

No. 11043/1/2014 NBA  
Government of India  
Ministry of Drinking Water and Sanitation  
Swachh Bharat Mission (Gramin)

12<sup>th</sup> Floor, Paryavaran Bhawan, CGO Complex,  
Lodhi Road, New Delhi-110003  
Ph. 011-24364427, Fax : 011-24364869, 24361062  
Dated 8/10/2014

**Meeting Notice**

Sub.: Brain Storming Session on implementation of Swachh Bharat Mission (Gramin)

1. Please refer to this Office letter No.Q-14018/50 (RFD-Rev0/2014-DWS (Stat) dated 26th September, 2014 regarding holding Regional Review meetings & Experience Sharing workshops with State Secretaries In-Charge of Rural Sanitation to be held on 13th Oct., 20th Oct., 28th Oct. 3rd Nov. and 10th Nov., 2014. All these meetings are hereby **CANCELLED**.

2. The Swachh Bharat Mission (Gramin) (SBM) (G) has been launched on 2nd October, 2014 by the Hon'ble Prime Minister.

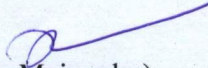
States have already launched an intensive Sanitation Awareness Campaign from 25th September, 2014 which shall be continued to October 31st, 2014.

The Swachh Bharat Mission (G) has brought about certain amendments in the Nirmal Bharat Abhiyan Guidelines and in implementation approaches. A brain storming session on the planning and implementation of SBM (G) has been organized on 20/10/2014 at 10:30 AM to 1:30 PM at 4th Floor, 'A' Wing, Paryavaran Bhavan, CGO Complex, Lodhi Road, New Delhi.

The meeting will be chaired by Smt. Vijaylaxmi Joshi, Secretary, Ministry of Drinking Water and Sanitation. The issues to be discussed in the meeting are:

- Rolling out of SBM (G)
- Effective IEC, IPC, Triggering
- Draft SBM (G) Guidelines
- Monitoring and evaluation mechanism

The draft SBM (G) Guidelines shall be circulated to States prior to this meeting. This meeting shall result in finalizing the SBM (G) Guidelines. It is therefore, urged that all Principal Secretaries/Secretaries Incharge of Rural Sanitation alongwith NBA Coordinators from all States may attend this meeting so that the view points of the State can be learnt.

  
(Sujoy Mojumdar)  
Director, SBM (G)

To

1. The Principal Secretaries/Secretaries Incharge of Rural Sanitation of All States and UTs
2. State SBM (G) Coordinators of all States and UTs