

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**

**MANAGING**

**Encl:As above**

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  
11<sup>th</sup> July, 2017



PR  
Baldan PR ems ✓  
PR for m a ems  
MD, Swachh AP.  
to my a.p.  
Dear Shri Kallem

As the country gears up for 71<sup>st</sup> Independence Day celebrations, it has been decided to celebrate the whole week in the run up to August 15<sup>th</sup> (Aug 9<sup>th</sup> – Aug 15<sup>th</sup>) 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 15<sup>th</sup> 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 & Emc files  
p.l. attend to this