



भारत सरकार
Government of India

पेय जल एवं स्वच्छता मंत्रालय
पर्यावरण भवन, बी-1 विंग, 8वीं, 9वीं एवं 12 वीं मंजिल
सी.जी.ओ. काम्प्लेक्स, लोधी रोड,
नई दिल्ली-110 003
Ministry of Drinking Water and Sanitation
Paryavaran Bhawan, B-1 Wing, 8th, 9th & 12th Floor,
C.G.O. Complex, Lodhi Road,
New Delhi-110 003

No.11020/13/2015-SBM

Dated: 16th February, 2016

To

Principal Secretaries/Secretary, In-charge (Rural Sanitation)
All States/UTs

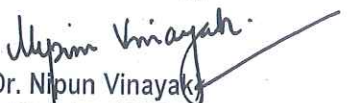
Subject: Inclusion of District Magistrates (DMs) on Swachh Bharat Mission HIKE

Madam/Sir,

You are aware that Swachh Bharat Mission (Gramin) requires a forum for constant discussion, sharing of ideas, practical solutions and cross-learning. Given the complexity of addressing the issue in its entirety, especially the issue of behaviour change, we need to constantly learn measures that are working elsewhere.

2. You will appreciate that districts are the key implementation units and Collectors/CEOs ZP are the key-driving force to successful implementation of the programme in districts. A District Collector/CEO ZP is most suited to share his/her experience, especially those measures which have worked at scale and with sustainable outcomes.
3. Swachh Bharat Mission Hike Group is one such forum, where such cross-learning is constantly carried out. It is essential now to expand this group to include maximum Collectors/CEOs ZPs where they are primarily responsible for the programme. It is, therefore, requested that all your DMs/CEOs ZP may be added to the HIKE Swachh Bharat group. For this purpose, the State Coordinators/Mission Directors of each State are being made 'Admin' of the HIKE Group.
4. Since HIKE group can accommodate a maximum of only 500 members, and the Swachh Bharat HIKE group already has more than 220 members, it is expected that only DMs or CEO, ZPs are added at this stage. Other officials/non-officials, if key, in the implementation of SBM-G, may also be added in consultation with the Ministry.
5. This exercise may be completed by the end of February, 2016.
6. The names, designation and mobile numbers of DMs/CEOs, that are added to the Swachh Bharat HIKE group by the State Admins, may be shared with Ms. Bhavana Thakur, Consultant (Mob: 9910562907/email:bhavana.thakur@gov.in).

Yours faithfully,


(Dr. Nipun Vinayak)
Director (SBM-G)

Copy to: State Coordinators, SBM-G, All States/UTs