

पंकज जैन, आई.ए.एस.
PANKAJ JAIN I.A.S.



सत्यमेव जयते

सचिव
भारत सरकार
पेयजल एवं स्वच्छता मंत्रालय
Secretary
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Ministry of Drinking Water and Sanitation
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Most Immediate/Time Bound

D.O. No. W 11042/27/2014-NBA
23rd September 2014

Dear Chief Secretary

Launching of National Sanitation Campaign

In continuation of my D.O. letter of even number dated 19th September 2014 regarding Mission Swachh Bharat from 25th September 2014 to 31st October 2014, I will be grateful if the State Action Plan for Swachh Bharat as given in the attached Format for "Action Plan for Swachh Bharat" is sent through/on e-Mail ID : secydws@nic.in, secy-mopr@nic.in and ppsdws@nic.in and also uploaded on IMIS system of the Ministry latest by 24th September 2014.

With regards

Yours sincerely,


(Pankaj Jain)

TO ALL CHIEF SECRETARIES OF THE STATES BY NAME

Encl: Format

Format for Action Plan for Swachh Bharat for States/Ministries

The Swachh Bharat Plan of States/Ministries is to be given under three headings:-

Involvement of

1. Governors
 2. Chief Ministers
 3. Ministers
 4. Chief Secretary/Principal Secretaries/Secretaries
 5. All Departments
 6. DMs/District Officers
 7. PSUs
 8. Blocks
 9. Industrial Federations/Associations
 10. Local Self Governments /PRIs
 11. SHGs
 12. Market Associations
 13. Malls
 14. Cinema Halls
 15. Citizens : Individual/RWAs/Housing Societies
 16. NGOs
 17. CBOs
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Action to be Taken – In Cleaning of [Illustrative list]

1. Homes
 2. Public Places
 3. Market Places
 4. Roads/Streets
 5. Gardens/Parks
 6. Police Stations
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7. Malls
 8. Cinema Halls
 9. Railway Stations
 10. Bus Stations
 11. Banks
 12. Hospitals
 13. Schools
 14. Offices
 15. Corporates
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Activities

1. Address and Appeal on TV/Electronic-Print Media by dignitaries (Governors/CM etc)
 2. Rallies : Bikes/Cycle/Rickshaw
 3. Walkathons
 4. Marathons
 5. Swachhta Rath
 6. Competitions (Painting/Poster/Declamation/Elocution)
 7. Quizzes on sanitation
 8. Dramas/Nooked Dramas on sanitation
 9. Social Gatherings to discuss sanitation issues
 10. Shapath – on line and spoken
 11. Flyers
 12. Cleaning Streets and Public Places
 13. Seminar/Conferences/Talk
 14. TV Shows/Radio Talks/TV spots
 15. AV Vans
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Photos : To be uploaded Before and After Cleaning Event on (i) MyGov; (ii) Facebook; (iii) Twitter
