

To
All the District Collectors,
Andhra Pradesh.

File.No: 88(7)/SAM/COO(S)/GEN/2017, dt:24.09.2018.

Sir,

Sub: SAC-25th September 2018 is being celebrated as Antyodaya Diwas
– Communicated – Necessary Action requested – Reg.

Ref: No.AR/DG/SP/136/2018, dt:22.09.2018, of the Director General,
SBM(G), 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 the attachment.

Vide reference cited, the Director General, SBM(G), Ministry of Drinking Water and Sanitation has informed that **25th September 2018 is being celebrated as Antyodaya Diwas, i.e. the day to include the ones left behind.** In the spirit of Antyodaya, all districts are directed to undertake special exercises for including the most vulnerable sections of society to provide them access to improved sanitation under the Swachh Bharat Mission.

- All districts should be directed to undertake surveys of vulnerable communities in their district by 25th, followed by the launch of the focused campaign on 25th September to cover such communities by providing them access to safe sanitation and hygiene as part of the Swachhata Hi Seva campaign.
- IEC campaigns should be run from 24th September to 2nd October to raise awareness about the importance of covering all sections of society in Swachhata Hi Seva, especially special needs of pregnant women, adolescent girls, senior citizens, etc.
- Convergence of funds from various schemes including Swachh Bharat Mission (Grameen), MGNREGA, MLALAD, SAGY, etc. may be done for building toilets that need a special design, e.g. accessible toilets for the differently abled and senior citizens, toilets in hard to reach areas, and mobile / community toilets for migrant communities.
- The District Collector / CEO / DDO / CDO should lead the campaign by offering shramdaan on the 25th for vulnerable communities and inspire others to join the movement.
- Elected representatives, natural leaders, local media, faith leaders and local celebrities should be engaged in the campaign to generate more awareness.
- Swachhagarhis should be mobilized for this campaign to motivate communities and generate awareness about the importance of adhering to the special needs of vulnerable sections.

Therefore, it is requested to issue necessary instructions to concerned to undertake the above mentioned activities on 25.09.2018 and all activities undertaken under this campaign including the participation numbers on 25th September 2018 and during the week may be reported on the SHS portal (sbm.gov.in/shs2018).

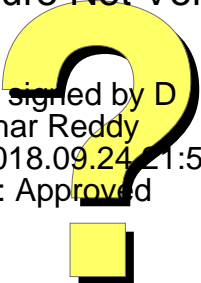
Yours faithfully
D MURALIDHAR REDDY, IAS
MANAGING DIRECTOR

Encl: As above.

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

Signature Not Verified

Digitally signed by D
Muralidhar Reddy
Date: 2018.09.24 21:52:37 IST
Reason: Approved



अक्षय राउत

महानिदेशक
स्वच्छ भारत मिशन



भारत सरकार
पेयजल एवं स्वच्छता मंत्रालय

Government of India
Ministry Of Drinking Water & Sanitation

AKSHAY ROUT
Director General
Swachh Bharat Mission



No.AR/DG/SP/136/2018

Dated: 22.09.2018

Dear

Principal Secretary

As you are aware, the Swachhata Hi Seva (SHS) fortnight is currently being celebrated across the country following the nationwide call by the Hon'ble Prime Minister on 15th September 2018. As mentioned by the PM in national address, this fortnight is a time for all sections of society to come together and contribute to our collective goal of a Clean India.

We appreciate the States' efforts in mobilizing people for involvement in Swachhata Shramdaan during the fortnight so far. As we enter the final week of Swachhata Hi Seva, all States and districts are requested to further intensify the participation.

Under the SHS 2018 campaign, 25th September 2018 is being celebrated as Antyodaya Diwas, i.e. the day to include the ones left behind. In the spirit of Antyodaya, all States and districts are directed to undertake special exercises for including the most vulnerable sections of society to provide them access to improved sanitation under the Swachh Bharat Mission.

- All districts should be directed to undertake surveys of vulnerable communities in their district by 25th, followed by the launch of the focused campaign on 25th September to cover such communities by providing them access to safe sanitation and hygiene as part of the Swachhata Hi Seva campaign.
- IEC campaigns should be run from 24th September to 2nd October to raise awareness about the importance of covering all sections of society in Swachhata Hi Seva, especially special needs of pregnant women, adolescent girls, senior citizens, etc.
- Convergence of funds from various schemes including Swachh Bharat Mission (Grameen), MGNREGA, MLALAD, SAGY, etc. may be done for building toilets that need a special design, e.g. accessible toilets for the differently abled and senior citizens, toilets in hard to reach areas, and mobile / community toilets for migrant communities.
- The District Collector / CEO / DDO / CDO should lead the campaign by offering shramdaan on the 25th for vulnerable communities and inspire others to join the movement.
- Elected representatives, natural leaders, local media, faith leaders and local celebrities should be engaged in the campaign to generate more awareness.

- Swachhagrahis should be mobilized for this campaign to motivate communities and generate awareness about the importance of adhering to the special needs of vulnerable sections.

The campaign may culminate with the 2nd October Gram Sabha in every village. I look forward to your personal leadership in helping make Antyodaya efforts and the final week under SHS a success. All activities undertaken under this campaign including the participation numbers on 25th and during the whole week maybe reported on the SHS portal (sbm.gov.in/shs2018). Mass media and social media campaigns being run by States and districts during the SHS fortnight may prominently feature these activities using #SHS2018 and #AntyodayaDiwas.

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Yours sincerely,



(Akshay Rout)

ACS/Principal Secretary/Secretary

In Charge of Rural Sanitation

All States

Copy to : Mission Directors, All States