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SWACHHA ANDHRA CORPORATION

MA & UD Department,
Government of Andhra Pradesh

#501, NCL Kaveri-I Apartments, Shanthi Nagar,
Masab Tank, Hyderabad – 500028.

Letter No.020/SAC/MD, Dated: 27.01.2016

To
The All Municipal Commissioners,
Andhra Pradesh.

Sir,

Sub: Theme Based Cleanliness drive as part of Swachha Bharat Mission – In the areas of Water Bodies, Recreation parks, Play areas, Rest areas and other Landscapes– from 1-2-2016 to 15-2-2016-Reg.

Ref: Ministry of Urban Development, GoI Circular No. 15/38/2015/-SBM, Dated: 28.09.2015.

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I invite your attention to the above subject and reference and request you to take-up the Theme Based Cleanliness drive as part of Swachha Bharat Mission at Water Bodies (Area surroundings lakes, riverfronts, beaches, ghats, waterways), Recreation parks, play areas, rest areas & other landscapes (linked to public gatherings from 01.02.2015 to 15.02.2015 as detailed in the annexure enclosed herewith.

The expenditure towards this special drive may be met from the funds already released to the ULBs under IEC activities.

Yours faithfully


MANAGING DIRECTOR

Encl: - Details of the programme

4. Following themes have been identified for consideration:

#	Areas / Theme	Stakeholders	Dates
1	Sardar Patel United clean India drive (Railways Stations, Metro Stations, Bus stands & stops, Auto/ Taxi stands, & Airports)	M/o Road Transport and Highways, M/o Railways, M/o Civil Aviation, AAI	11 th – 31 st Oct
2	Education Institutions (<i>Schools, Colleges, Public Libraries, Anganwadis</i>)	M/o HRD	1 st Nov – 15 th Nov
3	Agriculture Mandis, Vegetable and Grain Markets	M/o Agriculture	16 th Nov – 30 th Nov
4	Religious Places, Tourism and Heritage sites (<i>and surrounding areas</i>)	M/o Tourism, M/o UD, Department of Urban Development	1 st Dec – 15 th Dec
5	RWAs	Municipal Corporations	16 th Dec – 31 st Dec
6	Underpasses, Areas under Flyovers and Main Roads	M/o Road Transport and Highways	1 st Jan – 15 th Jan
7	Cantonment boards	M/o Defence	16 th Jan – 31 st Jan
8	Water Bodies (<i>Areas surrounding lakes, riverfronts, beaches, ghats, waterways</i>), Recreation Parks, Play Areas, Rest Areas & other Landscapes (<i>linked to public gatherings</i>)	Department of Urban Development	1 st Feb – 15 th Feb
9	Hospitals and Health Centers/ Institutions	M/o Health	15 th Feb – 28 th Feb
10	Government Offices/ Buildings and other Public Institutions	All Offices	28 th Feb – 15 th Mar
11	Old cities and main markets	Municipal Corporations	15 th Mar – 31 st Mar

5. Concerned Ministries & departments will develop the relevant parameters to effectively monitor the drive's progress and evaluate the outcome of the initiatives undertaken. The concerned Ministries and departments will share the report on the parameters, outcomes and rating of the institutions with the Swachh Bharat Mission Directorate.

Water Bodies (Areas surrounding lakes, riverfronts, beaches, ghats, waterways), Recreation Parks, Play Areas, Rest Areas & other Landscapes (linked to public gatherings)

- (i) Rivers and water bodies are often polluted by untreated /semi treated effluent from the manufacturing units. The drive should prepare a list of manufacturing and ancillary units along each water body and undertake a rigorous inspection at each of these units to ensure they are not flouting any norms.
- (ii) In cities, bridge over the river used for dumping remains of ritual rites. Regular cleanliness drive should be organized to clean specific sites.
- (iii) Ghats are often used for dumping carcass of dead animals. During the cleanliness drive alternate facilities should be created for disposing the dead animals in order water-bodies are not polluted.
- (iv) Beaches are often misused by tourists for littering. A tourist information guideline to be followed strictly. During the cleanliness drive information dissemination to tourists to ensure no littering policy.
- (v) Play areas should ensure placement of dustbins at strategic locations to ensure no littering.
- (vi) "Nukkad natak" (Street plays) to be organized for children in the playing areas to spread the importance of keeping the surrounding's clean.
- (vii) Recreational parks to display child friendly hoardings and message boards to spread the cleanliness initiative.



Managing Director,
Swachha Andhra Corporation Ltd.
Andhra Pradesh