

To  
All the District Collectors,  
Andhra Pradesh.

Sir,

Sub:SAC- Launch of Swachhta Hi Sewa campaign in the  
State/Cities/- Req -reg.

Ref: Letter received from Sri.V.K.Jindal, Joint Secretary  
and Mission Director SBM (U) Government of India, dated 5<sup>th</sup>  
September, 2017.

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Kind attention to the above subject & reference cited, Hon'ble Prime Minister during his " Mann ki Bath " on 27<sup>th</sup> of August 2017, called upon the nation to undertake a campaign ,"SWACHHTA HI SEWA " from 15<sup>th</sup> of Septemebr,2017 to 02<sup>nd</sup> October,2017 ( Gandhi Jayanthi ).

The aim of the campaign is to intensify the focus on cleanliness and to create an environment of cleanliness across the country in the spirit of JanaAndolan. The"SWACHHTA HI SEWA" campaign will be formally launched by our Hon'ble President of India on 15<sup>th</sup> September, 2017.

In this context, all Districts of Andhra Pradesh are the flag the bearers of SBM and consequently the most important part of the "SWACHHTA HI SEWA "campaign. I would requested you to lead the "SWACHHTA HI SEWA "efforts in your district, and contribute to make it a grand success.

Please ensure that Collectors are fully aware of "SWACHHTA HI SEWA "and its objectives. They should be lead the campaign in the Districts. Information about "SWACHHTA HI SEWA "should be available readily in SAC web site.

To provide fillip to the campaign you are requested to kindly launch this in your district on 15<sup>th</sup> September, 2017 along with the elected representative's viz., Minister/M.Ps and M.L.As of the District.

The district should devise a plan for the campaign based on SBM outcomes. Please devise target based plan for significantly accelerating ODF progress and constructing twin-pit toilets across the district over these 15 days. It is desired to have marked improvement in sanitation coverage post the "SWACHHTA HI SEWA "campaign. The district level plan for 15 days of the campaign is chalked below;

## DISTRICT LEVEL PROPOSED TENTATIVE ACTION PLAN

Date	Proposed the Activity	Sub-Activity
15-09-17	"SWACHHTA HI SEWA" campaign	Formal launch of the campaign
17-09-17	<b>Sewa Diwas</b> Sramadan everyday 10-00 am to 12-00 noon.	Swachhata rating of all public parks, roads, hospitals, schools, RWAs, office premises.
18-09-17	Municipal bodies	Daily triggering activities around OD vulnerable spots with participation of the community SHG members and local NGOs.
19-09-17	Youth and defence Personals	Cleaning drives around all heritage places, water bodies, tourist places with citizens.
20-09-17	Woman and children	Swachhata pledge taking by all students in the city during morning assembly.
21-09-17	Sportsmen	Corporate houses and offices undertake sweeping/cleaning activities in their all office premises.
22-09-17	SBM Ambassadors	Inauguration of new constructed /renovated community and public toilets blocks in the city by the ULB
23-09-17	Ministers/Civil servants/ Faith Organizations	Cleaning drives in market places along with shopkeepers and traders.
24-09-17	<b>Samagra Swachhata</b>	Massive neighborhood cleanup drives by RWAs and resident colonies.
25-09-17	<b>Sarvatra Swachhata</b> : Large scale cleaning of	Daily cleaning of hospitals and their premises, along with hospital staff and

	Hospitals	patient families.
26-09-17	Sarvatra Swachhata : Large scale cleaning of Parks	Clean up drives all parks in the town
27-09-17	Sarvatra Swachhata : Large scale cleaning of Statues	Spot beautification drives in all garbage vulnerable points by local NGOs.
28-09-17	Sarvatra Swachhata : Large scale cleaning of Bus stops	Clean up drives flyovers, bus stops/bus stations.
29-09-17	Sarvatra Swachhata : Large scale cleaning of Ponds	Cleaning drives around all heritage places, water bodies, tourist places with citizens.
30-09-17	Sarvatra Swachhata : Large scale cleaning of Community Toilets/Public Toilets	Declaring all petrol pump toilets and restaurant toilets as public toilets, freely accessible to non-customers too
01-10-17	<b>Shrestha Swachhata:</b>	Massive cleanliness drive in all iconic places

During this period, you are requested to mobilize all your citizens with participation and stakeholder groups to take up sramadan activities daily at all possible locations, to result in visible impact of cleanliness in every corner of the city, so that a true spirit of " Jana Andolan " is built up of the city.

As the activities are being monitored at apex level, it is requested to upload before and after pictures/videos of these activities as well as descriptions of the activities.

Further, you are requested to mail us daily reports of the activities undertaken with the following details:

- Details of work/ activities undertaken in the city
- Before-after photographs in case of cleanliness (to indicate visible impact on the ground) and photograph /video of the activities.
- Estimate number of people who participated in the activities.

- Consolidate all the activities & prepare a comprehensive documentation to submit the SAC.

- On 2<sup>nd</sup> October, 2017 all the people should do rally on SWACHHTA, and send the reports to SAC office.

Therefore, it is requested to take up this programme in a big way and involve all the citizens and stakeholders to make the programme a big success.

Yours faithfully,

**D MURALIDHAR**

**REDDY,IAS**

**MANAGING DIRECTOR**

**Encl: As above.**

**Copy submitted to the Principal secretary, MA & UD for information.**

**Copy to all RDMAs, MA & UD department for information and necessary action.**

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

Signature Not Verified

Digitally signed by D  
Muralidhar Reddy  
Date: 2017.09.09 10:19:10 IST  
Reason: Approved



**वी० के० जिन्दल**

संयुक्त सचिव एवं मिशन निदेशक

**V. K. JINDAL, ICoAS**

Joint Secretary & Mission Director

Swachh Bharat Mission

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सत्यमेव जयते



एक कदम स्वच्छता की ओर

भारत सरकार  
आवासन और शहरी कार्य मंत्रालय  
निर्माण भवन

GOVERNMENT OF INDIA  
MINISTRY OF HOUSING AND URBAN AFFAIRS  
NIRMAN BHAWAN

नई दिल्ली-110011, तारीख 20

New Delhi-110011, dated the 20

D.O. SBM-Urban/Mission Director / 11 / 2017

6<sup>th</sup> September 2017

Dear Sir / Madam,

Further to my letter number SBM-Urban/Mission Director / 10 / 2017 dated 30<sup>th</sup> August 2017, it has been decided to expand the scope of the 3<sup>rd</sup> year anniversary celebrations of Swachh Bharat Mission. Accordingly, the run-up events to the 3<sup>rd</sup> anniversary will now be taken up from 15<sup>th</sup> September to 2<sup>nd</sup> October 2017, with the theme "swachhata hi seva". Between 15<sup>th</sup> – 16<sup>th</sup> September, the focus will be on massive awareness generation and community mobilization activities, while 16<sup>th</sup> – 30<sup>th</sup> September will focus on large scale shramdaan activities by all stakeholders, culminating in a national event at Delhi on 2<sup>nd</sup> October 2017.

The specific programme details at the national level are given below for your reference:

- 15<sup>th</sup> September 2017: formal launch of the programme in states / cities / districts
- 17<sup>th</sup> September: Sewa Diwas: Nationwide Shramdaan from 10am to 12 noon
- 24<sup>th</sup> September: samagra swachhata – shramdaan by all citizen stakeholders (Municipal Bodies, Youth and Defence Personnel, Women and Children, Sportsperson, SBM ambassadors, Corporates, Ministries, Civil Servants, Para functionaries, Faith Organisations)
- 25<sup>th</sup> September: Sarvatra swachhata – Large scale cleaning of Hospitals, Parks, Statues, Bus Stops, Ponds and Toilets across the nation
- 1<sup>st</sup> October : Shrestha Swachhata: Massive cleanliness drive in all Iconic Places

During this period, you are requested to mobilise all your citizens and stakeholder groups to take up 'shramdaan' activities daily at all possible locations, to result in visible impact of cleanliness in every corner of the city, so that a true spirit of 'jan andolan' is built up in the city. An indicative list of 'shramdaan' activities that you might plan with citizen participation, alongwith IEC activities that you might take up, are given in the **Annexure 1** for your ready reference.

As the activities are being monitored at apex level, it is requested to upload before-after pictures / videos of these activities, as well as descriptions of activities undertaken, on [swachhbharat.mygov.in](http://swachhbharat.mygov.in)

Further , you are requested to mail us daily reports of the activities undertaken, with the following details [swachhataurban@gmail.com](mailto:swachhataurban@gmail.com)

- Details of work / activities undertaken in the city:
- Before-after photographs in case of cleanliness(to indicate visible impact on the ground) and photograph/ video of other activities
- Estimated number of people who participated in the activities:

At the end of the period, please submit a combined performance report on the daily activities undertaken, alongwith photographs and videos (wherever possible) to the State Mission Director, with a copy to the undersigned.

With regards,

Yours sincerely,

Encl : As stated



(V.K. Jindal)

To: Municipal Commissioners of all cities

Copy to: All State Mission directors with request to advise all Municipal commissioners accordingly and personally monitor the progress.

**Annexure 1:**  
**Indicative list of activities to be taken up during 15<sup>th</sup> September – 2<sup>nd</sup>**  
**October 2017**

**Overall focus on source segregation, and creating “Swachh neighborhoods” through citizen participation**

- Launch of source segregation by all households, RWAs and bulk waste generators
- Mass scale distribution of colour-segregated dustbins among every household and waste generator (agri-mandis, market associations, commercial areas)
- Cleaning drives in agriculture mandis and market places alongwith shopkeepers and traders
- Cleanup drives of flyovers, bus-stations, parks etc in the city
- Cleaning drives around all heritage places, water bodies, tourist places – with citizens
- ‘Swachhata pledge’ taking by all school students in the city during morning assembly,
- Daily triggering activities around OD vulnerable spots with participation of community SHG members and local NGOs
- Massive neighbourhood cleanup drives by RWAs and resident colonies,
- Corporate houses and offices undertake sweeping / cleaning activities in all their office premises
- Inauguration of newly constructed / renovated community and public toilet blocks in the city by the ULB
- Spot beautification drives in all garbage vulnerable points by local NGOs
- Declaring all petrol pump toilets and restaurant toilets as public toilets, freely accessible to non-customers too
- Daily cleaning of hospitals and their premises, alongwith hospital staff and patient families.
- Swachhata rating of all public parks, roads, hospitals, schools, RWAs, office premises

In order to spread the message of source segregation and “swachh neighbourhood” through massive awareness drives and community mobilisation, please take up widespread IEC messaging and publicity, through:

- banners / hoardings at public places,
- regular announcements on local TV and radio,
- involvement of elected representatives in all such activities.
- engaging with spiritual leaders, influential people, opinion makers, experts and local NGOs / CBOs, in the city to motivate citizens in this initiative,
- meetings with all stakeholders groups – RWAs, hotels and market associations, influential citizens and swachhagrahis, corporate organisations, SHG groups to enlist their participation in this initiative

so that every citizen is motivated to participate wholeheartedly in this drive.