

To  
All the District Collectors,  
Adhra Pradesh.

**File.No: 88(16)/SAM/COO(S)/GEN/2017, dt:10.09.2018.**

Sir,

Sub: SAC- Swachhta Hi Seva 2018 from 15.09.2018 to 02.10.2018-  
Communicated - Necessary action - Requested -Reg.

Ref:D.O.No.2/2/S(DWS)/18, dt:29.08.2018, of the Secretary, Ministry of  
Drinking Water and Sanitation (MoDWS).

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Attention is invited to the subject and reference cited and please find the  
enclosed copy of attachment.

Vide reference cited, the Secretary, Ministry of Drinking Water and  
Sanitation has informed that the launch of the 150th birth anniversary celebrations  
of Mahatma Gandhi and in the run up to the 4th anniversary of Swachha Bharath  
Mission, it has been decided to observe Swachhata Hi Seva (SHS) 2018 from 15th  
September to 2nd October, 2018 on a larger scale than last years, SHS 2018 aims  
at accelerating the Jan-Andolan for realizing the vision of Clean India, further  
reinforcing the principle that "Sanitation is everyone's business".

Certain days are earmarked for focused activities, which needs special  
attention. The details are as follows:

- **15th September 2018:** The launch of SHS 2018 by Governor/Chief Minister in  
State capital. Participation of all school students to undertake swachhata activities  
through Shramdaan. Shramdaan by Government departments, Public  
representatives, faith organizations and citizens at large scale including celebrities.
- **16th September 2018:** Panchayat Raj Institutions to have Swachhata Sabhas  
and undertake Shramadaan for Swachhata activities.
- **17th September 2018:** Swachhta Shramdaan by Dignitaries of the State.
- **22nd September 2018:** Railways to undertake swachhta related activities. State  
is requested to reinforced Railways swachhata activities that day.
- **24th September 2018:** Engagement of Corporates and companies on a pan-  
India basis for swachhata related activities including shramdaan. Swachhata  
campaigns and tree plantation in Industrial and Mining areas, establishment and  
factories of respective states.
- **25th September 2018:** (Swachhgrahion ke Swachhagrahi: Ek se Anek Divas)  
Each Swachhgrahi under SBM(G) to mobilize 100 or more than members from the  
community to do swachhata shramdaan in their villages under SBM(G).
- **29th September 2018:** Cleaning drives in hospitals, public health centers,  
community health centers. Swachhata activities led by hand loom industries and  
cooperative banks.

The day wise action plan has been prepared incorporating the above days is prepared and enclosed to this letter.

Therefore, it is requested to take up the Swachhata hi Seva 2018 programme is a big way by involving citizens and stake holders and to make the programme big success. Activities undertaken during the fortnight campaign duly reported on the portal. The link is as follows:

<https://swachhbharatmission.gov.in/SHS2018>

Yours faithfully  
**D MURALIDHAR REDDY, IAS**  
**MANAGING DIRECTOR**

Encl: 1. As above.  
2. Day wise action plan.

Copy submitted to Principal Secretary, PR & RD Department for information.  
Copy to all the SEs, RWS & S for information and necessary action.

Signature Not Verified

Digitally signed by D  
Muralidhar Reddy  
Date: 2018.09.10 13:50:16 IST  
Reason: Approved



## Day wise District Action Plan – Swachhata Hi Sewa-2018

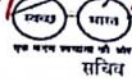
<b>Date</b>	<b>Activity</b>	<b>Sub-Activity</b>	<b>Target group</b>
15 Sep 2018	"SWACHHTA HI SEWA " campaign	<ul style="list-style-type: none"> <li>Formal launch of the campaign by the District Collector at District level</li> <li>Launch of campaign at Mandal and GP level with key officials</li> </ul>	All Stake holders
16 Sep 2018	Swachha Shramadhanam – Panchayatraj Institutions	<ul style="list-style-type: none"> <li>Appreciation to the teams on ODF achievement</li> <li>Orientation on Sustainability, Door to Door Collection, Source Segregation , Solid waste management and Liquid waste management.</li> <li>Community along with school students, youth, SHGs, Swachhagrahis, Govt officials and Public representatives to participate in "Swachha Sramadhan" and cleans the insanitary spots</li> </ul>	All Citizens
17 Sep 18	Swachha Shramadhanam – Panchayatraj Institutions and Participation District officials	Community along with school students, youth, SHGs, Swachhagrahis, Govt officials and Public representatives to participate in "Swachha Sramadhan" and cleans the insanitary spots	All Stake holders
<b>II. SCHOOL BASED ACTIVITIES ( ALL SCHOOLS, INCLUDING ANGANWADI CENTERS)</b>			
18 Sep 18	Personnel health and hygiene	Hand wash activity ;Good and bad habits ;Do's and Don'ts	All Students
19 Sep 18	Solid and Liquid waste Management	Create awareness and discussions on this topics along with field visit to the nearest Waste to wealth resources centers	All students
20 Sep 18	Rally	Sanitation related slogans/placards/ awareness songs/skits/ cultural activities	All students
<b>III. SELF HELP GROUPS/COMMUNITY BASED ORGANISATIONS</b>			
21 Sep 18	<ul style="list-style-type: none"> <li>Personnel health and hygiene</li> <li>Menstrual Hygiene Management</li> </ul>	<ul style="list-style-type: none"> <li>Sanitation Vs. Health related issues.</li> <li>Hand wash activity</li> <li>Good and bad habits</li> <li>Do's and Don'ts</li> <li>SLWM</li> </ul>	SHG members, School and Anganwadis

		<ul style="list-style-type: none"> <li>Awareness on MHM and interactions with girl's students.</li> </ul>	
22 Sep 18	Cleaning activities at railway stations and railway crossings.	Community to participate in swachhta related activities at railway stations.	All citizens
23 Sep 18	Solid & Liquid Waste Management.	Create awareness on source segregation and waste processing facility Waste water management – Soakpits, Open drains and Underground drains	All citizens
<b>IV.INSANITARY SPOTS / SOLID LIQUID WASTE MANAGEMENT</b>			
24 Sep 18	Insanitary spots cleaning and involvement of corporate and companies	<ul style="list-style-type: none"> <li>Identification of Insanitary spots and Strategy for cleaning</li> <li>Creation of motivation in People to use the Community toilet/Public toilet/Individual toilet</li> <li>Cleanness activities/ Triggering activity along with awareness activities on SLWM</li> </ul>	Leaders and Youth with support from Govt officials and Corporates
25 Sep 18	Swachhgrahion ke Swachhagrahi : Ek Se Anek Divas	Each Swachhagrahi to mobilize 100 or more than members from the community to do Swachhata Shramadhan	All citizens
26 Sep 18	Insanitary spots near water bodies	Cleanness activities/ Triggering activity along with awareness activities on SLWM	All citizens
<b>V. ALL RELIGIOUS PLACES/HOSPITALS/BUS COMPLEX/MARKETS/RAILWAY STATION/PUBLIC PLACES</b>			
27 Sep 18	Focused Group Discussion	Sanitation and SLWM related activities.	Religious leaders/ Elders of the community people
28 Sep 18	Cleaning Drives	All bus complex areas, railway station and other public transit points.	Concerned department and other citizens
29 Sep 18	Cleaning Drives	Cleaning drives in hospitals, PHCs, and CHCs.	All citizens
30 Sep 18	<ul style="list-style-type: none"> <li>➤ Consolidate all the activities &amp; prepare a comprehensive documentation to submit the SAC.</li> <li>➤ GP wise conduct a public meeting and take the resolution on ODF Plus.</li> <li>➤ On 2<sup>nd</sup> October, 2018 all the people should do rally on SWACHHTA, and send the reports to SAC office.</li> </ul>		

परमेश्वरन अय्यर  
Parameswaran Iyer



13029/CSP/2018



सचिव  
भारत सरकार  
पेयजल एवं स्वच्छता मंत्रालय

Secretary  
Government of India  
Ministry of Drinking Water & Sanitation  
4<sup>th</sup> Floor, Pt Dindayal Antodaya Bhawan, N  
D-110003

Tel: 24361011, 24362715.

e-Mail: [param.iyer@gov.in](mailto:param.iyer@gov.in)

D.O. No. 2/2/S(DWS)/18

29<sup>th</sup> August 2018

MD  
SAE  
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Dear Dinesh,

As you are aware, last year Hon'ble Prime Minister led a nation-wide sanitation campaign 'Swachhata Hi Seva' (SHS) from 15th Sept 2017 to 2nd October 2017 which was a great success thanks to the crucial support from all States.

2. As a precursor to the launch of the 150th birth anniversary celebrations of Mahatma Gandhi, and in the run up to the 4th anniversary of Swachh Bharat Mission, it has been decided to observe SHS 2018 this year too, from 15th September to 2nd October, 2018, on a larger scale than last years. SHS 2018 aims at accelerating the *Jan-Andolan* for realizing the vision of a Clean India, further reinforcing the principle that 'Sanitation is everyone's business'.

3. In this context, I request you to organise the SHS campaign, in your State, during the fortnight. Certain days are earmarked for focused activities, which needs your special attention. They are:

- 15<sup>th</sup> Sept' 18: The launch of SHS 2018 by Governor/CM in your state capital. Participation of all school students to undertake swachhata activities through Shramdaan. Shramdaan by government departments, public representatives, faith organisations, and citizens at large including celebrities.
- 16<sup>th</sup> Sept' 18: Panchayati Raj Institutions to have Swachhata Sabhas and undertake shramdaan for swachhata activities.
- 17<sup>th</sup> Sept' 18: Swachhata Shramdaan by dignitaries of the State.
- 22<sup>nd</sup> Sept' 18: Railways to undertake swachhata related activities. State is requested to reinforce Railways' swachhata activities that day.
- 24<sup>th</sup> Sept' 18: Engagement of Corporates and companies on a pan-India basis for swachhata related activities including shramdaan. Swachhata campaigns and tree plantation in Industrial and mining areas, establishments and factories of your state.
- 25<sup>th</sup> Sept' 18: (Swachhagrahi Ke Swacchagrahi: Ek se Anek Divas) Each Swachhagrahi under SBMG to mobilize 100 or more members from the community to do swachhata shramdaan in their village under SBMG (detailed letters issued to Principal Secretaries)
- 29<sup>th</sup> Sept' 18: Cleaning drives in hospitals, public health centres, community health centres. Swachhata activities led by handloom industries and cooperative banks.

Shramdaan may be done throughout the fortnight at public, tourist places, markets, statues, hospitals, bus stands by citizens. It is also requested to undertake necessary IEC related activities for facilitating mass mobilization and organize press conferences, media interactions to publicize campaign outcomes. At the end of SHS, a consolidated figure for participation may kindly be send to this Ministry at [shs2018reporting@gmail.com](mailto:shs2018reporting@gmail.com), also giving district wise and sector wise break-up.

4. I request you to take necessary steps to ensure maximum participation of all concerned in SHS campaign for its success like last year.

With Regards

Yours sincerely,

[Handwritten signature]  
Parameswaran Iyer

Shri Dinesh Kumar  
Chief Secretary  
Government of Andhra Pradesh  
Hyderabad

Prd Secy  
(PR&RD)

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