

Note for VC 03:45 PM, 12/09/2017 on “Swachhta Hi Sewa”(SHS)

- 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 Jana Andolan. **Hon’ble President of India will formally launch the “SWACHHTA HI SEWA” campaign on 15th September, 2017.**
- To provide fillip to the campaign Districts are requested to launch this in districts on 15th September, 2017 along with the elected representative’s viz., Minister/M.Ps and M.L.As of the District.

State Level Action Plan

- Hon’ble CM will launch the program on 15th September 2017 in Krishna District. The District Collector Krishna is requested to make necessary arrangement for the programme.
- Special days

S. No	Special Days	Focused Activity (10:00 AM to 12:00 PM)	To be launched by
1	15.09.2017	Formal launch of the campaign	Hon’ble CM in Krishna District, District Collector Krishna to make necessary arrangements.
2	17.09.2017	“Seva Diwas” – Nationwide Shramdaan (Dignitaries, Council of Ministers, Dignitaries, MPs/ MLAs, Celebrities etc.) from 10 am-12 noon Telecast of Toilet Ek Prem Katha (TEPK) on DD	District In-charge Ministers at their respective Districts.
3	24.09.2017	Samagra Swachhta: Shauchalaya Nirman and Shramdaan by Citizens at large, Panchayats, Municipal Bodies, Youth and Defence Personnel, Women and Children, Sportspersons, SBM ambassadors, Corporates, Faith Organisations	HE, Governor of Andhra Pradesh (yet to be confirmed)
4	25.09.2017	Sarvathra Swachhta – Large scale cleaning of Hospitals, Parks, Statues, Bus Stops, Railway Stations, Ponds and Toilets	Hon’ble Ministers/MPs/MLAs & Local public representatives
5	01.10.2017	Swachhta at Iconic places - Massive cleanliness drive in Iconic Places with before and after pictures	Hon’ble Ministers/MPs/MLAs & Local public representatives
6	02.10.2017	Swachha Andhra Mission Awards – 11 categories ,41 sub-categories at District level ; 11 categories , 44 sub-categories at State Level.	Hon’ble CM at State Level; District In-charge Ministers/District Minister/Local Public representatives at District Level.

➤ Following action plan is proposed during this period from 15th September 2017 to 2nd October 2017.

- All the districts to take up grounding of 1 Lakh new IHHLs as per the targets fixed.
- All the Districts to complete construction of 1.00 Lakh IHHLs, which are at different stages of construction as per the targets, fixed.

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

SBM (Gramin) District Action Plan

Date	Activity	Sub-Activity	Target group
15-09-17	"SWACHHTA HI SEWA " campaign	Formal launch of the campaign	All stake holders
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.	Households not having toilet and having toilet but not using the toilet
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	Town Level Federation/Slum

		Good and bad habits Do's and Don'ts	level Federation /All self Help group members etc.
22-09-17	Menstrual Hygiene Management	Create awareness and detailed discussions on this topic.	All woman group members
23-09-17	Solid & Liquid Waste Management.	Create awareness on source segregation. Waste water management	All citizens
IV. OPEN DEFECATION SPOTS/WATER BODIES			
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	Cleanliness 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. 		

➤ Daily reporting format on “Swachhta Hi Sewa”(SHS)

S.No	Name of the District	New IHHLs grounded	No. of IHHLs completed during this period	No. of villages where the program is taken up as per schedule.	No. of villages where the cleanliness drive is taken up	No. of dark spots identified and cleaned.

SBM(Urban) – District Action Plan

Date	Proposed the Activity	Sub-Activity
15-09-17	"SWACHHTA HI SEWA " campaign	Formal launch of the campaign
16-09-17	Awareness creation & Planning	Ward wise action plan, Planning of activities on special days, Meetings with stake holders.
17-09-17	Sewa Diwas Sramadan everyday 10-00 am to 12-00 noon.	Swachhata rating of all public parks, roads, hospitals, schools, RWAs, office premises.
18-09-17	Municipal bodies	Daily triggering activities around OD vulnerable spots with participation of the community SHG members and local NGOs.
19-09-17	Youth and defense Personals	Cleaning drives around all heritage places, water bodies, tourist places with citizens.
20-09-17	Woman and children	Swachhata pledge taking by all students in the city during morning assembly.
21-09-17	Sportsmen	Corporate houses and offices undertake sweeping/ cleaning activities in their all office premises.
22-09-17	SBM Ambassadors	Inauguration of new constructed /renovated community and public toilets blocks in the city by the ULB
23-09-17	Ministers/Civil servants/ Faith Organizations	Cleaning drives in market places along with shopkeepers and traders.
24-09-17	Samagra Swachhata	Massive neighborhood cleanup drives by RWAs and resident colonies.
25-09-17	Sarvatra Swachhata : Large scale cleaning of Hospitals	Daily cleaning of hospitals and their premises, along with hospital staff and patient families.
26-09-17	Sarvatra Swachhata : Large scale cleaning of Parks	Clean up drives all parks in the town
27-09-17	Sarvatra Swachhata : Large scale cleaning of Statues	Spot beautification drives in all garbage vulnerable points by local NGOs.
28-09-17	Sarvatra Swachhata : Large scale cleaning of Bus stops	Clean up drives flyovers, bus stops/bus stations.
29-09-17	Sarvatra Swachhata : Large scale cleaning of Ponds	Cleaning drives around all heritage places, water bodies, tourist places with citizens.
30-09-17	Sarvatra Swachhata : Large scale cleaning of Community Toilets/Public Toilets	Declaring all petrol pump toilets and restaurant toilets as public toilets, freely accessible to non-customers too
01-10-17	Shrestha Swachhata:	Massive cleanliness drive in all iconic places

Swachha Andhra Mission Awards

- District Collectors are requested to finalize the list of awardees under each category for 11 categories and 41 sub-categories for District Level function on 2nd October 2017.
- The first position winners under each category/sub-category shall be sent to the respective Prl. Secretaries/Sectaries for State Level selection on or before 20th September 2017, any nomination received after 20th September 2017 shall not be entertained.

- District Collectors are requested to send the names of persons/Organizations who have done exemplary work in field of sanitation/Swachhta activities/CSR activities/Innovations for felicitating them by Hon'ble CM on 2nd October 2017. List may be sent on or before 25th September 2017.

S. No	Category of awards	Nominations to be sent
1	I, II, III, X, XI – Best Local Body/Residential welfare association/Parks/Public toilets and Community toilets	EVC, SAM Prl. Secretary, PR & RD Prl. Secretary, MA & UD Proposals may be sent to MD, SAC
2	IV – Schools	Prl. Secretary, Higher Education
3	V- Hospitals	Prl. Secretary ,Medical Family & Health Care.
4	VI – Industrial Area of Local Authority	Prl. Secretary, Industries
5	VII – Bus Station	Prl. Secretary, Transport
6	VIII – Place of worship	Spl. Chief Secretary , Endowments
7	IX – Tourism spots	Secretary, Tourism

Swachh Sankalp Se Swachha Siddhi Tak

- All District Collectors are requested to complete the selection of winners in Essay competitions – “What will I do for cleanliness in my surroundings” (250 words).
- Painting Competition – “ The Clean India of My Dreams” – only for primary School Students.
- Final winners list shall be sent by 14th September 2017 to Commissioner, School Education for finalizations of winners at State Level.

Prize Money	District Level	State Level
1 st Prize	Rs. 10,000/-	Rs. 25,000/-
2 nd Prize	Rs. 7,000/-	Rs. 15,000/-
3 rd Prize	Rs. 4,000/-	Rs. 10,000/-

- The District Level awards shall be distributed on 2nd October 2017 at Districts.