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**SWACHHA ANDHRA CORPORATION**

MA & UD Department,  
Government of Andhra Pradesh

#501, NCL Kaveri-I Apartments, Shanthi Nagar,  
Masab Tank, Hyderabad – 500028.

F.No.73/SAC/TBCD/COO(S)2016, Date: 15.07.2016

To

All the Districts Collectors,  
Andhra Pradesh.

Sir,

- Sub: Theme Based Cleanliness drive as part of Swachha Bharat Mission - In the Cleanliness Drives in “Honourble municipal workers, with citizens extending the hand of ‘friendship’ to all municipal workers working for Swachh Bharat Mission” - from 16.07.2016 to 31.07.2016 - Reg.
- Ref: 1. Circular No.SB/SBM/30/2016, Dated 29.03.2016, of JS & MD(SBM), MoUD, Gol.  
2. Lr. D. O.No.SB/SBM/81/2016, dated 14.06.2016. of JS & MD(SBM), MoUD, Gol.

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Kind attention is invited to the subject and references cited.

The Ministry of Urban Development, Gol, has communicated the calendar for Thematic Cleanliness drives as part of Swachha Bharat Mission, from April 2016-March 2017 for every 15 days with an activity vide ref 1<sup>st</sup> cited. For this fortnight it is proposed to take up Cleanliness drives in “Honourble municipal workers, with citizens extending the hand of ‘friendship’ to all municipal workers working for Swachh Bharat Mission” - from 16.07.2016 to 31.07.2016 and the activities to be taken up are detailed in the annexure enclosed herewith.

The Joint Secretary and Mission Director (SBM) has informed that for all the upcoming thematic drives during the year 2016-17, press cuttings and TV video clippings (only related to the theme for a particular fortnight) will be awarded 1 point per press cuttings, and 3 points per TV video clippings, and these marks will be counted towards the final scores in the next round of “Swachh Survekshan” survey to be conducted towards the end of this year. It is also informed that to kindly send all press clippings/TV videos, to the Mail ID: [sanghamitrab@kpmg.com](mailto:sanghamitrab@kpmg.com) with CC to [swachhaandhra2015@gmail.com](mailto:swachhaandhra2015@gmail.com), [saradhi.swachhaandhra@gmail.com](mailto:saradhi.swachhaandhra@gmail.com).

I, therefore request you sir, to issue necessary instructions to the concerned Municipal Commissioners to take up the fortnight cleanliness drives mentioned in the calendar every time.

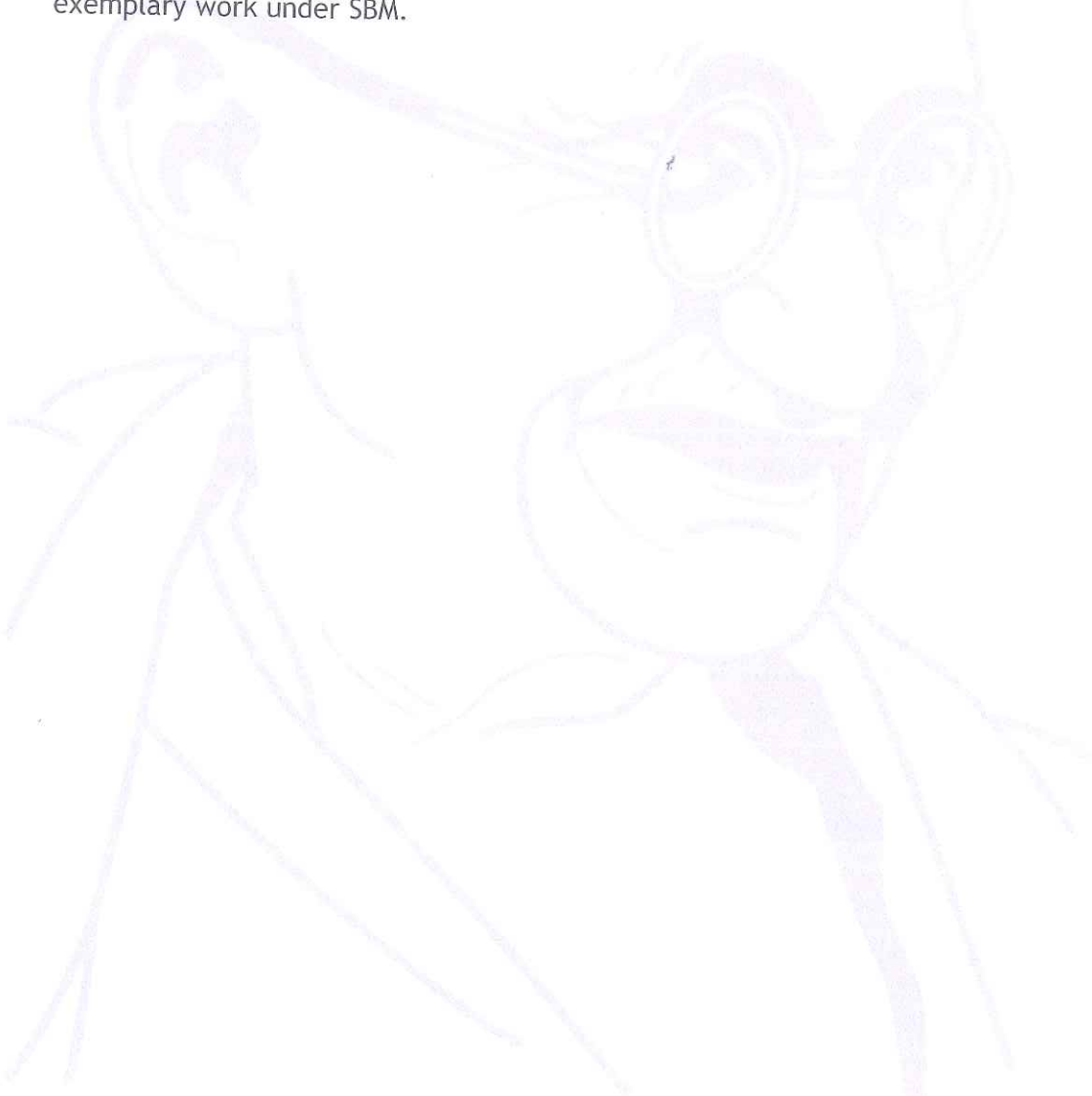
Yours faithfully

  
MANAGING DIRECTOR

Encl: - As above

Suggested Activities for Cleanliness Drives in “Honourble municipal workers, with citizens extending the hand of ‘friendship’ to all municipal workers working for Swachh Bharat Mission”:-

- ✍ Citizens voluntarily put ‘friendship bands’ on municipal workers serving in their locality.
- ✍ ULB distributes makes and safety kits to all municipal workers.
- ✍ Conducting a health camp for all municipal workers.
- ✍ Providing municipal workers with new uniforms, new shoes, gloves, safety kits.
- ✍ Felicitation and public recognition of all municipal workers who have been doing exemplary work under SBM.







D.O. No. SB / SBM / 81 / 2016

Date: 14<sup>th</sup> June 2016

Dear Sir / Madam,

**Re: Thematic drives: 16<sup>th</sup> – 31<sup>st</sup> July 2016**

Kindly refer to circular number SB / SBM / 30 / 2016 dated 29<sup>th</sup> March 2016, giving the detailed calendar of thematic drives to be taken up during April 2016 – March 2017.

2. The theme for the special drive to be conducted during the fortnight 16<sup>th</sup> – 31<sup>st</sup> July 2016 will be focusing on the theme: **“Honouring municipal workers, with citizens extending the hand of ‘friendship’ to all municipal workers working for Swachh Bharat Mission”**. During this fortnight, please arrange the following initiatives for all your municipal workers:

- Conducting a health camp for all municipal workers
- Providing municipal workers with new uniforms, new shoes, gloves, safety kits
- Felicitation and public recognition of all municipal workers who have been doing exemplary work under SBM

4. As in the previous fortnights, we will be supplying you with soft copies of creative designs that you can use to bring out posters / banners etc for the fortnight.

5. Please reach out to your local media (both press and TV) for covering the above events in local newspapers and TV channels. As already communicated to you, each press cuttings and ach TV video clippings around this drive, emailed to sanghamitrab@kpmg.com will be awarded 1 point per press clipping, and 3 points per TV video clip, and these marks will be counted

towards the final scores in the next round of "Swachh Survekshan" to be conducted in January 2017.

We look forward to your cooperation in making this drive a success.

With regards,

Yours sincerely,

  
(Praveen Prakash)

All State Mission Directors (SBM) / Municipal Commissioners of 75 cities

Copy to : - PPS to Secretary (UD)

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