



D.O. No. W-11013/13/2014-NBA
Dated 14/10/2014

Dear Chief Secretary,

Subject : Launch of Bal (Child) Swachhta Mission under the Swachh Bharat Mission

As you are aware, the Hon'ble Prime Minister has on October 2, 2014, launched a Nationwide Sanitation initiative, in the form of the Swachh Bharat Mission. The Swachh Bharat Mission focuses on improving cleanliness and hygiene in urban and rural areas, covering all work places, public places, homes and curbing open defecation in the country. For this, the Hon'ble Prime Minister has called upon every citizen in the country to take individual and collective steps towards achievement of the goal.

2. Children can play a very important role in achieving Swachh Bharat by 2019. If children can be motivated in keeping themselves clean, their homes, schools and surroundings clean and given the right messages on the importance of sanitation, they can not only contribute immensely towards improving the sanitation situation in the country but also by becoming ambassadors of cleanliness in their homes and communities. It is in this context that it has been decided to launch a Bal Swachhta Mission on 14th November 2014 on the occasion of Children's Day (Bal Divas), in which children would be sensitized and involved in different aspects of hygiene and safe sanitation. There shall be six main themes for the Bal Swachhta Mission. These are:

- (i) Clean School and Anganwadis
- (ii) Clean Surroundings e.g. playgrounds.
- (iii) Clean Self (Personal Hygiene/Child Health)
- (iv) Clean Food
- (v) Clean Drinking Water
- (vi) Clean Toilets

It is proposed that on each day 14-19 November, 2014 (6 days), one of the above themes shall be focused across the entire country. Activities connected to the theme will be organized on the day. States are requested to take preparatory action through all relevant Departments including Department of School Education, Department of

Women and Child Development, Department of Urban Development, Ministry of Drinking Water and Sanitation, Department of Information and Publicity etc. to ensure that these activities are organized in every School and Anganwadi of States. Events relating to the Bal Swachhta Mission can be organized at State, District and Block and Gram Panchayat Levels functions.

4. It is pointed out that the week will culminate with the World Toilet Day on 19th November, 2014, thus giving the opportunity of spreading the message of ending open defecation.

5. A pledge to be taken on the occasion by all children of the country is being prepared and will be circulated to all States shortly.

~~6. It is requested that State Governments take all steps to ensure appropriate programs on the occasion and give maximum publicity and also ensure wide participation in the Bal Swachhta Mission and in its weeklong programme.~~

With regards,

Yours sincerely,


(Vijaylaxmi Joshi)

Chief Secretaries/UT Administrators of all the States