



DELHI JAL BOARD
GOVERNMENT OF NCT OF DELHI
OFFICE OF THE ASSISTANT COMMISSIONER(W)
VARUNALAYA, PHASE-II, KAROL BAGH,
NEW DELHI-110005.
PHONE No. 011- 23544796,
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F.No.135(14)/AC(W)/2014/

127460

Dated : ~~30.09.2015~~

1.10

Subject : Nation-wide Sanitation/Cleanliness Campaign from 25th September, 2015 to 11th October, 2015.

Please find enclosed herewith a self explanatory letter(s) No.F.1(40)/OSD/SBA/2015/712 dated 17.09.2015 issued by Dy. Secretary(SBM) along with letter dated 14.09.2015 bearing No.W-11037/1/2014-NBA issued by Joint Secretary(SBM-G) along with Action Points Suggested for National Sanitation (Cleanliness) Campaign Being Held from 25.09.2015 to 11.10.2015, on the above noted subject.

All the DDOs/Controlling Officers are hereby directed to take immediate necessary accordingly. Further, all the Directors/Chief Engineers are also requested to ensure the compliance of the above instructions and to send the brief consolidated ATR at their level to this office by the 16th October, 2015.

Encl. : 03 Pages.

(SHKEKHAR KUMAR)
ASSISTANT COMMISSIONER(W)

All DDOs/Controlling Officers

Copy for kind information :-

1. Chairman/Vice Chairman, DJB
2. C.EO.,DJB
3. All Members
4. All Directors/All Chief Engineers.
5. Addl. CEO/Secretary, DJB
6. Secy. to CEO,DJB.
7. E.E.(EDP) – with the request to upload it on the website of DJB.

ASSISTANT COMMISSIONER(W)

EE (EDP) EDP

5038

1/19/15

EE(EDP)

Sh. Sanjay

OFFICE OF THE OSD SWACHH BHARAT
GOVT. OF NCT OF DELHI
6TH FLOOR, C WING, DELHI SECRETARIAT, NEW DELHI

No. F.1(40)/OSD/SBA/2015/712

Dated: 17/09/15

To

All the Head of Departments
GNCT of Delhi
Delhi

Sub.: Nation-wide Sanitation/Cleanliness Campaign from 25th September to 11th October, 2015

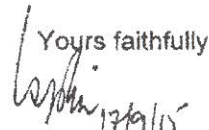
Sir/Madam,

I am directed to forward herewith a D.O. letter No. W-11037/1/2014-NBA dated 14th September, 2015 received from the Jt. Secretary (SBM-G), Ministry of Drinking Water and Sanitation, GOI on the above cited subject. The actions points suggested for this campaign is enclosed herewith.

It has also been informed that the Secretary, Ministry of DWS will take a Video Conference on 23rd September to assess preparedness for the campaign.

It is, therefore, requested to issue directions to the officer concerned to prepare a report for the above campaign and send the same by mail osdswachhbharat@gmail.com by 21-09-2015 so that the Ministry may be apprised in the ensuing Video Conference.

Encl. as above

Yours faithfully

(Chandan Seh Gupta)
Deputy Secretary (SBM)



Government of India

NO-W-11037/1/2014-NBA

Government of India
Ministry of Drinking Water and Sanitation

4th Floor, Paryavaran Bhavan, CGO Complex,
Lodhi Road, New Delhi-110 003
Dated the 14th September, 2015

To

The Principal Secretary/Secretary
In-charge of Rural Sanitation
All States/UTs

Sub: Nation-wide Sanitation/Cleanliness Campaign from 25th September, 2015 to 11th October, 2015

Sir/Madam,

As you are aware, Prime Minister gave a clarion call for "Swachh Bharat" as a mass movement to realize Gandhiji's dream of a clean India by the 150th birth anniversary of Mahatma Gandhi in 2019. He has desired that once again on the eve of the first year of the Mission, a nation-wide campaign be organized with the participation of all sections of the society to rekindle mass awareness to ensure lasting behavioural change to achieve this goal. In this context, it has been proposed that an intensive National Cleanliness Campaign be undertaken beginning from 25th September, 2015 and ending with the birth anniversary of Shri Jaya Prakash Narayan on 11th October.

2. For a campaign of this nature to be as successful, there is a need for creating once again massive public awareness and for participation and action for cleaning homes, government offices, schools, hospitals, work places, streets, roads and markets, railway stations and bus terminals, statues, monuments, rivers, lakes, ponds, parks and other public places. It is important to involve government and public sector officials at every level, non-government organizations, education and health institutions, rural and urban local bodies, self-help groups, youth organizations, resident and market associations, as well as business and industrial Chambers and Associations in the cleanliness and awareness drives. A variety of activities such as marches, marathons, debates, street plays, music and essay competitions, cleanliness drives and other community activities may be used to re-focus public attention of this campaign and on the need for cleanliness. Effective use of mass media such as radio, television and newspapers, digital media such as internet and mobile and direct media may be made in this regard. The design of the campaign may be flexible, innovative and appropriate to local needs. A suggested action points is enclosed for your guidance. Expenditure on these activities can be met from the IEC Component of SBM.

3. I look forward to your full scale participation in this national endeavour and hearing from you on the action plan of your State / UT as well as suggestions to undertake the cleanliness and awareness campaign in a befitting manner. Secretary, Ministry of DWS will be taking a Video Conference on 23rd of September to assess preparedness for the campaign.

Yours faithfully,

(Saraswati Prasad)
Joint Secretary (SBM-G)

Encl.: As above

Copy to:

1. Chief Secretary/Administrator of All States/ UTs
2. Joint Secretary, SBM (Urban), Ministry of Urban Development, Nirman Bhavan, New Delhi

**Action Points Suggested for National Sanitation (Cleanliness) Campaign
Being held from 25.09.2015 to 11.10.2015**

The following points are to be considered as suggested action for the National Sanitation (Cleanliness) Awareness Campaign

(I) State Level Activities

1. Inauguration of the National Sanitation Campaign on 25th September, 2015.
2. Awareness advertisements on sanitation in TV and radio networks at the State level.
3. Use of Bulk voice SMS highlighting sanitation messages.
4. Setting up hoardings / posters in State / District Headquarters and campaigns on bus panels, etc.
5. Running sponsored articles / issues highlighting sanitation in newspapers.
6. Organizing Elocution contests / Declamation contests / painting contests on subjects like cleanliness of villages, safe sanitation practices, hand washing, safe storage of water, solid and liquid waste management practices, sanitation and health, etc. at schools and give away prizes for the same.
7. Participation of involving State Chief Minister, Minister and other dignitaries appropriately may be considered during the campaign.

(II) District Level Activities

1. Inauguration of the Sanitation Campaign at the district level, by organizing rallies at District Headquarters with participation of Elected Representatives, District Officials, Officers of various departments, school children, NGOs, CSOs, Media, etc.
2. Sanitation Messages on hoardings at District and Block levels, at Bus Stands, Railway Stations, Schools, important traffic junctions, Hospitals, Panchayat Offices, etc.
3. Messages on Local Cable TV Channels, slide show in theatres.
4. Organize Nukad nataks around Bus Stands, Market Places.
5. District level Elocution / Painting Contests for Schools and Colleges.

(III) GP Level Activities

1. Organization of a meeting on the inaugural day of the Sanitation Campaign on 25/9/2015, and on Gandhi Jayanti Day at GP / Gram Sabha involving participation by all stakeholders including political leaders / religious leaders, PRI members, school children, Village level Government workers. Formal inauguration of the Sanitation Campaign on 25th September, 2015 with skits / nukkad nataks / jattras / school children rallies / runs / walks (carrying sanitation messages) and actual cleaning up the village through local volunteers and grass-root workers also involving students to be repeated every 2-3 days to ensure a completely clean village.