

**SWACHHA ANDHRA CORPORATION**  
MA&UD Department, Gov. of Andhra Pradesh

From  
D.Muralidhar Reddy, IAS,  
Managing Director,  
Swachha Andhra Corporation,  
Hyderabad.

Letter No.37SAC/CE/ ENVE/F6/ Date. 26.06.2015

Sub: SBM – Progress of Swachh Bharat Mission components-Further instructions/ suggestions – Report – Requested-Reg.

Ref: 1) From the Joint Secretary & Mission Director (SBM) GoI, MoUD, Lr. DO. No. Q-15014 /3/2009- CPHEED, Dt.13.05.2015.

2) From the Secretary, GoI, MoUD D.O.No.2/8/2015-SBM, Dt.26.05.2015.

3) Memo.No.6282/B2/2015 of OSD, MA&UD (B2) Dept., Dt.08.6.2015.

With reference to above, GoI has requested to furnish the reports in regards to following activities:

- 1) Devising innovative methods to incentivise ward level officials for achieving “Open Defecation Free Wards” under the SBM.
- 2) To initiate the process of involving senior citizens in the Swachh Bharat Mission and other development schemes of ULBs.

Further, It is requested that an early action may be initiated by each ULB to take the necessary innovative steps towards the above mentioned activities and to furnish the reports to Swachh Andhra Corporation in this regard.

Encl: Copies of references 1&2

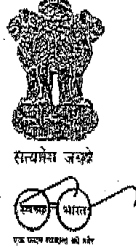
yours faithfully

Hyderabad  
Date: 26-06-2015

  
for Managing Director  
Swachha Andhra Pradesh

To All Municipal Commissioners of ULBs of Andhra Pradesh  
Copy submitted to the Principal Secretary, MA&UD Department for kind Information.  
Copy submitted to the CDMA for kind information

प्रवीण प्रकाश, आई.ए.एस.  
PRAVEEN PRAKASH, IAS  
Joint Secretary & Mission Director (SBM)  
संयुक्त सचिव एवं मिशन निदेशक (एस.बी.एम.)  
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भारत सरकार  
शहरी विकास मंत्रालय  
निर्माण भवन, नई दिल्ली-110011

GOVERNMENT OF INDIA  
MINISTRY OF URBAN DEVELOPMENT  
NIRMAN BHAWAN, NEW DELHI-110011

नई दिल्ली-110011, तारीख 201  
New Delhi - 110011, Date: 13 May 2015

DO No Q-15014/3/2009- CPHEEO

Dated 13 May 2015

Subject- Focus on Open Defecation Free (ODF) Municipal Wards

Dear Sir,

As you are aware, Swachh Bharat Mission (SBM) has been launched on 2<sup>nd</sup> Oct 2014 with two pronged focus to make the Country Open Defecation Free (ODF) and also bring acceptable level of cleanliness in Cities / Towns. While deliberating upon the subject at various fora, it has emerged that since a Municipal Ward is the basic functional unit in Urban areas, a "bottom up" approach starting from Ward level would be most appropriate way to achieve the objectives of ODF Towns.

An ODF Ward would essentially have the following characteristics:

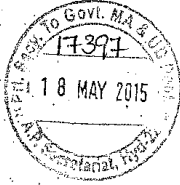
- 1) Sanitary toilets in each household.
- 2) Where not practicable due to space constraints, a set of household are clubbed together to use a Community Toilet constructed in the immediate vicinity, not in any case more than 500 m distance from the user's household.
- 3) Public Toilets are provided as per established standards in commercial establishments such as markets, cinema halls, multiplexes, theatres, museums, hotels, restaurants hospitals and office buildings. In addition, by the municipal authorities to cater for the floating population. It is also recommended that a person should not have to travel more than 1 km to find Public Toilet.

I request you to devise innovative methods to incentivise ward level officials for achieving "Open Defecation Free Wards" under the Mission.

Yours Sincerely /,

(Praveen Prakash)

Principal Secretary/Secretary (UD/SBM)

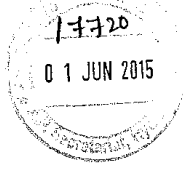


21.5.2015  
B2

M. PRASAD  
SECRETARY

eOFFICE

16612/EP  
Date: 04 JUN 15  
Action: B  
Signature: Dear Shri Giridhar,



Government of India  
Ministry of Urban Development  
Nirman Bhawan, New Delhi-110011

D.O.No.2/8/2015-SBM  
Dated: 26<sup>th</sup> May, 2015

One of the main objectives of the Swachh Bharat Mission (Urban) is to effect behavioural change and generate awareness regarding healthy sanitation practices and their impact on public health. To meet this objective, it would be desirable to involve senior citizens as volunteers in the Mission.

2. Senior citizens, retired (government or non-government), residing in respective districts, comprise a significant and respected human resource. Furthermore they are looking for meaningful engagement and recognition rather than remuneration. Senior citizens should be proactively involved and with their experience they would require only half-day orientation workshops. We have identified the following participation themes for senior citizens;

- 17
- 3/16
- Educate students at schools and colleges on the aspects of personal and community hygiene.
  - Motivate citizens through behavioural change about hygiene & sanitation practices.
  - Mobilise the local community for "Shram Daan" activities to clean local parks, streets, roads, drains and garbage bins.
  - Volunteer own experience and skills to train functionaries involved in the effective implementation of the SBM.
  - Act as Sanitation Warden to monitor and report to ULB authorities instances of poor sanitation services.

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3. We feel that involving participation of local citizens will lead to more effective implementation of the Swachh Bharat Mission and other activities of ULBs. The senior citizens will feel a sense of usefulness to society, ownership of the results and pride in their contribution to improving the living conditions around them. You may modify the above package of themes, as considered appropriate.

4. Accordingly, you are requested to advise the ULBs in your State to initiate the process of involving senior citizens in the Swachh Bharat Mission and other development schemes of ULBs. I would also be happy to receive your suggestion in this matter and also request to keep me updated with the progress in your state.

with regards,

Yours sincerely,

(M. Prasad)

Shri A. Giridhar  
Principal Secretary (UD),  
Municipal Administration & Urban Development Department,  
Andhra Pradesh Secretariat,  
Hyderabad - 500 022.