

To
All the District Collectors
Andhra Pradesh.

File No: 88(6)/SAM/COO(S)/GEN/2017, dt.19.7.2017

Sir/Madam,

Sub: SAC-To celebrate the week of "Freedom from Open Defecation"-Action Plan-Req-Reg.

Ref: Letter No- D.O.No.2/2/S(DwS)/17, dt: 11.07.2017,
Secretary, MDWS.

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Kind attention is invited to the subject and reference cited and please find enclosed copy of reference cited.

In the reference cited above, the Secretary of MDWS, has informed that the country gears up for 71st Independence Day celebrations, it has been decided to celebrate the whole week in the run up **to August 15th (Aug 9th - Aug 15th)** as the week for Freedom from Open Defecation or "Khule mein shauch se Aazadi" week.

In this connection, it is requested to kindly mobilize a movement for access and usage of toilets and for a push towards declaration of ODF villages, and Blocks and Districts during this week. States and Districts may take up mass mobilization events like rallies, runs, human chains, in favour of 'Freedom from Open Defecation', involving ODF champions, opinion leaders, youth, women, children, etc. Special events may be organized at district/taluka /block levels to honour local Sanitation Champions. Screening of films/spots/success stories may be done for spreading awareness among the community. Speeches/Quiz/sports activities may be organized for the school students and youth around the theme of Swachhta.

Hon'ble 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 mass awareness measures based on local context.

The funds under the state IEC component of SBM may be utilized for this purpose and to share a brief action plan for the week latest by 25th July 2017.

I therefore, request that to issue necessary instructions to all the concerned district officials and mandal level functionaries to celebrate the week of "**Freedom from Open Defecation**" befittingly to culminate on the Independence Day and to monitor implementation.

Yours faithfully,
D MURALIDHAR

REDDY,IAS

DIRECTOR

Encl:As above

MANAGING

Signature Not Verified

Digitally signed by D
Muralidhar Reddy
Date: 2017.07.19 10:13:43 IST
Reason: Approved



6691/CS/P/2017

परमेश्वरन अईय्यर
Parameswaran Iyer



सचिव
भारत सरकार
पेयजल एवं स्वच्छता मंत्रालय

Secretary
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D.O.No.2/2/S(DWS)/17
11th July, 2017



PR
Baldan PR emails ✓
PR for M.A. emails
M.D. Swachh AP.
to my file.
Dear Shri Kallem

As the country gears up for 71st Independence Day celebrations, it has been decided to celebrate the whole week in the run up to August 15th (Aug 9th – Aug 15th) as the week for Freedom from Open Defecation or “*Khule mein shauch se Aazadi*” week.

2. In this connection, I request you to kindly mobilise a movement for access and usage of toilets and for a push towards declaration of ODF villages, and Blocks and Districts during this week. States and Districts may take up mass mobilization events like rallies, runs, human chains, in favour of ‘Freedom from Open Defecation’, involving ODF champions, opinion leaders, youth, women, children, etc. Special events may be organized at district/taluka /block levels to honour local Sanitation Champions. Screening of films/spots/success stories may be done for spreading awareness among the community. Speeches/Quiz/sports activities may be organised for the school students and youth around the theme of Swachhta. Hon’ble 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 mass awareness measures based on local context.

3. I would request you to issue necessary instructions to the district and block levels to celebrate the week of “Freedom from Open Defecation” befittingly to culminate on the Independence Day and to monitor implementation. The funds under the state IEC component of SBM may be utilized for this purpose. I will be grateful if you share with me a brief action plan for the week latest by 15th July 2017. Your personal leadership would be invaluable in the whole effort.

With regards,

Yours Sincerely


Parameswaran Iyer

Shri Ajay Kallem
Chief Secretary
Government of Andhra Pradesh
Hyderabad

MD SAC & Encl files
pl. attend to this