

**F.No.77(5)/SAC/General/COO(S)/2016, Dt.03.02.2017**

To

All the Municipal Commissioners,  
Andhra Pradesh,  
Vijayawada

Sir,

Sub: Uploading of CSR Projects undertaken by ULBs on SWACHH Portal-Reg

Ref: D.O.No.MD-SBM/MJ/1/2017, Dt .25.01.2017 & 1.2.2017

**-oOo-**

In the reference cited the JS & MD (SBM) has informed that SWACHH (Swachhata Augmentation through Corporate Helping Hands) is a crowd-funding platform to spearhead involvement of private sector in city level initiatives of Swachh Bharat Mission (SBM). The platform aims to connect city municipal commissioners with private individuals and companies who are interested in funding and getting involved in city level SBM projects of building toilets and solid waste management infrastructure/services. This is one of the project which was selected by Hon'ble Prime Minister last year.

The reason of launching this initiative is to encourage private sector participation in ULB initiatives of SBM and bring out capital and expertise to bridge gaps in funding of SBM. With this MoUD would like to expedite SBM targets and provide a transparent monitoring mechanism.

SWACHH has a Global dashboard which lists the projects from conception to completion stage, showcased with stage-wise progress of projects and utilization of funds, all of which is in public domain.

Now it is requested to collate all the projects completed since inception of SBM (U) and upload on SWACHH Portal ([www.swachh.org.in](http://www.swachh.org.in)). The process of uploading the project is mentioned on portal itself. MoUD will be reviewing all these details uploaded by ULBs and contemplating to launch an Intra – ULB competition to award ULBs attracted maximum number of projects

and funding. All these great work will bring additional marks during the next Swachh Survekshan as special initiatives taken by the ULB.

In addition to the above vide ref. 2nd cited it is requested to provide a copy of the agreement signed between the ULBs and implementation agency. This can also be a document which showcase discussion happened in this regard and qualify its execution / completion such as Letter of intent, Agreement etc.

To upload these project and agreement copy on SWACHH Portal ([www.swachh.org.in](http://www.swachh.org.in)) as well. The process of uploading the project is mentioned on portal itself. MoUD will be reviewing all these details uploaded by ULBs and contemplating to launch an Intra ULB competition to award ULBs attracted maximum number of projects and funding. All these great work will bring additional marks during the next Swachh Survekshan as special initiatives taken by the ULB.

Further it is also requested to nominate a nodal officer from ULBs and share his details with Mr. Pravin Gupta – National PMU - ([sbmurban.moud@gmail.com](mailto:sbmurban.moud@gmail.com) / 9873180695) in case of any further assistance required.

I, therefore request to go through the contents mentioned in the above two references and act accordingly and also share the nodal officer details of your ULB immediately.

Yours faithfully,  
**D MURALIDHAR REDDY, IAS**  
**MANAGING DIRECTOR**

**Encl: As above**



DO No: 01/02/SBM(SP) 2017 /PG/32

Dated: 1<sup>st</sup> February, 2017

**Sub: Sharing of 'Letter of Intent' between ULBs and CSR Project implementation agency under Swachh Bharat Mission (U)**

Dear Sir/Madam,

This is with reference to the DO letter sent on 25<sup>th</sup> January 2017 regarding uploading of CSR Projects on SWACHH Portal (Copy of the letter enclosed for your reference). You are requested to collate details of all the projects competed since inception of SBM (U)/ under process and provide a copy of the agreement signed between the ULBs and implementation agency. This can also be a document which showcase discussion happened in this regard and qualify its execution / completion such as Letter of Intent, Agreement etc.

2. You can upload these project and agreement copy on SWACHH Portal ([www.swachh.org.in](http://www.swachh.org.in)) as well. The process of uploading the project is mentioned on portal itself. MoUD will be reviewing all these details uploaded by ULBs and contemplating to launch an Intra – ULB competition to award ULBs attracted maximum number of projects and funding. All these great work will bring additional marks during the next Swachh Survekshan as special initiatives taken by the ULB.

3. Please share details of a nodal officer from your team along with the copy of an evidence of taking up this initiative as mentioned above with Mr. Mudasir Javed (National PMU) ([sbmurban.moud@gmail.com](mailto:sbmurban.moud@gmail.com) / 9821441185).

4. Kindly reach us out for any further clarity required in this regard. Looking forward to your active support in this endeavor.

With regards,

Yours Sincerely,

  
(Praveen Prakash)

To: Municipal Commissioners of all 500 Cities

Copy To:  
SBM Mission Director – All States  
Additional Mission Director – SBM, Deputy Secretary (SBM), CPHEEO, Section

Enclosure: Letter sent on 25<sup>th</sup> Jan 2017 regarding uploading of CSR projects on SWACHH Portal



D.O. No. MD-SBM/MJ/1/2017

Dated 25<sup>th</sup> January, 2017

**Sub:** Uploading of CSR Projects undertaken by ULBs on SWACHH Portal

Dear Sir/Madam,

SWACHH (Swachhata Augmentation through Corporate Helping Hands) is a crowd-funding platform to spearhead involvement of private sector in city level initiatives of Swachh Bharat Mission (SBM). The platform aims to connect city municipal commissioners with private individuals and companies who are interested in funding and getting involved in city level SBM projects of building toilets and solid waste management infrastructure/services. This is one of the project which was selected by Hon'ble Prime Minister last year.

2. The reason of launching this initiative is to encourage private sector participation in ULB initiatives of SBM and bring out capital and expertise to bridge gaps in funding of SBM. With this MoUD would like to expedite SBM targets and provide a transparent monitoring mechanism.
3. SWACHH has a Global dashboard which lists the projects from conception to completion stage, showcased with stage-wise progress of projects and utilization of funds, all of which is in public domain.
4. You are now requested to collate all the projects competed since inception of SBM (U) and upload on SWACHH Portal ([www.swachh.org.in](http://www.swachh.org.in)). The process of uploading the project is mentioned on portal itself. MoUD will be reviewing all these details uploaded by ULBs and contemplating to launch an Intra – ULB competition to award ULBs attracted maximum number of projects and funding. All these great work will bring additional marks during the next Swachh Survekshan as special initiatives taken by the ULB.
6. Please nominate a nodal officer from your team and share his details with Mr. Pravin Gupta – National PMU - ([sbmurban.moud@gmail.com](mailto:sbmurban.moud@gmail.com) / 9873180695) in case of any further assistance required.

Looking forward to your active support in this endeavour.

With regards,

Yours Sincerely,

To:  
Municipal Commissioners of all 500 Cities

Copy To:  
SBM Mission Director – All States  
Additional Mission Director – SBM, Deputy Secretary (SBM II),  
CPHEEO, Section