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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
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To

National Geographic
(advertise@natgeotraveller.in, web.editor@natgeotraveller.in)

Sub: Inclusion of cultural and behavioural impact made through Swachh Bharat Mission (Urban) and Swachh Survekshan 2018 in your Publication.

Dear Sir/Madam,

As you might be aware that the Ministry of Housing and Urban Affairs, Government of India is at the helm of implementing Swachh Bharat Mission/ Clean India Mission (Urban) through combination of financial, capacity building, IEC activities and other innovative methods . In this regard, We would also like to highlight the impact made by Swachh Survekshan rankings in creating awareness, behavioural changes and cleanness in the cities about the mission.

2. The Swachh Srvekshan ranking is an annual exercise, first conducted in January 2016 for ranking 73 cities followed by 'Swachh Survekshan-2017' conducted in January-February 2017 ranking 434 cities. In its third edition, Swachh Survekshan 2018, has been significantly scaled up and will be conducted across all 4041 cities and towns of India, starting 4th January 2018, impacting around 40 Crore citizens. On field assessments will be over by 10th March, 2018. A detailed note is attached for your reference (**Annexure-I**). Reports for Swachh Survekshan-2016 and Swachh Survekshan-2017 are also attached for your reference (**Annexure-I & II**).

3. The Swachh Survekshan ranking has triggered a massive sanitation movement in urban governance. It has a huge potential to impact behaviour change by making citizens as one of the key stakeholders of the city governance. Cities aligned with Swachh Survekshan compete one another to improve their ranking

which have generated a healthy spirit, ownership and behaviour change among all stakeholders of cities. It has improved the health conditions of marginalised population and provided them respectful employment and is a factor controlling pollution of air, water and soil in these cities. It accelerates the development of the cities through tourism and new business establishments.

4. I believe that if the above mentioned initiative is highlighted in your publication (through an article, report, annotation, record setting report, ranking etc.) will not only be instrumental in appreciating the efforts of ULBs and citizens but will also motivate them further to participate in the mass cleanliness movement, in a mission mode.

Yours faithfully,



(Naveen Kumar Agarwal)

Encl : Annexures:

1. Swachh Survekshan-2016 Report
2. Swachh Survekshan-2017 Report
3. Swachh Survekshan Concept Note