



D.O. No. CS-14772/2014

September 20, 2014

Dear Chief Secretary/Administrator,

As you are aware, Prime Minister has given a 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 a nation-wide campaign be organized with the participation of all sections of society to bring about mass awareness and a lasting behavioural change to achieve this goal. In this context, it has also been proposed that an intensive national cleanliness campaign be undertaken beginning from 25<sup>th</sup> September, 2014.

2. Union Ministers of the Departments of Drinking Water and Sanitation and Urban Development have already written to Chief Ministers of States on this matter. Similarly, Secretaries of the Departments of Drinking Water & Sanitation and Urban Development Departments have also written to Chief Secretaries/Administrators of States/UTs. Other Departments of the Government of India are also in touch with the Departments of States/UTs to ensure wide dissemination of information regarding this campaign

3. For a campaign of this nature to be successful, there is a need for creating 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 organisations, education and health institutions, rural and urban local bodies, self-help groups, youth organisations, resident & market associations as well as business & industrial Chambers and Associations in the cleanliness and awareness drives. A variety of activities such as pledge-taking, marches, marathons, debates, street plays, music and essay competitions, cleaning drives and other community activities may be used to focus public attention on 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.

4. While the campaign will begin on 25<sup>th</sup> September, 2014, it has been decided that, on 2<sup>nd</sup> October, 2014, "Swachhta Shapath" (pledge) will be administered to all in government offices and public functions/events. The text of the pledge will be sent to you separately. You may wish to translate the pledge in your official language and other local language(s). I would, therefore, urge you to

take action in this regard, and to spread this message to all functionaries and ask them to organize and participate wholeheartedly in this national campaign.

5. I look forward to your full scale participation in this national endeavor and to 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.

With regards,

Yours sincerely,



( Ajit Seth )