

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



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

Letter No. 30/SAC/CE/F6/2015

Dated 20-06-2015

Sir,

Sub: MA&UD – Swachha Andhra Corporation – Release of Funds towards IEC Activities and Capacity Building and A&OE to ULBs in AP – Reg.

Ref: 1. Endorsement Dt. 03-06-2015 of Principal Secretary to Govt. Municipal Administration and Urban Development on Lr. No. SAC/CE/F6/2015-16/06 Dated 26-05-2015

As all of you are aware the Swachh Bharat Mission is launched on 02-10-2014 and elimination of open defecation, eradication of manual scavenging, modern and scientific municipal solid waste management, to effect behavioral change regarding healthy sanitation practices, generate awareness about sanitation and its linkage with public health, capacity augmentation for ULBs, to create an enabling environment for private sector participation in Capex and Opex are the objectives of this mission. Construction of household toilets, including conversion of insanitary latrines into pour-flush latrines, construction of community toilets, public toilets, solid and waste management, IEC and public awareness, Capacity building and A&OE are the components of this mission.

A key strategy under this mission is behavior change communication to ensure that sanitation as an issue is mainstreamed with the general public at large and should cover issues of open defecation, prevention of manual scavenging, hygiene practices,

proper use and maintenance of toilet facilities etc. and its related health and environmental consequences.

The construction of individual house hold toilets has gained momentum and about 60,000 toilets are sanctioned by various ULBs. An important aspect of Swachh Andhra Mission is promoting changes in behavior related to practice of personal hygiene and demand for sanitation products and services. The benefits of toilets can be achieved only when communities and households adopt good sanitation and hygiene behavior. A massive capacity building programme and publicity campaign need to be done at different levels and therefore the funds as per Annexure-1 is released to all the ULBs for utilizing the amount towards capacity building and IEC activities. While utilizing the fund the following shall be strictly adhere to;

1. Expenditure on newspaper and TV **shall not be** permitted.
2. Purchase of vehicles and construction and maintenance of buildings, creation of posts and payments of salaries, purchase of furniture and fixtures **shall not be** permitted.
3. Each ULB may prepare an action plan for public awareness and IEC.
4. The District Collector and other key government functionaries may be involved for bringing awareness about the SBM programme.
5. ULBs shall identify relevant officials for training and draw-up a calendar of training for them.
6. The ULBs may identify relevant officials/persons capable of spreading the training on sanitation under SBM as MASTER TRAINERS who can attend central government training on SBM.
7. Each ULB may identify brand ambassadors who will act as star campaigners for SBM programmes.
8. Identify key influences and forming city level task forces to drive behavioral change initiatives.
9. Identify open defecation areas and create interest and demand for access and use of toilets.
10. Identification of insanitary and unhygienic practices by the citizens.
11. Spread information about access to the toilets, schemes, technologies and support mechanisms.

12. Conduct Door to door campaign, conducting essay, poetry, drawing competitions on importance of cleanliness, sanitation and hygienic in schools and colleges etc.
13. Explore the possibility of private sector involvement for funding and promotion.
14. Radio talk shows, organizing green walk-a thons, bike-a thons, health fairs, voluntary counseling, social media, involving local celebrities, small group interactions with citizens etc. may be done by the ULB.
15. Involving women organizations, youth federations, community clubs, colony/apartment associations, religious groups etc.
16. Organizing exhibitions to demonstrate the sanitary products and services.
17. ULBs may also take initiatives for fund raising as CSR activities from different agencies to meet the IEC expenditure.

All the Commissioners/Municipal Commissioners are requested to utilize the amount released to ULBs towards the IEC & Capacity building strictly as per the conditions of the SBM and inform the action taken this office and also to submit the utilization certificated for the amount released.

Encl : Annexure – I

Yours faithfully

-Sd-

Hyderabad
Date: 20-06-2015

Managing Director
Swachha Andhra Pradesh

To,

All the Commissioners of Municipal Corporations in Andhra Pradesh

Municipal Commissioners of ULBs in Andhra Pradesh

Copy submitted to the Principal Secretary, MA&UD Department for kind Information.

Copy submitted to the Secretary, MA&UD Department for kind Information

Copy submitted to the CDMA for kind information

Copy submitted to MD, MEPMA for kind information

Copy submitted to all the District Collectors in Andhra Pradesh

Copy to the all Regional Directors of Municipal Administration of AP for information.

| Allocation of Amounts to ULBs | | | | |
|--------------------------------------|---------------------------------|--------------------------------------|---------------------------------|--|
| Sl.No | Name of the Station | Population as per 2011 census | IEC&Public Awareness | Capacity Building &Administrative Office Expenses |
| | | | 6% | 0.25% |
| | | | In Rupees | In Rupees |
| 1 | Srikakulam | 133911 | 273137 | 13755 |
| 2 | Amadalavalasa | 39799 | 81178 | 4088 |
| 3 | Ichapuram | 36493 | 74434 | 3748 |
| 4 | Palasa Kasibugga | 57507 | 117296 | 5907 |
| 5 | Rajam | 42197 | 86069 | 4334 |
| 6 | Palakonda | 31572 | 64397 | 3243 |
| 7 | Vizianagaram | 244598 | 498904 | 25125 |
| 8 | Bobbili | 56819 | 115893 | 5836 |
| 9 | Parvathipuram | 53844 | 109825 | 5531 |
| 10 | Salur | 49500 | 100965 | 5085 |
| 11 | Nellimarla | 26259 | 53560 | 2697 |
| 12 | Greater Visakhapatnam Mpl. Corp | 1878980 | 3832534 | 193005 |
| 13 | Yelamanchali | 46159 | 94150 | 4741 |
| 14 | Narsipatnam | 61540 | 125522 | 6321 |
| 15 | Kakinada Mpl. Corp | 350986 | 715902 | 36053 |
| 16 | Rajahmundry Mpl Corp | 341831 | 697229 | 35112 |
| 17 | Amalapuram | 53231 | 108575 | 5468 |

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|-----------|-----------------------|---------|---------|--------|
| 18 | Tuni | 53425 | 108970 | 5488 |
| 19 | Samalkot | 56864 | 115985 | 5841 |
| 20 | Ramachandrapuram | 43657 | 89047 | 4484 |
| 21 | Pithapuram | 52360 | 106798 | 5378 |
| 22 | Mandapeta | 53633 | 109395 | 5509 |
| 23 | Peddapuram | 49477 | 100918 | 5082 |
| 24 | Mumidivaram | 25355 | 51716 | 2604 |
| 25 | Gollaprolu | 23882 | 48712 | 2453 |
| 26 | Eleshwaram | 32084 | 65441 | 3296 |
| 27 | Eluru Mpl. Corp | 203780 | 415648 | 20932 |
| 28 | Bhimavaram | 142184 | 290011 | 14605 |
| 29 | Palacole | 61284 | 125000 | 6295 |
| 30 | Tadepalligudem | 103906 | 211936 | 10673 |
| 31 | Narsapur | 58770 | 119872 | 6037 |
| 32 | Nidadavole | 43809 | 89357 | 4500 |
| 33 | Tanuku | 90430 | 184449 | 9289 |
| 34 | Kovvur | 39667 | 80908 | 4075 |
| 35 | Jangareddygudem | 48994 | 99932 | 5033 |
| 36 | Vijayadawada Mpl Corp | 1034358 | 2109768 | 106247 |
| 37 | Machilipatnam | 169892 | 346527 | 17451 |
| 38 | Gudivada | 118167 | 241024 | 12138 |

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|-----------|-----------------|--------|---------|-------|
| 39 | Jaggaihpeta | 53530 | 109185 | 5499 |
| 40 | Nuzivid | 58590 | 119505 | 6018 |
| 41 | Pedana | 30721 | 62661 | 3156 |
| 42 | Nandigama | 44359 | 90479 | 4556 |
| 43 | Tiruvuru | 34623 | 70620 | 3556 |
| 44 | Uyyuru | 46490 | 94825 | 4775 |
| 45 | Guntur Mpl Corp | 743880 | 1517283 | 76410 |
| 46 | Tenali | 164937 | 336420 | 16942 |
| 47 | Narasaraopeta | 116250 | 237114 | 11941 |
| 48 | Bapatla | 70777 | 144363 | 7270 |
| 49 | Repalle | 50866 | 103751 | 5225 |
| 50 | Chilakaluripet | 101398 | 206820 | 10415 |
| 51 | Ponnur | 59913 | 122204 | 6154 |
| 52 | Mangalagiri | 73613 | 150148 | 7561 |
| 53 | Macherla | 57290 | 116854 | 5885 |
| 54 | Sattenapalli | 56721 | 115693 | 5826 |
| 55 | Vinukonda | 59725 | 121820 | 6135 |
| 56 | Piduguralla | 63103 | 128710 | 6482 |
| 57 | Tadepalle | 54406 | 110971 | 5588 |
| 58 | Ongole Mpl Corp | 251175 | 512319 | 25800 |
| 59 | Chirala | 87200 | 177861 | 8957 |

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|-----------|----------------------|--------|---------|-------|
| 60 | Markapur | 71092 | 145006 | 7302 |
| 61 | Kandukur | 57146 | 116560 | 5870 |
| 62 | Chimakurthy | 30279 | 61760 | 3110 |
| 63 | Kanigiri | 44755 | 91286 | 4597 |
| 64 | Giddaluru | 35150 | 71695 | 3611 |
| 65 | Addanki | 40353 | 82308 | 4145 |
| 66 | Nellore Mpl. Corp. | 594783 | 1213172 | 61095 |
| 67 | Gudur | 60625 | 123656 | 6227 |
| 68 | Kavali | 97053 | 197958 | 9969 |
| 69 | Venkatagiri | 51708 | 105468 | 5311 |
| 70 | Atmakur | 30556 | 62325 | 3139 |
| 71 | Sullurpet | 27504 | 56100 | 2825 |
| 72 | Naidupet | 47200 | 96273 | 4848 |
| 73 | Chittoor Mpl. Corp | 196601 | 401005 | 20194 |
| 74 | Tirupathi Mpl. Corp. | 374260 | 763374 | 38443 |
| 75 | Madanapalle | 136414 | 278242 | 14012 |
| 76 | Srikalahasti | 80056 | 163289 | 8223 |
| 77 | Punganur | 54746 | 111665 | 5623 |
| 78 | Palamaneru | 51163 | 104357 | 5255 |
| 79 | Nagari | 62253 | 126977 | 6395 |
| 80 | Puttur | 54092 | 110331 | 5556 |

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|------------|---------------------|--------|--------|-------|
| 81 | Ananthapur Mpl Corp | 261004 | 532367 | 26810 |
| 82 | Hindupur | 151677 | 309374 | 15580 |
| 83 | Guntakal | 126270 | 257551 | 12970 |
| 84 | Tadipatri | 108171 | 220635 | 11111 |
| 85 | Dharmavaram | 126958 | 258955 | 13041 |
| 86 | Kadiri | 89429 | 182407 | 9186 |
| 87 | Rayadurg | 61749 | 125949 | 6343 |
| 88 | Puttaparthi | 30782 | 62786 | 3162 |
| 89 | Gooty | 48838 | 99614 | 5017 |
| 90 | Madakasira | 21464 | 43780 | 2205 |
| 91 | Pamidi | 26886 | 54839 | 2762 |
| 92 | Kalyandurgam | 44959 | 91702 | 4618 |
| 93 | Kurnool Mpl. Corp | 460184 | 938632 | 47269 |
| 94 | Nandyal | 200516 | 408990 | 20597 |
| 95 | Adoni | 166344 | 339290 | 17087 |
| 96 | Yemmiganur | 95149 | 194074 | 9774 |
| 97 | Dhone | 58272 | 118857 | 5986 |
| 98 | Gudur | 22270 | 45424 | 2288 |
| 99 | Nandikotkur | 46953 | 95769 | 4823 |
| 100 | Atmakur | 45703 | 93220 | 4695 |
| 101 | Allagadda | 42404 | 86491 | 4356 |

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|------------|------------------|-----------------|-----------------|----------------|
| 102 | Kadapa Mpl.Corp. | 343054 | 699723 | 35238 |
| 103 | Mydukuru | 45790 | 93397 | 4703 |
| 104 | Jammalamadugu | 46069 | 93966 | 4732 |
| 105 | Rayachoti | 91234 | 186089 | 9371 |
| 106 | Rajampeta | 47220 | 96314 | 4850 |
| 107 | Proddatur | 162717 | 331892 | 16714 |
| 108 | Badvel | 70626 | 144055 | 7255 |
| 109 | Pulivendula | 65706 | 134020 | 6749 |
| 110 | Yerraguntla | 32574 | 66441 | 3346 |
| | | 13629532 | 27800000 | 1400000 |