

बिनय कुमार झा
BINAY KUMAR JHA

निदेशक
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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

Date: 21st September 2021

D.O. 14/4/2021-SBM-III

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 27th Sept – 3rd Oct 2021 has been earmarked for MoHUA to showcase its achievements under various Urban Missions, while also reimagining a new Urban India.

2. Accordingly, D.O. Letters (No. 14/4/2021-SBM-III) dated 26th August 2021 and 7th September 2021, were 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. We are happy to state that the duration of each thematic activity is being extended from one day to two days, in order to have maximum citizen participation in each activity. 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 thematic activities, as per calendar of planned events listed below:

i. **27th - 28th Sep 2021 –**

- Kachra Alag Karo Amrit Diwas, and
- Felicitation of best performing RWAs, SDAs, Mohalla Associations, and other residential associations.

ii. **29th – 30th Sep 2021 –**

- Sarvjanik Sauchalaya Safai Jan Bhagidari Amrit Utsav

iii. **1st Oct 2021 –**

- Felicitation of waste entrepreneurs, and
- Waste to Art Exhibitions/ Bartan Bhandars

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iv. 2nd – 3rd Oct 2021 –

- a. Safaimitra Samman Amrit Samaroh, and
- b. Digital displays at public places for sensitising citizens about the journey of waste

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 27th Sep till 3rd Oct 2021, would need to be documented in the IEC module of our SBM-U MIS. A two-step user guide has already been shared with all States and ULBs regarding the process of uploading the activities / events conducted during the week. In case of any doubt you may please reach out to your respective State Coordinator in MoHUA for any clarifications.

6. 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.

7. 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 State/ ULB level for overseeing the preparation, execution and monitoring of the event 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 	<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 must be uploaded and following fields must 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
27th September 2021- 28th September 2021 (Monday-Tuesday)	<ol style="list-style-type: none"> 1. Kachra Alag Karo Amrit Diwas 2. Felicitation of best performing RWAs, SDAs, Mohalla Associations and other 	<ol style="list-style-type: none"> 1. Door to door triggering by groups of Swachhagrahis in 75,000 wards across urban India. Door to door triggering in at least 75 wards in each city with >1 million population for source segregation by ULBs in wards/RWAs. All cities/ULBs with population <1 million to conduct the same activity in the wards/RWAs 2. Felicitation of 75 best performing RWAs, SDAs, Mohalla Associations, and other residential associations (in states >100 ULBs) for exemplary source segregation and 	<p>Activity 1</p> <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 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 4) Liasioning with RWAs/SDAs and other local residential institutions to collaborate for the event 5) Liasioning with local brand ambassadors to collaborate for the event 6) Developing and printing IEC collaterals



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

	residential associations	management of their own waste. States with <100 ULBs also encouraged to participate	<p>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</p> <p>Activity 2</p> <p>1) Organize competitions between bestperforming RWAs SDAs, Mohalla Associations and other residential institutions, selection of winners for the felicitation event</p> <p>2) Planning and Preparations for the felicitation event</p> <p>Some of the suggestive activities include.</p> <ul style="list-style-type: none"> Selection of awardees (Best performing RWA, SDA, MohallaAssociations) 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 Invitations to chief guests (local swachhata ambassadors), viewers, citizens for the felicitation ceremony
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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
			<ul style="list-style-type: none"> Designing merchandise (t-shirts/caps/stickers) for the event participants
29th September- 30th September 2021 (Wednesday-Thursday)	Sarvjanik Sauchalaya Safai Jan Bhagidari Amrit Utsav	1) CT/PT cleanliness feedback by citizens through Digital Monitoring Application of caretakers • 7500 CTs/ PTs cleanliness feedback across urban India 2) Invite citizens and other stakeholders to CT/PTs to collect feedback by scanning QR codes put up on the CT/PTs	<ol style="list-style-type: none"> Organise mass download drives for CT/PT Digital Monitoring Application by all the caretakers of the CT/PT in the ULB Organise capacity building trainings for CT/PT caretakers on using the Digital Monitoring Application 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
1st October 2021 (Friday)	1) Felicitation of waste entrepreneurs 2) Waste to Art Exhibitions/ Bartan Bhandars	1) Felicitations of 75 waste entrepreneurs, small-scale vendors, Citizens, groups, SHGs in each state/UT for their contribution towards SBM 2) 75 Waste to Art Exhibitions/ Bartan Bhandars in each state/UT to be displayed in different public places	Activity 1 <ol style="list-style-type: none"> Organize 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 Planning and Preparations for felicitation event. <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) 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 Invitations to chief guests (local swachhata ambassadors), viewers, citizens for the felicitation ceremony Designing merchandise (t-shirts/caps/stickers) for the event participants



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

			<p>Activity 2</p> <ol style="list-style-type: none"> 1) Invitation and selection of stakeholders and private bodies for setting up waste to art exhibitions/ bartan bhandars in the ULB 2) Promotion of the exhibition in the ULB through different communication media to attract visitors and enhance footfall in the event 3) Roping in local brand ambassadors and officials for the inauguration of the event
2nd October 2021- 3rd October 2021 (Saturday-Sunday)	<p>1) Safaimitra Samman Amrit Samaroh</p> <p>2) Digital displays at public places for sensitizing citizens about the journey of waste</p>	<ol style="list-style-type: none"> 1) Workshops/ felicitation/ parades for sanitation workers/safaimitras. Distribution of uniforms to Safaimitras <ul style="list-style-type: none"> • Felicitation of 750 safaimitras across urban India 1) Digital displays in each state/UT at 75 public places for sensitizing citizens about the journey of waste and citizens' responsibility in creating value out of waste 	<p>Activity 1</p> <ol style="list-style-type: none"> 1. Organise competition/conduct evaluation for selection of best performing Safaimitras (both male, female and transgenders) in the ULBs 2. Planning and Preparations for felicitation event. <p>Some of the suggestive activities include;</p> <ol style="list-style-type: none"> a. Selection of awardees (sanitation workers/Safaimitras) b. Finalisation of venue of the event c. Finalisation of awards (Cash/Mementos) d. Public enrolment of informal workers in govt welfare schemes e. 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 <p>Activity 2</p> <ol style="list-style-type: none"> 1. Finalisation of sites and locations for the digital display of movies/ mobisodes/ videos/advertisements on the journey of waste in the ULB. 2. Finalisation of videos/audios/films to be screened on the sites

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



Ministry of Housing and Urban Affairs
Government of India



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



Ministry of Housing and Urban Affairs
Government of India



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

Step I: IEC feature incorporated in the Integrated MIS

admin.sbmurban.org/user/OFFICIAL/iec/list

DELHI > CENTRAL DELHI > TEST ULB

Support User Manual Test Login (NODAL OFFICER (ULB))

Home / Information, Education & Communication / IEC List

IEC LIST

Filter Click to Search

Download Excel Add New

Category	Sub Category	Title	Location	No. of Person Participated	No. of People Awarded	Date of activity	Action
AKAM Activities	Field visits/ virtual visits	test	test	6	3	Aug 26, 2021	
AKAM Activities	Kachra Alag Karo Amrit Diwas	test1	test1	3		Aug 27, 2021	
AKAM Activities	Plog runs	Test3	Test3	1		Aug 24, 2021	
AKAM Activities	Kachra Alag Karo Amrit Diwas	Test4	test4	5		Aug 27, 2021	
AKAM Activities	Safaimitra Samman Samaroh	test5	test5	50		Aug 31, 2021	
AKAM Activities	Kachra Alag Karo Diwas	test8	test8	7		Sep 8, 2021	
AKAM Activities	Kachra Alag Karo Diwas	test10	test10	7	6	Sep 10, 2021	
AKAM Activities	Kachra Alag Karo Diwas	Test11	test11	9	6	Sep 9, 2021	

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Step II: Click on Add new button as encircled above where you can see the details required for uploading IEC activities and once fill all the details then you can save it

admin.sbmurban.org/user/OFFICIAL/iec/add

DELHI > CENTRAL DELHI > TEST ULB

Support User Manual Test Login (NODAL OFFICER (ULB))

Home / Information, Education & Communication / Add IEC

ADD IEC

Category Sub Category Title

Description

Location Of The Activity Date Of The Activity Number of people participated in the activity/event

Number of people Awarded in the activity/event

Attach File

Save Cancel

Photos Videos Audios Document

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