



D.O. AS/SBM/60/2017

Dated 23<sup>rd</sup> July 2017

**Sub: Dissemination of Swachh Shauchalaya Campaign**

Dear Sir/Madam,

As you are aware, the Ministry of Housing & Urban Affairs (MoHUA) is implementing the Swachh Bharat Mission (Urban) with the goal to achieve a Clean and Open Defecation urban India by 2<sup>nd</sup> October 2019. One of the key components of the mission is Behaviour Change Communication of citizens to achieve sustainable sanitation outcomes.

2. In this regard, MoHUA has been launching multi-media campaigns focused on various themes including eradication of open defecation, waste to compost, source segregation, etcetera to inculcate mass behaviour change towards safe sanitation and hygiene practices.

3. While individual household toilets are a key component for achieving the objective of SBM (Urban), Public Toilets (PTs) also play an equally critical role in the providing safe sanitation to the urban population and helping eradicate open urination & open defecation. It has been observed that more than the physical construction of PTs, it is their effective maintenance which poses a challenge, preventing their sustenance and regular usage.

4. In view of the above, MoHUA recently launched a campaign titled 'Swachh Shauchalaya' with the eminent cricketer and SBM ambassador, Shri Suresh Raina in New Delhi. The campaign focuses on behaviour change of citizens, specifically public toilet users, towards proper usage of these toilets and aims to generate a sense of responsibility and ownership in ensuring that PTs are treated in a similar manner as one's household toilet. The campaign leverages on the popularity of Cricket, which is the most followed sport in the country, to ensure the message is spread far and wide.


5. You are requested to kindly take the following steps to ensure wide dissemination of the campaign in your states/cities:

- i. **Engaging cricket associations/clubs as Swachhagrahis:** Setup a meeting with cricket associations/clubs in your respective cities/towns to engage all members/players in the dissemination of this campaign by distributing the campaign postcards to atleast 100 PT users each for creating mass behaviour change.
- ii. **Engaging students as Swachhagrahis:** Given that children are one of the biggest change agents for any social transformation, engage with schools in your respective cities/towns to disseminate the campaign message. Each student can be given the responsibility of visiting one PT and distributing the campaign postcards to as many PT users.
- iii. **Display of posters/ hoardings:** The campaign collaterals should be displayed widely in your respective cities/towns, especially in and around Public Toilets.

6. Kindly upload the photographs of postcard dissemination by the Swachhagrahis on the Swachh Bharat MyGov page (<https://swachhbharat.mygov.in/>) and SBM Urban portal. You may also upload the same on your social medial handles using the hashtag “#swachhshauchalaya”. The campaign collaterals (posters, hoardings, A6 postcards, videos and radio spots) can be accessed on the IEC drive on the Swachh Bharat Mission (Urban) portal (<http://www.swachhbharaturban.in:8080/SBMDrive/drive/folders>).

I look forward to your support for making Swachh Bharat Mission (Urban) a success.

With regards,

Yours sincerely,  
  
(Praveen Prakash)

To,

Municipal Commissioners, 500 Cities

Copy To,

SBM (U) Mission Directors, All States and UTs