



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

**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 25<sup>th</sup> 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 25<sup>th</sup> September, 2015 with skits / nukkad nataks / jatras / 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.