

बिनय कुमार झा
BINAY KUMAR JHA

निदेशक

DIRECTOR
(SWACHH BHARAT MISSION)

Tel.: 011-23062602

E-mail: binay.jha@nic.in



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. 14 / 4 /2021-SBM-III

Date: 26 August 2021

Dear Mission Director,

As you are aware, Azaadi Ka Amrit Mahotsav (AKAM) is an initiative of the Government of India to celebrate 75 years of our independence and the achievements of India over these years. The week of 26th Sept – 2nd Oct 2021 has been earmarked for MoHUA to showcase its achievements under various Urban Missions, while also reimagining a new Urban India.

2. Accordingly, under Swachh Bharat Mission-Urban (SBM-U), it has been decided to conduct thematic activities around 'swachhata' on each day of the week, under the overarching mandate of 'jan bhagidari' and large scale citizen engagement. The calendar of planned events are given below:

- i. 26th Sep 2021 –Safaimitra Samman Samaroh
- ii. 27th Sep 2021 –Kachra Alag Karo Amrit Diwas
- iii. 28th Sep 2021 –Saarvjanik Shauchalaya Safai Jan Bhagidari Utsav
- iv. 29th Sep 2021 –Felicitation of waste entrepreneurs
- v. 30th Sep 2021 –Field visits / Virtual visits for citizens to Waste management facilities
- vi. 1st Oct 2021 –Waste to Art exhibitions / Bartan bhandars
- vii. 2nd Oct 2021 – Plog run

3. A comprehensive SOP for each of the above events is enclosed in Annexure I, which details out the events to be undertaken, alongwith preparatory activities to be undertaken for each, and updating details of daily events on the SBM-U MIS portal.

4. The events conducted on each day, during 26th Sep till 2nd Oct 2021, would need to be documented in the IEC module of our SBM-U MIS. A video conference is planned to be organized in the coming week to provide guidance to ULBs on uploading the activities / events conducted during the week, and also discuss the planning for ULBs to undertake these events. It may be noted that soft copies of IEC collaterals will be designed by MOHUA and disseminated to all States/ UTs/ ULBs for their outdoor publicity for these events.

continued - 2 -

5. Each State/ UT will be required to nominate a State Nodal Officer and each ULB will be required to nominate a ULB Nodal Officer for the above events, and for coordinating with MoHUA for the same. The name of the State/ UT level and ULB level nodal officers are to be communicated to MoHUA latest by 1st Sep 2021, vide email to Shri Binay Jha (binay.jha@nic.in), SBM-U, MOHUA, with copy to Ms. Sana Salah (sana@washinstitute.org), Mr. Tarun Rajvanshi, (tarunrajvanshi@kpmg.com) and Mr. Rahul Jha (rahuljha@kpmg.com), and Ms. Sanghamitra Bhattacharyya (sanghamitrab@kpmg.com).

6. The expenses that may be incurred for these events may be met from the IEC funds of ULBs allocated under SBM-Urban

7. I would therefore like to request you to:

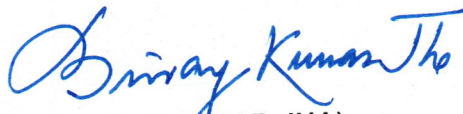
- Inform all ULBs in your State/ UT about the proposed calendar of events
- Communicate the names and contact details of State/ UT level and ULB level nodal persons to MoHUA
- Ensure mass scale citizen outreach activities prior to the events to ensure maximum participation from all
- Support all ULBs in preparing for and conducting the events on the designated days, while ensuring maximum citizen participation.

8. I look forward to your personal intervention to make the weeklong Azaadi Ka Amrit Mahotsav a grand success befitting the 'jan andolan' that SBM-U has evolved into.

With sincere regards,

Encl: As above

Yours sincerely,


(BINAY KUMAR JHA)

To: Mission Directors of all State/ UTs,
Copy To: Municipal Commissioners/ EOs of all ULBs