cleaned (covered) litter bins</b> , with bins available with each toilet seat (to be checked only in female seats)		
9	Available <b>soap</b> / operational <b>soap dispenser</b>		
10	<b>Air freshener</b> applied		
11	Usable taps and fittings, with <b>no leakage</b> OR water tank in or outside the structure with water available in it at all times during opening hours		
12	<b>Gender-segregated</b> , separate entrances for males and females, if both facilities available in single block		
13	Entrance/ accessibility (like ramp, stairs) to toilet block is <b>barrier free</b> , including those for specially abled persons		
14	Staff is provided with necessary supplies of <b>consumables, cleaning equipment, protective gear and inventory</b> , and there is no stock out for longer than 24 hours		
15	<b>Roster</b> being maintained for regular cleaning and maintenance and a <b>caretaker</b> is on duty at all times during open hours		
16	Name and contact details of the following are displayed prominently - <b>Toilet identification number, name of ULB under whose jurisdiction toilet is covered, ward number and maintenance authority prominently displayed for each toilet block Supervisor, Supervisor's agency and area Sanitary Inspector</b> (Contact number will be checked whether it is working or not)		