

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
Dated: 29th July, 2021

D.O.No.

Dear Sir/Madam,

Please refer to MoHUA Director's D.O. No 15/17/2019- SBM-I dated February 09, 2021, D.O. No 15/17/2019- SBM-I dated March 02, 2021, and D.O. No 15/17/2019-SBM-I dated March 31, 2021, to all Municipal Commissioners regarding organizing Sunday Mega Event "**Swachhata Sankalp Desh Ka, Har RavivaarVishesh Sa**" campaign on each Sunday of every month between February 2021- April 2021.

2. This campaign had garnered a lot of traction and support from the cities and ULBs and witnessed mass participation, contribution, and involvement of the citizens. To sustain the same impetus, "**Swachhata Sankalp Desh Ka, Har RavivaarVishesh Sa**" campaign will **again be resumed** and will be celebrated **every Sunday** in the month of **August 2021**.
3. **Annexure 1** provides a list of suggested activities that has to be undertaken "every Sunday" of **August 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

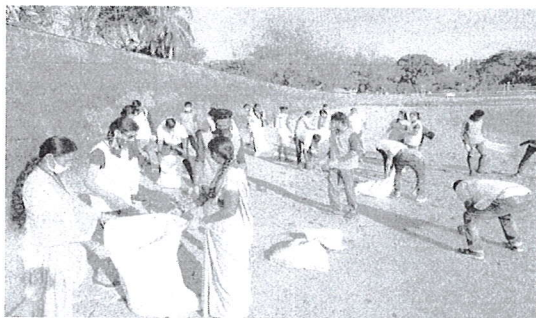
Timeline (August)	Theme of the Week	Sunday Mega Event*	Other parallel activities to be conducted throughout the week
1 st Sunday of the Month	"Gandagi Se Aazadi" Campaign	<ol style="list-style-type: none"> 1. Organize "Cleanliness Drives" in Public Places/ Parks/ Government Institutions 2. Organize Nukkad Natak on importance of cleanliness, (Swachhata), source segregation in RWAs, slums and informal settlements 3. Organize plantation drives/ potted plants (subject to availability of space) in parks/ government offices 4. Carry out Mass Swachhata Pledges in public places/ government offices/colleges/universities 	<p>The following activities can be organized/ in addition and parallel to every week, Sunday Mega Activity:</p> <ol style="list-style-type: none"> 1) Outdoor Media Hoarding/ Banners/ Screen Rolls/ Leaflets to be displayed and distributed on promoting upkeep and importance of Swachhata 2) Mass Media Advertisements in daily local newspapers and other media inviting citizens for the Sunday Mega Event 3) Identify city level brand ambassador(s), influential leaders to create awareness on importance of Swachhata and roping them for Sunday Mega Event
2 nd Sunday of the Month	"Gharelu Hanikarak Kachre Se Aazadi" Campaign	<ol style="list-style-type: none"> 1. Organize sensitization workshops in RWAs/ residential colonies on waste segregation 2. Sessions on safe and appropriate disposal of domestic hazardous waste 3. Organize workshops and activities for house helps and housekeeping staff in localities and colonies on source segregation 	
3 rd Sunday of the Month	"Single Use Plastic (SUP) Se Aazadi" Campaign	<ol style="list-style-type: none"> 1. Organize awareness drives on avoiding use of single use plastics in market areas and associations 2. Nukkad Natak on discouraging use of single use plastics in public places/malls/markets 3. Organize workshops/ seminars on discouraging use of SUP in RWAs/colleges/universities and available eco-friendly alternatives 	
4 th Sunday of the Month	"Littering and Spitting Se Aazadi" Campaign	<ol style="list-style-type: none"> 1. Awareness campaigns/drives on the habits of littering and spitting in public places. 2. Carrying out cleaning drives to convert Garbage Vulnerable Points (GVPs) and their beautification. 3. Wall paintings and beautification of Spitting Vulnerable Points (public walls/ empty spaces/corners in offices) 	

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

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 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.



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					