

To
All the District Collectors,
Andhra Pradesh.

Sir,

Sub:SAC= Launch of Swachhta Hi Sewa campaign in the
Districts- Req –Reg.

Ref: Letter received from Sri.Parameswar Iyer,
Secretary, and Government of India, dated 5th September, 2017.

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Kind attention is invited to the above subject & reference cited. The Hon'ble Prime Minister during his " Mann ki Bath " on 27th of August 2017, called upon the nation to undertake a campaign, "SWACHHTA HI SEWA " from 15th of Septemebr,2017 to 02nd 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 15th September, 2017.

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

Please ensure that officials 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 15th September, 2017 along with the elected representative's viz., 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. Following targets are proposed during the campaign period. **Grounding of the IHHLs to those beneficiaries who**

were issued commencement letters shall be taken up and completion of IHHLs, which are at different stages of construction, shall be completed during this period.

S.No	District	New IHHLs to be grounded	Completion of IHHLs which are at different stages
1	ANANTAPUR	5,000	5,000
2	CHITTOOR	5,000	10,000
3	CUDDAPAH	5,000	5,000
4	EAST GODAVARI	15,000	10,000
5	GUNTUR	15,000	10,000
6	KRISHNA	10,000	15,000
7	KURNOOL	3,000	5,000
8	NELLORE	20,000	15,000
9	PRAKASAM	10,000	5,000
10	SRIKAKULAM	3,000	5,000
11	VISAKHAPATNAM	3,000	5,000
12	VIZIANAGARAM	6,000	10,000
TOTAL::		1,00,000	1,00,000

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 shall cover the five core concept areas, each concept will be taken up for three days (i.e. 5 concepts x3=15 days)

- i) Village level Swachhta Sena group's formation and activities
- ii) School based activities with children
- iii) Self-help group member/Residential welfare Association/CBO
- iv) Open defecation spots/Water bodies/etc.
- v) Religious places/Hospitals/Bus complex/Public places/Railway station/Markets etc.

DISTRICT LEVEL PROPOSED ACTION PLAN

Date	Proposed the Activity	Sub-Activity	Target group
15-09-	"SWACHHTA HI SEWA "	Formal launch of the campaign	

17	campaign		
16-09-17	Village level/ULB level Swatchha sena	Identification and formed the groups. Create awareness on sanitation	All citizens
17-09-17	Identification of the beneficiaries (who are not having the toilet/who are not using the toilet) in the village/town	To motivate the people for construction of the toilet/ approach to the concerned persons. To create awareness on personal health and hygiene through inter personal communication.	Not having the community people. Based on the identification of the non-users of the toilet people.
II. SCHOOL BASED ACTIVITIES (ALL SCHOOLS, INCLUDING ANGANWADI CENTERS)			
18-09-17	Personnel health and hygiene	Hand wash activity Good and bad habits Do's and Don'ts	All Students
19-09-17	Solid and Liquid waste Management	Create awareness and discussions on this topics. Or conduct some games.	All students
20-09-17	Rally	Sanitation related slogans/placards/ awareness songs/skits/ cultural activities	All students
III. SELF HELP GROUPS/RESIDENTIAL WELFARE ASSOCIATIONS/COMMUNITY BASED ORGANISATIONS			
21-09-17	Personnel health and hygiene	Sanitation Vs. Health related issues. Hand wash activity Good and bad habits Do's and Don'ts	Town Level Federation/Slum level Federation /All self Help group members etc.
22-	Menstrual	Create awareness	All woman group

09-17	Hygiene Management	and detailed discussions on this topic.	members
23-09-17	Solid & Liquid Waste Management.	Create awareness on source segregation. Waste water management	All citizens
IV.OPEN DEFECACTION SPOTS/WATERBODIES			
24-09-17	OD spots	Identified the OD people to council the people to use the Community toilet/Public toilet/Individual toilet	Focused Group people only
25-09-17	OD spot/Water bodies area	Cleanness activities/ Triggering activity	All citizens
26-09-17	River side or Canal bund areas	To fix the flexi or hording or pillar boards to create awareness to the people.	Surrounding people
V. ALL RELIGIOUS PLACES/HOSPITALS/BUS COMPLEX/MARKETS/RAILWAY STATION/PUBLIC PLACES			
27-09-17	Focused Group Discussion	Sanitation related activities.	Religious leaders/ Elders of the community people
28-09-17	Cleanliness activity	All bus complex areas and Hospital areas	Concerned department and other citizens
29-09-17	Railway station /Public places	Conduct awareness on sanitation through local cultural activities	All citizens
30-09-17	<ul style="list-style-type: none"> Consolidate all the activities & prepare a comprehensive documentation to submit the SAC. GP wise/ULB wise conduct a public meeting and take the resolution on OD to ODF (if already done people to ignore this, who are not done the resolution) please collect and submit to SAC. 		

- On 2nd 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 by involving citizens and stake holders and to make the programme a big success.

Yours faithfully,

D MURALIDHAR

REDDY, IAS

MANAGING

DIRECTOR

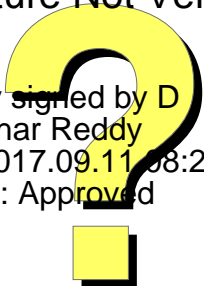
Encl: As above.

Copy submitted to the Principal secretary, PR & RWS for information.

Copy to all CEOs ZP, SEs RWS, DPOs, PDs DRDA, PDs DWMA, and all MPDOs for information and necessary action.

Signature Not Verified

Digitally signed by D
Muralidhar Reddy
Date: 2017.09.11 08:25:07 IST
Reason: Approved



परमेश्वरन अय्यर
Parameswaran Iyer



सचिव
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Tel: 24361011, 24362715,
e-Mail: param.iyer@gov.in
D.O. No. 2/2/S(DWS)/2017
5th September, 2017

Dear Shri Kumar

As you may be aware, the honorable Prime Minister during his 'Mann ki Baat' address on 27th of August 2017, called upon the nation to undertake a campaign, 'Swachhta Hi Sewa', from 15th September 2017 to Gandhi Jayanti. 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 a Jan Andolan.

During the Swachhta Hi Sewa campaign, the Ministry of Drinking Water and Sanitation will launch a nation-wide mass mobilization drive to accelerate ODF progress in villages through construction of twin-pit toilets in conjunction with the behaviour change activities. In addition, it is desired to organize Shramdaan activities by eminent personalities, community organizations, private sector organizations, and all other stakeholders between 15th September and 2nd October, 2017. It is also proposed that the Swachhta Hi Sewa campaign be formally launched by the honourable President of India on 15th September, 2017.

The States are the flag bearers of SBM and consequently the most important part of the SHS campaign. In this context, I would request you to lead the SHS efforts in your state, and contribute to make it a grand success.

- To provide fillip to the campaign you are requested to kindly launch this in your State on 15th September 2017 along with the elected representatives viz., MPs and MLAs of the State
- The State should devise a plan for the campaign based on SBM outcomes. Please devise a target based plan for significantly accelerating ODF progress and constructing twin-pit toilets across the State over these 15 days. It is desired to have marked improvement in sanitation coverage post the Swachhta Hi Sewa campaign.
- 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 readily available in all public places.
- District and State level action plans maybe devised to involve political, cultural, social, and faith leaders
- Special events, Safai Abhiyans, Swachhta Raths and Shramdaan must be undertaken on a massive scale in the State
- Ensure regular coverage of Swachhta related activities in Electronic and Print media in vernacular languages

This campaign is an opportunity to achieve results at scale and at the minimum all Districts that aim to become ODF by 2nd October should become ODF as part of this campaign. Additionally, it is desired to triple the pace of ODF achievement during the Swachhta Hi Sewa campaign.

I am confident that you will personally lead this national campaign.

With regards.

Yours sincerely,


Parameswaran Iyer

Shri Dinesh Kumar
Chief Secretary
Government of Andhra Pradesh, Hyderabad