

74/39/2015-SBM

No. S-18012/42/2015-SBM
Government of India
Ministry of Drinking Water & Sanitation
Swachh Bharat Mission (Gramin)

12th Floor, Paryavaran Bhawan
CGO Complex, Lodhi Road,
New Delhi-110003, the 15th September, 2015

Subject: Meeting Notice – Nation-wide Sanitation/cleanliness Campaign from 25th September 2015 to 11 October 2015– Regarding

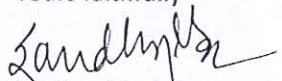
Sir/Madam,

I am directed to inform you that Hon'ble Prime Minister has desired that, once again, on the eve of the first year of the Swachh Bharat 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 the goal of "Swachh Bharat" to realize Gandhiji's dream of a clean India by the 150th birth anniversary of Mahatma Gandhi in 2019. In this context, it has been proposed that an intensive National Cleanliness Campaign is to 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 organization, 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 guidance.

3. As desired by the competent authority, a meeting chaired by Joint Secretary (SBM-G), Ministry of Drinking Water & Sanitation with all nodal officers of the Central Ministries will be held on 22nd September 2015 at 11 am at Conference hall, 4th floor, Paryavaran Bhawan, CGO Complex, New Delhi to discuss preparedness for the National Sanitation Campaign from 25th September 2015 to 11th October 2015. All the Secretaries are requested to depute nodal officers for Swachh Bharat Mission of their respective Ministries/Departments to attend the meeting. It is also requested to intimate name and designation of the nodal officer attending the meeting by 20 September 2015 positively.

Yours faithfully


(Sandhya Singh)

Director (Stats)

Tel:24364112

To

1. All Secretaries of Central Government Ministries
2. All Nodal Officers of Central Government Ministries
3. TD (NIC) to host in the Ministries website & e-office portal of the Ministry

4. Hindi Section.

5) SO (Gen)