

Arrangements for Swachh Bharat Abhiyan

- All officers, except those required for Hon'ble Prime Minister's function at India Gate
 - To reach at 9.00 AM on 2nd October, 2014,
 - To take pledge at 9.30 AM along with the Hon'ble Prime Minister. Arrangements for the same to be made in advance for projection of the function at Auditorium of Delhi Secretariat by GAD.
 - To participate in the cleanliness of office on that day.
- Chief Secretary to coordinate on the issue of traffic, parking and security.
- No invitation card is to be sent, however arrangements with news channels to be made, advertisements and press release also to be issued.
- 2,500 school children from class 9th to 11th standard to participate in the Prime Minister's function from Delhi Governments schools. Both the boys and girls need to

participate. However, this is to be optional and the schools need to encourage the children's to participate.

- DDA would arrange T-shirts and caps for the children's.
 - Necessary tie-up for their transportation and drinking water and their transportation back to the school is to be tied-up by the Education Department, Government of NCT of Delhi.
- In the advertisement and press release, people of Delhi are to be encouraged to take oath along with the Hon'ble Prime Minister (at their respective homes) at 9.30 AM.
- All Secretaries / Head of Departments to sensitize their departmental officers on the following issue and
- To ensure cleanliness in their offices and subordinate offices:
 - Dispose of unusable inventories.
 - Educating their officers and staff for sanitation and hygiene.
 - Department wise specific action plan to be prepared by the HoDs for the period from 2nd October, 2014 to 31st October, 2014. Issues on which specific departments need

to work, are included in the power-point presentation circulated earlier.

- All the MLA's are to be requested to participate in the Swachh Bharat Abhiyan in their respective Assembly Constituencies.
- All Bus stations, bus terminals and bus queue shelters are to be taken care of.
- Defacement / cleaning should be taken care of by the Public Works Department, Municipal Bodies and other road / public property owning departments.
- Advisory to the people for the traffic arrangements on the 2nd October, 2014 to be issued by the Traffic Police under information to the Chief Secretary.
- Water ATMs and Interceptor Sewer, are to be inaugurated by the Hon'ble Minister of Urban Development, Government of India after a week.

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Govt. of NCT of Delhi
OFFICE OF THE CHIEF SECRETARY
Delhi Secretariat, I.P. Estate, New Delhi.

No. F.13(80)/"SB"/MB/UD/14/ 6652-6653

Dated: 24/9/2014

CIRCULAR

Hon' Prime Minister of India is going to launch the first phase of Swachh Bharat Abhiyan on October 2, 2014. All the Central Ministries and State Governments have been requested to actively participate in this nationwide campaign.

On the part of the Delhi Government, all Departments / Public Sector Undertaking and associated bodies are hereby directed to ensure that they should reach their office at 9.00 AM alongwith their staff and should take pledge alongwith Hon' Prime Minister at 9.30 a.m. After this pledge, they should participate in a cleanliness campaign in their office premises and surroundings in active participation of their staff. Department-wise specific program has already been circulated by the Urban Development department in the form of a power point presentation made to the Hon' Minister of Urban Development, Government of India on September 18, 2014.

All the departments are directed to further ensure that they chalk out specific daily work and targets for the first phase of Swachh Bharat Abhiyan from October 2, 2014 to October 31, 2014. A copy of the plan so prepared should be sent to the Secretary, Urban Development, Government of NCT of Delhi by September 28, 2014 without fail.

(D.M. SPOLIA)
Chief Secretary

No. F.13(80)/"SB"/MB/UD/14/ 6652-6653

Dated: 24/9/2014

Copy to:

1. All Pr. Secretaries/Secretaries/HOD, Delhi Government.
2. OSD to Chief Secretary for information please.

शंकर अग्रवाल, आई.ए.एस.
SHANKAR AGGARWAL, IAS



सचिव भारत सरकार
Secretary to the Government of India

शहरी विकास मंत्रालय
निर्माण भवन, नई दिल्ली-110011
MINISTRY OF URBAN DEVELOPMENT
NIRMAN BHAWAN, NEW DELHI-110011
Tel. : 23062377, Fax : 23061459
E-mail : secyurban@nic.in
URL : <http://moud.gov.in>

D.O. No. K-19013/13/2014-DD.IV

Dated the 24th September, 2014

Dear

You are aware that the Hon'ble Prime Minister is launching "Swachh Bharat Mission", a nation-wide programme for cleaning the country on 02.10.2014. This Mission will continue up to 02.10.2019 i.e., 150th birth anniversary of Mahatma Gandhi to make the country completely clean by then. This onerous task cannot be completed unless everyone concerned with urban affairs takes active part in this journey.

2. I would, therefore, request that you may consider initiating the following actions on 02.10.2014 and during the first phase of the campaign from 02.10.2014 to 31.10.2014 after the launch of Mission by the Hon'ble Prime Minister:

- (i) Kindly direct all Chief Executive Officers (CEO) of Urban Local Bodies (ULB) to administer Cleanliness Pledge (draft copy enclosed) to all employees/Officers;
- (ii) Also, direct them to carry out intensive cleanliness campaign covering the following activities in all ULBs:
 - (a) Cleaning of household premises;
 - (b) Cleaning of Mohalla ;
 - (c) Repair Maintenance, Cleanliness of public/public community toilets;
 - (d) Public Awareness for use of toilets;
 - (e) Cleaning of Statues;
 - (f) Cleaning of rivers / water bodies;
 - (g) Removal of Debris and Garbage heaps in public places;
 - (h) Cleaning of Government Buildings including removal of excess furniture, records etc.;
 - (i) Organisation of Marathon / Walkathon;
 - (j) Organisation of Painting competition;
 - (k) Motivating for 100 hour per year volunteer service to the cause

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- (l) Identification and engagement of Swachhata Doot in each Ward to work voluntarily as ambassador of ULBS for this cause;
- (m) Kites Flying Celebration with Message on Kite "Swachh Bharat: Mera Bharat"

3. I solicit your full cooperation in this movement to make it "Jan Andolan" for cleaning the country.

Regards,

Encl: As above

Yours sincerely


24/9
(Shankar Aggarwal)

All Secretaries of State Governments

Urban Development Department

Govt. of _____

पंकज जैन, आई.ए.एस.
FANKAJ JAIN I.A.S.



सत्यमेव जयते

सचिव
भारत सरकार
पेयजल एवं स्वच्छता मंत्रालय
Secretary
Government of India
Ministry of Drinking Water and Sanitation
247, 'A' Wing, Nirman Bhawan, New Delhi-110108
Tel. : 23061207, 23061245 Fax : 23062715
E-mail : secydws@nic.in
Website : www.ddws.nic.in

NIWAS, Delhi
Diary 3728
Dated 23/9/14

OFFICE OF THE CHIEF SECRETARY
GOVT. OF NCT OF DELHI
23 SEP 2014
CS/2014/1170
DY. No.

O/o Secretary Urban Development
Govt. of NCT of Delhi
24 SEP 2014
Dy. No.

MOST URGENT
D.O. No. 2180/5(DWS)/2014
19th September, 2014

Subject : Launching of 'National Sanitation Campaign' towards a Swachh Bharat from
25/9/2014 to 31/10/2014

Dear Sir,

As you are aware, President of India in his Address to Parliament had declared the intention of the Government to make Bharat, Swachh by 2019. Prime Minister in his address to the nation on 15th August 2014, also reiterated the Resolve of the Government to achieve Swachh Bharat status by 2nd October 2019, coinciding with the 150th birth Anniversary of Mahatma Gandhi.

2. The key to changing the grim sanitation situation in the country is to change the mindset of the people i.e. the general apathy towards cleanliness. This is possible only if sanitation is taken up as a people's movement.

3. The Prime Minister proposes to launch Mission Swachh Bharat on 2nd October 2014. So as to build up a momentum for the launch of Swachh Bharat Mission, and to kick start a people's sanitation movement, Government of India proposes that an extensive National Sanitation Campaign be launched on 25th September 2014, to be continued up to 31st October 2014, with a sanitation pledge in all offices on 2nd October 2014 right from Chief Secretary office down to Panchayat level. [the text of the pledge will be circulated shortly].

4. The focus of the campaign should be on :-

- To create awareness on general cleanliness of the city and village[s] including street cleaning.
- To create awareness on safe sanitation
- The need to build and use toilets.
- Importance of handwashing
- Safe disposal of Child Faeces
- Safe handling and storage of drinking water.
- Importance of Solid Liquid Waste Management

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23/09/2014

Prepared as directed
23/9/14
secy

CS. - for h.a.
H. said response to
Mr Jain. 23/9.

JS(MB)

Various IEC/IPC activities communicating the above issues should be undertaken (including a visit to every home). It needs to be emphasized during communication, that cleanliness can impact people's lives, by reducing incidences of diseases while enhancing the security and pride of the women and the children.

- To carry the message of Swachhata to each and every home. Students can act as 'Cleanliness Ambassadors.
- It is envisaged that this Campaign be one for the entire government. Each Govt. functionary right from State to Panchayat level has to be involved in the campaign. At Panchayat level/village level, Sarpanches, Panchayat members, Block coordinators, ASHA workers, Swachhata Doots, Teachers, Revenue Functionaries and all departmental functionaries of various departments are to be involved along with organizations like NCC, NSS, Boy Scouts, Girls Guides, NYK volunteers etc. to carry the message of sanitation.

5. In addition to having interventions at the State, District and GP levels, the Sanitation Campaign should aim to reach out to each and every individual household. Extensive activities need to be undertaken at the household levels. Maximum emphasis should be given on ensuring coverage of each local body/Panchayat and motivating each and every household to build and use toilets. Thus apart from effective planned use of Mass Media (Radio, TV, Newspapers), Digital media (Voice SMS) Direct Media (Hoardings, posters, wall writings, bus panels,) and Motivational media (Nukkad Nataks, documentary film shows), the Sanitation Campaign should see the extensive use of Interpersonal Communications at the household level. Reaching every household has to be the base of the planning. Efforts is to be made to mobilize communities at the ground level by holding Sanitation Melas/ Rallies and walks/runs by students with banners/paintings in local languages.

6. For this effort to be successful it is obvious that large scale mobilization of possible partners has to be done. These may include:

- (i) NBA - IEC consultants, Swachhata doots, Block and District Coordinators and VWSC members;
- (ii) School students;
- (iii) services of ASHA, Anganwadi workers, SHG groups, School Teachers, Doctors, and PRIs, Patwaris, other ground level/Village level workers;
- (iv) Local leaders and spiritual/Religious leaders for visibility and acceptance;
- (v) Services of NCC cadets, Boy Scouts, Girl Guides, Nehru Yuvak Kendras;

- (vi) Rotary and Lions and other similar organizations to reach out to various sections;
- (vii) Like minded and reputed NGOs, CSOs, SHGs, especially Women SHGs;
- (viii) The state may also contact officers of departments like Health, Women and Child Development and School Education Department and request them to spare the services of their personnel during the sanitation campaign;
- (ix) Multilateral organizations UNICEF, WSP GSF, WSSCC
- (x) Agencies like Sulabh, Wateraid, Plan, Arghyam, Water for People, etc
- (xi) Media representatives

- All States are to prepare an extensive day-wise plan for the Campaign detailing activities to be taken up, starting from 25th September 2014 including observation of Gandhi Jayanti on 2nd Oct. 2014 with focus on sanitation, and continuing the Campaign up to 31st October 2014...

A brief '*Suggested Action Points for celebrating the National Sanitation Campaign*' is enclosed for reference. The State action plan may be broadly developed on these lines. However States are expected to develop and improve on this Plan with specific local initiatives

A detailed/ date based Activity plan (at state, district, block and GP levels) on how States plan to organize the 'National Sanitation Campaign' , may be shared with this Ministry by 24th September 2014.

Sri Sujoy Mojumdar
Director (NBA), Ministry of Drinking Water and Sanitation
Email: sujoy.m@nic.in

Ms. Sandhya Singh
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Mr. Sreenath
IEC Consultant (WSP), MDWS, GoI.
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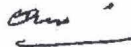
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- The available funds under NBA-IEC can be utilized for the Sanitation Campaign.
 - Specific IEC materials to be used at all levels need to be planned and prepared in time. Assistance of the Ministry as well as organizations like UNICEF, WSP, NGOs and any other sanitation service organizations can be taken for this. Many States and Organizations have developed excellent quality IEC material which can be shared amongst states.
 - All the states are kindly requested to immediately identify a State Nodal officer for the Sanitation Campaign and intimate this Ministry his / her name, contact number and email address for future communication.
7. For any further clarification/support, the help of the above names officers could be contacted by Delhi Government
8. It may also be noted that the Sanitation Campaign can be followed up by programmes on World Hand Washing day which falls on October 15th 2014.

With Regards

Yours sincerely,

Encl.: As above


(Pankaj Jain)

Shri Najib Jung
Lieutenant Governor of Delhi
6, Raj Niwas, Government Secretariat,
Court Lane, Civil Lines,
Delhi - 110054

Suggested Action Points For 'National Sanitation Awareness Campaign being held from 25/9/ 2014 to 31/10/ 2014

The following Points are to be considered an suggested action for the National Sanitation Awareness Week:

(A) Preparatory Meetings

1. One day State level meeting is to be held by or before 23/09/2014 involving all State and District level NBA officers, Coordinators, Consultants as a preparatory meeting for planning the entire campaign and detailing all possible activities. Requirement of coordination with various other Ministries/ Departments/ International Agencies/NGOs/ other organizations to be discussed in detail. It is suggested that the meeting be held at the level of Chief Secretary.

A detailed draft Sanitation Campaign Action Plan should be the outcome of this meeting (This may already have been held in many States).

2. A one day District level meeting headed by District Collectors to discuss the concept of the Campaign involving District Sanitation Departments, various Govt. Departments, other stakeholders and NGOs to coordinate plan and finalise the district level IEC activities. This should result in finalizing both concept plans at the district levels as well as GP level activities (by 23rd September 2014).
3. Once the Concept Plan is finalized, a one day State level Advocacy Workshop with all partners, detailing responsibilities of various Ministries/ NGOs/ International NGOs like UNICEF, WSP, Rotary and other partners informing them about the campaign to be held on (by 23rd September)
The various relevant Government departments are to be requested to permit/ allow the participation of services of their workers during the sanitation campaign (ASHA, Anganwadi workers, SHG groups, School Teachers, Youth clubs and PRIs).
4. Subsequently, before 25th September 2014, briefing/orientation workshop is to be organized for all participating workers at District and /or Block level to brief/inform them of the Messages to be disseminated on sanitation and the detailed activities to be carried out during the Sanitation Campaign.

(B) 'National Sanitation Campaign (25/9/ 2014 to 31/ 10/ 2014)

(I) State level Curtain Raiser (Eye of awareness Campaign)

1. Advertisements in Important newspapers in advance especially in local languages regarding 'National Sanitation Campaign'.
2. Sanitation clips/ shows on TV and Radio channels in local language (some spots and clips are available on MDWS Website (go to mdws.nic.in/miscellaneous section/ and click on Audio/Video section to access sanitation audio and video spots)
3. Hoardings/ posters / bill boards across the state highlighting Sanitation messages during the Campaign.

States which have already made designs of sanitation messages are requested to assist other States by sending soft copies of the same to the Director Sanitation at sujoy.m@nic.in by 25.9.2014.

(II) State Level activities

1. Start of the National Sanitation Campaign on 25th September 2014.
2. Awareness advertisements on sanitation in TV and Radio networks at the state level. Continue broadcast of TV spots/ Radio programmes throughout the campaign.
3. Use of Bulk voice SMS through the campaign highlighting sanitation messages.
4. Setting up hoardings/ posters in state district capitals/ campaigns on bus panels etc.
5. Running sponsored articles/ issues highlighting sanitation in newspapers.

6. Organising Elocution contests/ Declamation contests/ painting contest on subjects like cleanliness of Villages, safe sanitation practices, hand washing, safe storage of water, solid and liquid waste management practices, Sanitation and health etc at schools and give prizes for the same.
7. Participation of involving Lt Governor and Senior Officers and other dignitaries appropriately may be considered during the campaign.

(III) District Level Activities

1. Inauguration of the Sanitation Campaign at the district level, at District HQ by organizing a Rally at the district headquarters with participation of Elected Representatives, District Officials, Officers of various departments, School Children, NGOs, CSOs, Media etc.
2. Sanitation Messages on hoardings at District and Block levels, at Bus stands, Railway stations, Schools, important traffic junctions, Hospitals, Panchayat offices.
3. Messages on local cable TV channels, slide show in theaters.
4. Organise Nukad nataks around Bus stations, Market Places.
5. District level Elocution/ Painting contests for Schools and Colleges.

(IV) Block Level Activities

1. In addition to the district level activities, a AV van with sanitation messages showing audio visual messages and having models of toilets etc., may be arranged.

(V) Village/local level activities

1. Organisation of a meeting on the Inaugural day of the Sanitation Campaign on 25/9/2014, at the local level/GP / Gram Sabha involving participation by all stakeholders including political leaders/ spritual leaders, PRI members, School children, ground level Government workers formally

inaugurating the Sanitation Campaign followed by Skits/ Nukkad nataks / jatras etc.

2. Organization of Gram Padyatra, to identify and highlight locations of open defecation, garbage heaps, stagnant water etc. These can be mapped to create a map and displayed in meetings; in the GP and Schools etc and used as a tool to bring about shame and disgust and generate awareness. This can be used to trigger action and demand for toilets.
3. A intensive door to door campaign with the help of flip charts/ pamphlets to be undertaken to cover all households to be organized with Govt. Employees of various Deptts./ Swachhata Doots/ Water supply operators/ ASHAS/ ANM workers/Anganwadi workers/ SHG groups/NGOs/School Children/others to be actively involved.

During the campaign, to organise at least one large colorful rally going through the entire GP with posters/ playcards highlighting sanitation issues like construction and use of toilets, hand washing , safe storage of water, solid and liquid waste management practices, sanitation and health etc

4. Organise a Sanitation Mela at the GP level for at least one /two days, involving local SHGs, NGOs, Schools etc. consisting of posters/ toilet models/ interaction with Masons/ highlighting Govt. schemes in sanitation/ sanitation related puppet shows etc. (The Mela should also have a booth for counseling and giving sanitation related information)
(On the spot sanction of applications for toilets may also be arranged)
5. Organise competitions at local schools in the GPs on topics related to sanitation like construction and use of toilets, Handwashing , safe storage of water, Solid and Liquid Waste Management practices, Sanitation and health etc. Provisions for giving prizes may also be made.
6. Deck up the ground level offices, and Primary Health Centre with posters/ festoons and hoardings highlighting the sanitation campaign and safe sanitation practices. (organise counselling facilities at the Primary Health Centre and GP office during the entire duration).

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Put up wall paintings at important buildings in the GP like Schools, Hospitals, Primary Health Centers, GP offices, highlighting safe sanitation practices.

7. Organise Street Nukkad Nataks with a plan to cover the entire Panchayat.
8. Enable involvement of spiritual leaders to announce Sanitation messages during the entire campaign (sensitization on sanitation issues may be done before the activity)
9. Document the proceedings at the GP through photographs and video recordings.

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एक कदम स्वच्छता की ओर

स्वच्छता शपथ

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महात्मा गांधी ने जिस भारत का सपना देखा था उसमें सिर्फ राजनैतिक आजादी ही नहीं थी, बल्कि एक स्वच्छ एवं विकसित देश की कल्पना भी थी।

महात्मा गांधी ने गुलामी की जंजीरों को तोड़कर माँ भारती को आज़ाद कराया।

अब हमारा कर्तव्य है कि गंदगी को दूर करके भारत माता की सेवा करें।

मैं शपथ लेता हूँ कि मैं स्वयं स्वच्छता के प्रति सजग रहूँगा और उसके लिए समय दूँगा।

हर वर्ष 100 घंटे यानी हर सप्ताह 2 घंटे श्रमदान करके स्वच्छता के इस संकल्प को चरितार्थ करूँगा।

मैं न गंदगी करूँगा न किसी और को करने दूँगा।

सबसे पहले मैं स्वयं से, मेरे परिवार से, मेरे मुहल्ले से, मेरे गांव से एवं मेरे कार्यस्थल से शुरुआत करूँगा।

मैं यह मानता हूँ कि दुनिया के जो भी देश स्वच्छ दिखते हैं उसका कारण यह है कि वहां के नागरिक गंदगी नहीं करते और न ही होने देते हैं।

इस विचार के साथ मैं गांव-गांव और गली-गली स्वच्छ भारत मिशन का प्रचार करूँगा।

मैं आज जो शपथ ले रहा हूँ, वह अन्य 100 व्यक्तियों से भी करवाऊँगा।

वे भी मेरी तरह स्वच्छता के लिए 100 घंटे दें, इसके लिए प्रयास करूँगा।

मुझे मालूम है कि स्वच्छता की तरफ बढ़ाया गया मेरा एक कदम पूरे भारत देश को स्वच्छ बनाने में मदद करेगा।

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3



प्रधान मंत्री
Prime Minister

25th September, 2014

Dear Friends,

I am sure you have heard time and again that cleanliness is next to Godliness. Alas, things are often different when it comes to putting this into practice.

On 2nd October we are launching Swachh Bharat Mission, a massive mass movement, that seeks to create a Clean India. Cleanliness was very close to Mahatma Gandhi's heart. A clean India is the best tribute we can pay to Bapu when we celebrate his 150th birth anniversary in 2019. Mahatma Gandhi devoted his life so that India attains 'Swarajya'. Now the time has come to devote ourselves towards 'Swachchhata' (cleanliness) of our motherland.

I urge every one of you to devote at least hundred hours every year, that is two hours every week towards cleanliness. We can't let India remain unclean any longer. On 2nd October I myself will set out with a broom and contribute towards this pious task.

Today, I appeal to everyone, particularly political and religious leadership, mayors, sarpanchs and captains of industry to plan and wholeheartedly engage in the task of cleaning your homes, work places, villages, cities and surroundings. I request your active support and participation in our collective quest to make a Swachh Bharat.

▶ [Watch PM's call for Swachh Bharat](#)

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Hindi & other languages](#)

Yours,

Narendra Modi

on Social Media



the PM



the PM



Your Partnership



2

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शंकर अग्रवाल, आई.ए.एस.
SHANKAR AGGARWAL, IAS



सचिव भारत सरकार
Secretary to the Government of India

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MINISTRY OF URBAN DEVELOPMENT
NIRMAN BHAWAN, NEW DELHI-110011
Tel.: 23062377, Fax : 23061459
E-mail : sacyurban@nic.in
URL : http://moud.gov.in

D.O.No.Q-15014/2/2009-CPHEEO
Dated the 25th September, 2014

Dear Secretary

In reference to my earlier D.O. Letter No. K-19013/13/2014-DD-IV dated 24.09.2014, I am enclosing herewith a slightly changed but final version of cleanliness pledge (Swachhata Shapath) to be administered to all employees and elected representatives of Urban Local Bodies (ULBs) on 02.10.2014. This pledge and the Logo for "Swachh Bharat Mission" are available on Ministry of Urban Development website: <http://moud.gov.in>.

2. I request you to kindly popularise this logo and the pledge so that more and more citizens/officials/public representatives get involved in this Mission to achieve the dream of Mahatma Gandhi of completely clean India to mark his 150th Birth Anniversary i.e., 02.10.2019.

With best wishes,

Yours sincerely,

(Shankar Aggarwal)

All Principal Secretaries/Secretaries of
Urban Development Department
State Government of _____