



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,  
E-mail - ac.water22@yahoo.co.in



F.No.135(14)/AC(W)/2014/

127460

Dated: ~~30.09.2015~~

1.10

**Subject : Nation-wide Sanitation/Cleanliness Campaign from 25<sup>th</sup> September, 2015 to 11<sup>th</sup> 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 16<sup>th</sup> 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  
6<sup>TH</sup> 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 25<sup>th</sup> September to 11<sup>th</sup> October, 2015

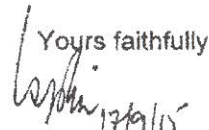
Sir/Madam,

I am directed to forward herewith a D.O. letter No. W-11037/1/2014-NBA dated 14<sup>th</sup> 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 23<sup>rd</sup> 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](mailto: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

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

To

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

Sub: Nation-wide Sanitation/Cleanliness Campaign from 25<sup>th</sup> September, 2015 to 11<sup>th</sup> 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 150<sup>th</sup> 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 25<sup>th</sup> September, 2015 and ending with the birth anniversary of Shri Jaya Prakash Narayan on 11<sup>th</sup> 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 23<sup>rd</sup> 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

