

एम. वेंकैया नायडु
M. VENKAIAH NAIDU



शहरी विकास,
आवास और शहरी गरीबी उपशमन एवं
संसदीय कार्य मंत्री
भारत सरकार
MINISTER OF URBAN DEVELOPMENT,
HOUSING & URBAN POVERTY ALLEVIATION
AND PARLIAMENTARY AFFAIRS
INDIA

D.O. No. Q-16019/1/2014-CPHEEO / 666-F

03rd. September, 2014

Dear Smt. Anandibenji,

NO. CMS/GOV 86 / 6522

C.P.S. to C.M. Namasthe,

I would like to draw your kind attention to Honble Prime Minister's speech on the occasion of 68th Independence Day on 15th August, 2014, wherein, he placed sanitation on the top of Government's agenda. He highlighted the plight of women not having toilet facilities within their house premises and showing respect to them by providing toilet facilities. He, further, emphasised on cleanliness across the country and requested the citizens to pledge to celebrate 150th birth anniversary of Father of the Nation, Mahatma Gandhi, by making India clean before 2nd October, 2019 through peoples' participation.

2. The state of sanitation in urban areas, especially, existence of open defecation, insanitary latrines and littering of solid waste all-around, is blot on urban living and need to be eradicated without any further delay. The Prohibition of Employment as Manual Scavengers and their Rehabilitation Act, 2013 makes it mandatory to address the sanitation related issues in time bound manner.

3. Ministry of Urban Development is committed to achieve the target of 100% sanitation in urban areas and is planning to create massive public awareness through intensive campaign on cleanliness between 25th September and 2nd October, 2014. This week will be observed as "Swachchha Bharat Saptah" (Clean India Week). You will appreciate that this noble cause cannot be achieved without your full and active participation in the campaign.

4. Therefore, I request you to spearhead "Swachchha Bharat Saptah" as an intensive campaign in your State as per the guidelines enclosed. Your directions to the concerned State/Local City Authorities will go a long way in achieving the goal of total sanitation in the country in a time bound manner.

With regards,

Yours sincerely,

M. Venkaiah Naidu
(M. Venkaiah Naidu)

Adv. copy for-

CS

A-CS(UDD)

Secy (Housing) Smt. Anandiben Patel
UDD

Chief Minister of Gujarat
3rd Floor, Swarnim Sankul
1, New Sachivalaya, Gandhinagar,
Gujarat - 382010.

DS(UDD)

Guidelines for observing "Swachchha Bharat Saptah"

Hon'ble Prime Minister, during his speech on the occasion of 68th Independence Day on 15th August, 2014 from rampart of Red Fort, placed sanitation on the top of Government's agenda. Besides rolling out program/mission for total sanitation in India, Ministry of Urban Development alongwith State Governments is going to observe the "Swachchha Bharat Saptah" (Clean India Week) during 25th September and 2nd October, 2014 to kick start the cleanliness drive.

Objectives

India is striving hard to achieve cleanliness. It has been aimed to achieve high level of cleanliness across the country through peoples' participation well before 2nd October, 2019 so as to celebrate 150th birth anniversary of Father of the Nation, Mahatma Gandhi by gifting him Swachchha Bharat – as cleanliness was close to his heart.

The objective of the campaign is to achieve the vision of the National Urban Sanitation Policy (NUSP) which is All Indian cities and towns become totally sanitized, healthy and liveable and ensure and sustain good public health and environmental outcomes for all their citizens with a special focus on hygienic and affordable sanitation facilities for the urban poor and women".

This campaign aims to create awareness in Government bodies, Non-Governmental Organizations (NGOs) and community at large for their full involvement in achieving the goal of clean India.

Strategy

For observing "Swachchha Bharat Saptah" (Clean India Week), the entire period available since now, may be divided into two parts viz. Built up Phase for carrying out core work without much publicity and second phase for making publicity and campaigns.

To effectively observe the Swachchha Bharat Saptah, State/ ULBs should organize focused programmes like street plays, local/ward level awareness programmes, media campaigns, art/ literacy competitions, etc. to educate people about the importance of sanitation and the indirect cost to the public from neglecting sanitation in the form of ill-health, loss of work and cost towards medical treatment.

The following **strategies** may be adopted for planning/organizing campaigns:

A. Constitution of Organizing Committees

At the State Level efforts shall be made by designating some nodal agencies/ departments to work-out the strategies for observing "Swachchha Bharat Saptah" and necessary directions may be passed on to District Administration/ ULBs.

To effectively organize these programmes, two tier committees may be constituted in the States/UTs (i) at State level under chairmanship of Chief Secretary and (ii) at district level under chairmanship of appropriate authority like Mayor/District Magistrate, as the case may be. The suggestive compositions of Committees are as under:

(i) Steering Committee at the State Level

- Chief Secretary - in the chair
- Pr. Secretary Urban Development - Member
- Pr. Secretary Housing and Urban Poverty Alleviation - Member
- Pr. Secretaries dealing with Education (Basic/Secondary/Higher/Technical) - Member
- Pr. Secretary dealing with Public Health - Member
- Pr. Secretary dealing with Drinking Water Supply & Sanitation - Member
- Pr. Secretary of Transport Department - Member
- Pr. Secretary of Tourism Department - Member
- Pr. Secretary of Power - Member
- Director General/Commissioner of Police - Member
- Information Commissioner - Member
- Director of Local Self Government - Member
- Committee may co-opt 4 civil society representatives and Pr. Secretary of any other Department, as may be deemed necessary -Member Secretary

(ii) Campaign Organizing Committee at District Level

- i. Mayor in corporation cities at district level - in the chair
- ii. District Magistrate - Co-chair
- iii. Senior Superintendent of Police - Member
- iv. Municipal Commissioner in corporation cities - Member
- v. District Level Officer of Education department - Member
- vi. District Level Officer of Health department/CMO - Member
- vii. District Level Officer of Drinking Water Supply & Sanitation - Member
- viii. District Level Officer of Transport department - Member
- ix. District Level Officer of Tourism department - Member
- x. District Information Officer - Member
- xi. Chairman/CEO of ULBs - Member
- xii. Committee may co-opt 4 members from civil society and any other District Level Officer, as may be deemed necessary - Member

In general, the committees may be constituted drawing members from concerned departments in Government/NGOs/civil society/ eminent personalities/public leaders like MPs/MLAs/Councillors etc. and may be notified well before 5th of September 2014 and circulated/intimated to all concerned.

Necessary preparatory meetings may be held between 8th - 12th September 2014 and in each committee a **nodal officer** may be designated to manage/organize the activities related to campaign and do the needful to take forward massive public awareness campaign on cleanliness between **25th September to 2nd October, 2014** with ULBs. It is suggested that for each of the days of the week, focused sanitation drives may be carried out on one of the **thematic areas of sanitation**. Some of the suggested thematic areas are as below:

- (i) Road & Street Sanitation Day
- (ii) Schools & Colleges Sanitation Day
- (iii) Hospitals Sanitation Day
- (iv) All Toilets Sanitation Day
- (v) Institutional Sanitation Day
- (vi) Stalls/Hotels/Restaurants/Bakeries/Eateries Sanitation Day
- (vii) Day of Sanitation Pledge for all.

B. Wide Publicity of the Event

The committees may make necessary arrangements in place including mobilizing all concerned during 20th – 25th September 2014 for taking forward the public campaign. The information may be spread to public through the following means:

- Print & Electronic media
- Social Network
- Issuing pamphlets
- Recorded voice appeal from dignitaries and public figure like CM, film stars etc. through mobile phones
- SMS
- Broadcasting through radio
- Street plays
- Hoardings/posters/stickers
- Issuing notices to schools
- Distributing cartoons attracting people to observe cleanliness
- Any other means.

The campaign be formally launched on 25th Sept, 2014 in each district by Local M.P./Mayor/District Magistrate or any other dignitary. In this campaign programme for the whole week, as have been drawn above, should be clearly spread out to seek full cooperation of the public. Schools/colleges/Institutes of all levels should be fully associated during this campaign. A "Prabhatpheri" or "Short Run for Cleanliness" could be organized in the city/town in association with local Civil Society for building awareness.

Possible activities to be undertaken while observing "Swachchha Bharat Saptah"

Following activities may be undertaken during the "Swachchha Bharat Saptah"

1. Building awareness in public at large about the cleanliness of houses/premises
2. Display of message of cleanliness through sign boards at public places/markets.
3. Organizing 'Prabhat Pheries' in various society/mohallas to create awareness
4. Repair, maintenance, cleaning & sanitization of Public/ Community toilets
5. Cleaning of Bus stands/Roads/Streets/Parks/ Markets/Public Places/ Pavement Areas/ backyards/ front yards/ areas surrounding the Railway Stations
6. River/Talab side waste cleaning
7. Cleaning of Toilets in Government buildings/Hospitals/Schools
8. Removal of Debris and garbage heaps in public places.
9. Cleaning of Government Buildings including removal of excess furniture/records/lying in corridors
10. Pledge taking not to litter on road but carry and put at waste collection point and not to spit indiscriminately
11. Educating School children about the importance of sanitation, through distribution of educating material.
12. Organizing Mohalla Sabha where address in this respect may be delivered by a well known person

Report on Campaign

State Government may arrange to observe "Swachchha Bharat Saptah" between 25th September 2014 and 2nd October 2014 and Director, Urban Local Body may make necessary arrangements to collect and compile all relevant information regarding the no. events held, participation of public, schools/colleges, and the other efforts made through above stated campaigning means alongwith the outcome of the events and forward in form of a report to the Ministry of Urban Development by end of October, 2014.
