

To  
All the District Collectors,  
Andhra Pradesh.

**File No: 88(6)/SAM/COO(S)/GEN/2017, dt.25.07.2017**

Sir/Madam,

Sub: SAC-To celebrate the week of "Freedom from Open Defecation"-Action Plan-Req-Reg.

Ref: Letter No-Letter No- 681435/B2/2017, dt: 25.07.2017, of Principal Secretary, MA&UD, Andhra Pradesh.

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Kind attention is invited to the subject and reference cited and please find enclosed copy of reference cited.

In the reference cited above, the Secretary of MDWS, has informed that the country gears up for 71st Independence Day celebrations, it has been decided to celebrate the whole week in the run up **to August 15th (Aug 9th - Aug 15th)** as the week for Freedom from Open Defecation or "Khule mein shauche Aazadi" week.

In this connection, it is requested to kindly mobilize a movement for access and usage of toilets and for a push towards declaration of ODF villages, and Blocks and Districts during this week. States and Districts may take up mass mobilization events like rallies, runs, human chains, in favour of 'Freedom from Open Defecation', involving ODF champions, opinion leaders, youth, women, children, etc. Special events may be organized at district/taluka /block levels to honour local Sanitation Champions. Screening of films/spots/success stories may be done for spreading awareness among the community. Speeches/Quiz/sports activities may be organized for the school students and youth around the theme of Swachhta.

Hon'ble Ministers, eminent personalities and local celebrities may be involved in these events. While these suggestions are only indicative, States and districts may take up more innovative mass awareness measures based on local context.

The funds under the state IEC component of SBM may be utilized for this purpose and to share a brief action plan for the week latest by 25th July 2017.

I, therefore, request that to issue necessary instructions to all the concerned Commissioners to celebrate the week of **"Freedom from Open Defecation"** befittingly to culminate on the Independence Day and to monitor implementation.

**REDDY,IAS**

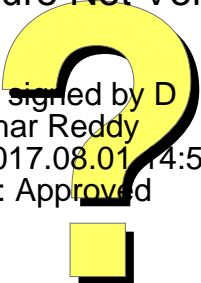
Yours faithfully,  
**D MURALIDHAR**  
**MANAGING DIRECTOR**

**Copy to all the Commissioners in the State for  
information and necessary action.**

**Encl:As above**

Signature Not Verified

Digitally signed by D  
Muralidhar Reddy  
Date: 2017.08.01 14:55:56 IST  
Reason: Approved



GOVERNMENT OF ANDHRA PRADESH  
MUNICIPAL ADMINISTRATION & URBAN DEVELOPMENT (B2) DEPARTMENT

Letter No. 681435/B2/2017- Dated:25-07-2017.

From  
The Principal Secretary to Government,  
MA&UD Department,  
A.P. Secretariat, Velagapudi.

To  
The Managing Director,  
Swachh Andhra Corporation,  
A.P. Vijayawada (WE).

Sir,

Sub:- Instructions on 71<sup>st</sup> Independence Day Celebrations from 9<sup>th</sup> August to 15<sup>th</sup> Aug. as week for Freedom from Open Defecation or "Khule main Shauch se Aazadi" week - Necessary action - Requested - Reg.

Ref:- From the Secretary, GoI., Ministry of Drinking Water & Sanitation, New Delhi, D.O.No.2/2/S(DWS)/17, dt.11.7.2017 received through Chief Secretary to Govt.No.6691/CSP/2017.

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I am to enclose herewith the reference cited, and request you to issue necessary directions to all the concerned in the State to celebrate the week of "Freedom from Open Defecation" befittingly to culminate on the Independence Day and to monitor implementation, under intimation to the Government.

Yours faithfully,



for PRINCIPAL SECRETARY TO GOVERNMENT.

Copy to:

The Director of Municipal Administration,  
A.P. Guntur (WE).

(with a request to issue instructions to the concerned).

Sf.

परमेश्वरन अईय्यर  
Parameswaran Iyer



सचिव  
भारत सरकार  
पेयजल एवं स्वच्छता मंत्रालय

Secretary  
Government of India  
Ministry of Drinking Water & Sanitation  
4<sup>th</sup> Floor, Antyodaya Bhawan,  
Lodhi Road, New Delhi 110003  
Tel: 24361011, 24362715,  
e-Mail: [param.iyer@gov.in](mailto:param.iyer@gov.in)  
D.O.No.2/2/S(DWS)/17  
11<sup>th</sup> July, 2017



Dear Shri Kallem

As the country gears up for 71<sup>st</sup> Independence Day celebrations, it has been decided to celebrate the whole week in the run up to August 15<sup>th</sup> (Aug 9<sup>th</sup> – Aug 15<sup>th</sup>) as the week for Freedom from Open Defecation or “*Khule mein shauch se Aazadi*” week.

2. In this connection, I request you to kindly mobilise a movement for access and usage of toilets and for a push towards declaration of ODF villages, and Blocks and Districts during this week. States and Districts may take up mass mobilization events like rallies, runs, human chains, in favour of ‘Freedom from Open Defecation’, involving ODF champions, opinion leaders, youth, women, children, etc. Special events may be organized at district/taluka /block levels to honour local Sanitation Champions. Screening of films/spots/success stories may be done for spreading awareness among the community. Speeches/Quiz/sports activities may be organised for the school students and youth around the theme of Swachhta. Hon’ble Ministers, eminent personalities and local celebrities may be involved in these events. While these suggestions are only indicative, States and districts may take up more innovative mass awareness measures based on local context.

3. I would request you to issue necessary instructions to the district and block levels to celebrate the week of “Freedom from Open Defecation” befittingly to culminate on the Independence Day and to monitor implementation. The funds under the state IEC component of SBM may be utilized for this purpose. I will be grateful if you share with me a brief action plan for the week latest by 15th July 2017. Your personal leadership would be invaluable in the whole effort.

With regards,

Yours Sincerely

Parameswaran Iyer

Pri.Secy to Govt.  
MA&UD.Dept.  
13 JUL 2017  
No: 3602  
A.P. Secretariat  
Velagapudi, Guntur Dist-522 503.

Shri Ajay Kallem  
Chief Secretary  
Government of Andhra Pradesh  
Hyderabad

MA&UD

Shri Kallem  
P.A. for MA&UD  
MD, Secretariat A.P.  
for MA&UD

681435  
2017

SBM  
P. put up  
13/7

JS (NS)

Office  
19/7/17