

**DEPARTMENT OF WOMEN & CHILD DEVELOPMENT**  
**GOVT. OF N.C.T. OF DELHI**  
**1- PN.DT. RAVI SHANKAR SHUKLA LANE, K.G.MARG**  
**NEW DELHI - 110001**

F.76/(239)/Swachh Bharat/WCD/ICDS/2015-16

36422-36954

13 FEB 2017  
Date:

**CIRCULAR**

As you are aware that Hon'ble Prime Minister of India launched Swachh Bharat Abhiyaan on October 2, 2014 for which GOI is determined to achieve universal sanitation coverage, improve cleanliness and eliminate open defecation in India by 2019 under "Swachh Bharat Mission and Bal Swachhta Mission".

In this reference, Department has been issuing various instructions to achieve the goal of "Swachh Bharat Mission" through the field functionaries of ICDS.

Therefore, all the CDPOs and Supervisors are directed to launch a week-long Swachhta drive on cleanliness and using of safe drinking water at AWCs by conducting various activities on various themes (like clean Anganwadis, Clean Surroundings e.g. Playgrounds, Clean Self (Personal Hygiene/Child Health), Clean Food, Drink clean Water, Not walk Barefoot, Clean Toilets, Plantation) in all the AWCs with maximum public participation, prior to the visit of Hon'ble Prime Minister.

All ICDS functionaries must ensure to spread awareness regarding sanitation and using of safe drinking water for the health of children. Pre-School Children can be involved as they can play very important role. They can not only contribute immensely in Save Water & cleanliness Drive but can also become the ambassador in their homes & communities.

Various communication methods like posters, banners, meetings in community, prabhat pheris etc should be used to spread awareness.

It has been decided that 3<sup>rd</sup> week of every month may be observed as Swachh Bharat week. All the CDPOs and Supervisors are directed to visit all various AWCs during these days and monitor the cleanliness in and around AWCs while involving the community.

Report with two photographs should reach HQ latest by the last day of the every month.

Copy to:

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- 1) PA to Additional Director, ICDS
- 2) All CDPOs, 95 ICDS Projects, Delhi/New Delhi.
- 3) Programmer, IT to upload on website.

(Ms. Nisha Agrawal)  
(Deputy Director - ICDS)

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