

बिनय कुमार झा
BINAY KUMAR JHA

निदेशक
DIRECTOR
(SWACHH BHARAT MISSION)
Tel.: 011-23062602
E-mail: binay.jha@nic.in



सत्यमेव जयते



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: 7th September 2021

Dear Mission Director,

As you are aware, Azadi 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, a D.O. Letter No. 14/4/2021-SBM-III, dated 26th August 2021, was sent by MoHUA alongwith the SOP of thematic activities around 'swachhata' to be undertaken by ULBs on each day of the week, under the overarching mandate of 'jan bhagidari' and large scale citizen engagement.

3. The ULBs are requested to avoid large physical gathering of people and strictly follow the COVID-19 related protocols in the respective States/ULBs while conducting the daily thematic activities, as per calendar of planned events listed below:

- i. 29th Sep 2021 –Kachra Alag Karo Amrit Diwas
- ii. 30th Sep 2021 –Saarvjanik Shauchalaya Safai Jan Bhagidari Amrit Utsav
- iii. 1st Oct 2021 –Felicitatation of waste entrepreneurs, Waste to Art exhibitions and Bartan bhandars
- iv. 2nd Oct 2021 –Safaimitra Amrit Samman Samaroh

4. 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.

5. The events conducted on each day, during 29th 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 current week to provide guidance to ULBs on uploading the activities / events conducted during the week and 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.

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6. The State SBM-U Mission Director would be the respective State Nodal Officer for the event and each ULB will be required to nominate a ULB Nodal Officer for conducting the above events, and for coordinating with MoHUA for the same.

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

8. We would therefore like to request you to:

- Inform all ULBs in your State/ UT about the calendar of events, as per 'Para 3' above
- 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 and ensure maximum citizen participation while strictly following the COVID-19 related protocols in the respective States/ULBs.

9. We look forward to your personal intervention to make the weeklong Azadi Ka Amrit Mahotsav a grand success befitting the 'Jan Andolan' that SBM-U has evolved into.

With sincere regards,

Enclo: As above

Yours sincerely,



(BINAY KUMAR JHA)

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



SOP for day wise celebrations of “Azadi Ka Amrit Mahotsav” week in ULBs

I. Common Preparatory and Monitoring Actions to be undertaken at State/ ULB level

Pre-event Preparations at ULB level	Monitoring of Event at ULB level
<ol style="list-style-type: none"> 1) Nodal official(s) to be appointed at the ULB level for overseeing the preparation, execution, and monitoring of the event: 2nd week of September 2021 2) Build up campaigns for the event to be run in advance through different communication channels of the ULB i.e. using social media, citizens corner of the ULB website and other modes that is suitable for the ULB to enhance the outreach of the programme; collaboration with local media houses: 2nd week of September 2021 onwards 	<ol style="list-style-type: none"> 1) Day wise activity based on the theme to be uploaded on the IEC portal of the IMIS of SBM-U 2) The IEC portal is login enabled and can be accessed with the existing login credentials of the individual ULB. 3) Each ULB to ensure that best 5 pictures of each event day are uploaded on the IEC portal. 4) The pictures have to be uploaded and following fields have to be mandatorily filled in the IEC portal. <ul style="list-style-type: none"> ▪ Name of event ▪ Date of event ▪ Location of event ▪ Description of event in < 50 words ▪ Number of people participated/mobilised in the event ▪ Upload only 5 best corresponding pictures with high resolution on the IEC portal

II. Pre-event preparatory activity list for ULBs

Date and Day of Event	Theme of the Day	Main Event Day activity	Pre-event Preparations at ULB level
29.09.2021 (Wednesday)	Kachra Alag Karo Amrit Diwas	1) Door to door triggering by groups of swachhagrahis for source segregation by ULBs in wards/RWAs	<ol style="list-style-type: none"> 1) Selection of wards/areas for carrying out massive door to door triggering in the ULBs for source segregation 2) Training and tagging wards with small group of local motivators/ swachhagrahis (2-7 individuals/ward) and ULB officials for conducting door to door triggering on source segregation- 2nd week of September 2021 3) Liasioning and collaborating with local NGOs, SHGs, informal ragpickers and tagging them with local motivators/ swachhagrahis to participate in door to door triggering in the wards, RWAs- 2nd week of September 2021 4) Liasioning with RWAs/SDAs and other local residential institutions to collaborate for the event- 2nd week of September 2021



SOP for day wise celebrations of “Azadi Ka Amrit Mahotsav” week in ULBs

Date and Day of Event	Theme of the Day	Main Event Day activity	Pre-event Preparations at ULB level
			<p>5) Liaisoning with local brand ambassadors to collaborate for the event- 2nd week of September 2021</p> <p>6) Developing and printing IEC collaterals for source segregation and equipping local motivators/swachhagrahis for door to door triggering</p> <p>7) Designing merchandise (t-shirts/caps/stickers) for the swachhagrahis for door to door triggering-3rd week of September</p> <p>8) Build up campaigns for the event to be run in advance through different communication channels of the ULB i.e. using social media, citizens corner of the ULB website and other modes that is suitable for the ULB to enhance the outreach of the programme; collaboration with local media houses 2nd week of September 2021 onwards</p>
30.09.2021 (Thursday)	Sarvjanik Sauchalaya Safai Jan Bhagidari Amrit Utsav	<p>1)CT/PT cleanliness feedback by citizens through Digital Monitoring Application of caretakers</p> <p>2) Invite citizens and other stakeholders to CT/PTs to collect feedback by scanning QR codes put up on the CT/PTs</p>	<p>1) Organise mass download drives for CT/PT Digital Monitoring Application by all the caretakers of the CT/PT in the ULB- 3rd week of September 2021</p> <p>2) Organise capacity building trainings for CT/PT caretakers on using the Digital Monitoring Application- 3rd week of September 2021</p> <p>3) Accessible QR codes to be made available/displayed in the CT/PTs which will be scanned by the citizens to give feedback on the upkeep and cleanliness of the CT/PT- 3rd week of September 2021</p> <p>4) Build up campaigns for the CT/PT feedback drive to be run in advance through different communication channels of the ULB i.e. using social media, citizens corner of the ULB website and other modes that is</p>



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			suitable for the ULB to enhance the outreach of the event for the local citizens; collaboration with local media houses- 2nd week of September 2021 onwards
01.10.2021 (Friday)	Felicitation of waste entrepreneurs	<p>1)Felicitation of waste entrepreneurs, small-scale vendors, Citizens, groups, SHGs, or any other entity of the ULBs for their contribution towards SBM</p> <p>2) Felicitation of best performing RWAs SDAs, Mohalla Associations and other residential institutions</p> <p>2) Setting up kiosk/stalls in the same event to display upcycling/ recycling/best practices/innovations initiatives of the ULB</p>	<p>1) Organise competitions between waste entrepreneurs, small-scale vendors, Citizens, groups, SHGs, or any other entity of the ULBs based on innovations/best practices, selection of winners for the felicitation event- 2nd week of September 2021</p> <p>2) Organise competitions between best performing RWAs SDAs, Mohalla Associations and other residential institutions, selection of winners for the felicitation event-2nd week of September 2021</p> <p>3) Planning and Preparations for felicitation event- 2nd week of September.</p> <p>Some of the suggestive activities include;</p> <ul style="list-style-type: none"> Selection of awardees (waste entrepreneurs, small-scale vendors, Citizens, groups, SHGs) Selection of awardees (Best performing RWA,SDA, Mohalla Associations) Finalisation of venue of the event Finalisation of awards (Cash/ Mementos) Provision to set up kiosks and stalls in the event to display best practices and products for the audience/ viewers <p>4) Invitations to chief guests (local swachhata ambassadors), viewers, citizens for the felicitation ceremony- 2nd week of September 2021</p>



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Date and Day of Event	Theme of the Day	Main Event Day activity	Pre-event Preparations at ULB level
01.10.2021 (Friday)	Waste to Art Exhibitions/ Bartan Bhandars	1. Organize Waste to Art Exhibitions/ Bartan Bhandars to be displayed in different parts of the ULBs in government enclosures/ public places. 2. Set up Selfie Points and Kiosks in Public places like Malls, Markets where citizens can click photos, take swachhata pledges and upload with trending social media hashtags tagging the ULB	1) Invitation and selection of stakeholders and private bodies for setting up waste to art exhibitions/ bartan bhandars in the ULB- 2nd week of September 2021 2) Promotion of the exhibition in the ULB through different communication media to attract visitors and enhance footfall in the event- 2nd week of September onwards 3) Selection, designing and finalisation of sites and in the ULB for setting up kiosks and selfie points in the ULB- 2nd week of September onwards 4) Roping in local brand ambassadors and officials for the inauguration of the event- 3rd of September onwards
02.10.2021 (Saturday)	Safaimitra Amrit Samman Samaroh	1) Workshops/ felicitation/ parades for sanitation workers/safaimitras 2) Distribution of uniforms to Safaimitras	1) Organise competition/conduct evaluation for selection of best performing Safaimitras (both male, female and transgenders) in the ULBs: 2nd week of September 2021 2) Planning and Preparations for felicitation event- 2nd week of September . Some of the suggestive activities include; <ul style="list-style-type: none"> Selection of awardees (sanitation workers/Safaimitras) Finalisation of venue of the event Finalisation of awards (Cash/ Mementos) Public enrolment of informal workers in govt welfare schemes Procuring/Stitching appropriately sized standard uniforms for Safaimitras as per the DO Letter Number 15/19/2020- SBM-1 dated 8th March 2021 of MoHUA Invitations to chief guests (local swachhata ambassadors), viewers, citizens for the felicitation ceremony.



Ministry of Housing and Urban Affairs
Government of India



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			<ul style="list-style-type: none">▪ Designing merchandise (t-shirts/caps/stickers) for the event and distributing it to sanitation workers- 3rd week of September

****Please note that all these activities will be conducted adhering to COVID-19 Appropriate Behaviour***