

To
All the District Collectors,
Andhra Pradesh.

File.No: 88(6)/SAM/COO(S)/GEN/2017, dt:22.01.2018

Sir,

Sub: SAC- Celebrate the week in the run up to 26th January, 2018 (Jan 20th - Jan 26th) as the "Swachh Republic Week" - Reg.

Ref: D.O.2/2/S(DWS)/2018, dt:18.01.2018, of the Secretary, SBM(G), MoDWS.

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Attention is invited to the subject and reference cited.

The Secretary, SBM(G), MoDWS has informed that SBM(G) entering a decisive phase over 76% rural sanitation coverage, 3.1 lakh ODF villages, 303 Open Defecation Free (ODF) districts and 10 ODF States/UTs, the challenge of accelerating and sustaining the momentum has become a priority. **As the country gears up for 69th Republic Day celebrations, the Swachh Bharat Mission (Gramin) teams in the States are required to celebrate the week in the run up tot 26th January, 2018 (Jan 20th - Jan 26th) as the "Swachh Republic Week".**

It is requested to kindly mobilize a movement for access and usage for toilets and aim for declaration of ODF villages, blocks and districts during this week. States and Districts may take up mass mobilization events like IEC/IPC awareness activities, rallies, runs human chains to accelerate the "Swachh Republic Week", involving ODF champions, opinion leaders, youth, women, children etc.

Special events may be organized at the district/block/gram panchayat levels to honour local Sanitation Champions, Rolling out Swachhata Raths may be taken up actively and screening of films/spots/success stories for spreading awareness among the community organized. Speeches/ Quizzes/Sports activities may be organized for school students and youth around the theme of Swachhata. State Ministers, eminent personalities and local celebrities may be involved in these events. While these suggestions are only indicative, States and Districts may be take up more innovative initiatives on ground.

It is requested to issue necessary instructions to the concerned to celebrate the proposed week befittingly and necessary

expenditure may be met from IEC funds released to districts for this purpose.

Yours faithfully,
D MURALIDHAR REDDY, IAS
MANAGING DIRECTOR

Encl: As above.

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

Signature Not Verified

Digitally signed by D
Muralidhar Reddy
Date: 2018.01.22 19:17:19 IST
Reason: Approved





सत्यमेव जयते



सचिव

भारत सरकार

पेयजल एवं स्वच्छता मंत्रालय

Secretary

Government of India

Ministry of Drinking Water & Sanitation

4th Floor, Pt Dindayal Antodaya Bhawan, N D-110003

Tel: 24361011, 24362715,

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D.O. 2/2/S(DWS)/2018

18th January 2018

Dear *Dinesh*,

With SBM (G) entering a decisive phase with over 76% rural sanitation coverage, 3.1 Lakh ODF villages, 303 Open Defecation Free (ODF) Districts and 10 ODF States/UTs, the challenge of accelerating and sustaining the momentum has become a priority. As the country gears up for 69th Republic Day celebrations, the Swachh Bharat Mission (Gramin) teams in the States are required to celebrate the week in the run up to 26th January, 2018 (Jan 20th – Jan 26th) as the “Swachh Republic Week”.

2. For making the proposed week successful, I request you to kindly mobilise a movement for access and usage for toilets and aim for declaration of ODF villages, blocks and districts during this week. States and Districts may take up mass mobilization events like IEC/IPC awareness activities, rallies, runs, human chains to celebrate the “Swachh Republic week”, involving ODF Champions, opinion leaders, youth, women, children etc.

3. Special events may be organized at the district / block / gram panchayat levels to honour local Sanitation Champions. Rolling out Swachhata Raths may be taken up actively and screening of films / spots / success stories for spreading awareness among the community organized. Speeches / Quizzes / sports activities may be organized for school students and youth around the theme of Swachhata. State Ministers, eminent personalities and local celebrities may be involved in these events. While these suggestions are only indicative, States and districts may take up more innovative initiatives on ground. You may also like to showcase the State’s ODF achievements in State-level Parades.

4. I would request you to issue necessary instructions to the districts and block levels to celebrate the proposed week befittingly. State IEC funds of SBM may be utilized for this purpose. Kindly share with me a brief action plan for the week, latest by 20th January 2018. Your personal leadership will be invaluable in the whole effort.

With regards

Yours sincerely,

Parameswaran Iyer

Shri Dinesh Kumar
Chief Secretary
Government of Andhra Pradesh
Hyderabad

Copy to:

1. Additional Chief Secretaries/Principal Secretaries-in-charge of Swachh Bharat Mission (Gramin) in the State/UTs.